

Capgemini 



REINVENTING CUSTOMER SERVICE

The Digital Contact Center of the Future
with Microsoft and Capgemini

Table of CONTENTS

04

THE CURRENT NATURE OF CUSTOMER CONTACT CENTERS

05

CREATING THE FUTURE OF CUSTOMER SERVICE

06

MICROSOFT DIGITAL CONTACT CENTER OFFERINGS

08

HOW DIGITAL CONTACT CENTER CAN BENEFIT BUSINESSES HOW DIGITAL CONTACT CENTER CAN BENEFIT BUSINESSES

10

WHAT SETS MICROSOFT AND CAPGEMINI APART

DIGITAL CONTACT CENTER OF THE FUTURE, POWERED BY MICROSOFT AND CAPGEMINI

Today, brands shine through the greater customer experience they provide. Customer service is the foundation for this journey.

77%

of consumers recommend a brand because it supplies a personalized service or experience.
(Source: Perficient)

93%

of customers will spend more with companies that offer their preferred option to reach customer service
(Source: Zendesk)

78%

of consumers contacted a company multiple times to address a single concern.
(Source: Forbes)

67%

of consumers preferred self-service over speaking to a company representative.
(Source: Zendesk)

Through Microsoft's solutions, organizations achieved **80% reduction in total transaction time** resulting in higher Customer Satisfaction and lowering efforts required for resolving cases.

THE CURRENT NATURE OF CUSTOMER CONTACT CENTERS

In today's fast-paced digital world, a strong online presence is a requirement for businesses. From digital services to apps and online platforms, these tools have become essential for meeting customer demands and staying ahead in the competitive market.

Providing exceptional customer service helps businesses maintain their competitive edge and sustained revenue models in the current economic and geopolitical scenario. Organizations need to focus on digital technologies to build speed, innovation and agility in their customer experiences.

Customer contact centers revolutionize the way businesses interact with their customers, bringing a host of benefits. With these contact centers, businesses provide exceptional customer service and support through various digital channels. Digital contact centers not only offer instant customer assistance but also gather valuable data to personalize interactions and tailor offerings.

DIGITAL CONTACT CENTER (DCC):

A digital contact center is a centralized platform that enables businesses to manage and handle customer interactions across various digital channels. Digital contact centers leverage technology and communication tools to facilitate seamless and efficient communication between businesses and their customers.

CREATING THE FUTURE OF CUSTOMER SERVICE

A comprehensive offering from Capgemini and Microsoft, the Digital Contact Center helps organizations of all types to elevate business reputation, objectives and customer satisfaction by transforming their contact center strategy using automation and artificial intelligence.

2.1 A Closer look at our Digital Contact Center Offering

Components of the Digital Contact Center can be delivered individually or iteratively as a part of the Digital Customer Experience.





MICROSOFT DIGITAL CONTACT CENTER OFFERINGS

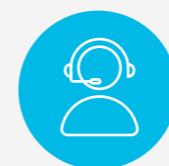
The Microsoft Digital Contact Center (DCC) enables businesses to advance their customer relationships and create positive experiences that provide rapid and sustainable value for both customers and internal stakeholders.

Leveraging best-in-class digital contact center solutions, Microsoft Contact Center Platform applies a Cloud-based, AI-enabled platform that focuses on customer experience solutions. It interweaves UX concepts and adopts automation to reduce process bottlenecks that impact customer satisfaction.



CUSTOMER JOURNEY MANAGEMENT

Improve customer experience by defining the target customer journey across all touchpoints, using data and AI to optimize the experience and Customer Lifetime Value.



AUGMENTED AGENTS

Improve agent experience by providing an enhanced work environment, investing in their development, and setting up engaging ways of working.



IN/OUTSOURCING MANAGEMENT

Structure your outsourcing strategy and management to find the right mix between competencies internalization, cost optimization, and brand promise.



WORKFORCE OPTIMIZATION

Leverage data to forecast and schedule complex workflows, better manage resources, and optimize their utilization.



DATA-DRIVEN QUALIFICATION AND ISSUE HANDLING

Use real-time analytics to qualify customer requests and route them to proper solutions. Employ sentiment analysis to match agent personalities.



DATA-LEVERAGED OUTBOUND INTERACTION MANAGEMENT

Use customer data and smart automation to proactively engage the customers along their journey.



HOW DIGITAL CONTACT CENTER CAN BENEFIT BUSINESSES



IMPROVED CUSTOMER SATISFACTION

Customers place a high value on how a customer service team treats them, and companies will directly profit from positive customer service encounters.



REDUCTION IN UNSATISFIED CUSTOMER COMPLAINTS

Incorporate sentiment into contact center analysis to improve contact center efficiency by leveraging self-service and improving the overall customer experience.



INCREASED REVENUE FROM CROSS-SELLING

Appropriately equipped contact centers can serve as revenue driver through upselling, cross-selling, as well as a rich source of untapped voice of customers.



REDUCE EMPLOYEE CHURN

Employee engagement is critical for contact centers to build a stronger brand, reduce customer churn, and improve Net Promoter Score (NPS).



DRIVING CUSTOMER ENGAGEMENT

As buyers desire a seller-free sales experience, customer service has a greater responsibility for the customer relationship and journey.



REDUCED COSTS

Leveraging AI in contact center operations helps enhance customer and agent experiences while reducing costs.

WHAT SETS MICROSOFT AND CAPGEMINI APART



EXTENSIVE STRATEGIC EXPERTISE

We focus on value-gaining transformations for your business by establishing innovative contact centers that strategically fill operational gaps by automating tasks that add value or save costs.



EXCELLENT SERVICE TECHNOLOGY KNOW-HOW AND VENDOR OVERVIEW

With a strong global presence, our organization boasts a remarkable team of 5,000+ experts who specialize in all major service technologies.



AN END-TO-END DELIVERY APPROACH

We are a global force of 340,000 highly skilled business and IT experts spread across 50 countries.



HIGH CONTACT CENTER EXPERTISE

Our organization takes pride in our vast network of over 5,000 dedicated service experts spread across the globe.



DEEP INDUSTRY FOOTPRINT WITH ORGANIZATIONAL TRANSFORMATION KNOW-HOW

With unbeatable knowledge of your business and context, our onsite consultants deliver exceptional expertise across 22 industries.



ABILITY TO DEPLOY DATA PLATFORMS AT SCALE

With data stewardship and Software-as-a-Service (SaaS), we not only provide innovative solutions but also actively engage in risk-sharing partnerships.



“Because our Digital Contact Center is a single unified platform, it reduces costs and allows instant visibility into trends across all service channels”

Satya Nadella,
Microsoft CEO



For unveiling the future of contact centers with Microsoft and Capgemini.

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About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 360,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion.

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