

Delivering the intelligent contact center

DXC Customer Engagement Center for Microsoft Dynamics 365

Key insights

- Provide high-quality customer interaction with a single, information-rich unified console
- Leverage real-time customer sentiment analysis, prompts and proactive triggers to improve customer engagement
- Optimize customer service team performance by equipping agents with the right tools to resolve customer inquiries faster
- Control development costs by accelerating the speed to a solution

Improve the quality of customer interactions by empowering agents to handle complex customer interactions faster while delivering an improved experience.

With ever-expanding methods of interaction, customers have raised their expectations, and contact centers must adapt. Customers control the channel by which they interact, and today's contact centers must be equipped to provide consistent customer experiences while controlling costs, regardless of channel. Furthermore, contact centers should be outfitted to provide much more rewarding experiences for customers, companies and even contact center agents.

Forward-looking companies are differentiating themselves through customer engagement. Technological advancements can make contact centers more interactive and enable deeper, richer communications. As a result, contact centers are abandoning a business-centric, cost-cutting focus to become a facility for customer-centric, tailored interactions based on individual customer preferences.

Answer to the problem

DXC Customer Engagement Center provides a pre-configured solution to rapidly improve the quality of customer interactions to make the advanced contact center a reality.

Built on Microsoft Dynamics 365 Customer Service and leveraging Microsoft's Unified Service Desk (USD), this solution is designed to empower agents to handle customer interactions faster while delivering an improved experience. Most importantly, it does this regardless of what channel the customer chooses to engage the contact center.

Delivering important outcomes

DXC Customer Engagement Center enables organizations to deliver a unified customer experience while empowering agents to handle more complex interactions. With a deeper understanding of customers at every touch point, companies can create a more compelling customer experience.

DXC Customer Engagement Center will:

- Improve customer loyalty through high-quality engagement
- Reduce average call handling time and increase first-call resolution through streamlined process flow
- Meet customer expectations by allowing them to choose how they contact your company and provide the same level of service regardless of channel

- Optimize customer service team performance and reduce employee churn by providing agents with better tools and processes

Why DXC?

DXC Technology helps enterprise and mid-market companies accelerate digital transformation, solve business challenges and deliver intelligent solutions that make a difference for clients, employees and partners. We believe in delivering expertise, project transparency and excellent customer service in every engagement.

With team members in North America, EMEA, Asia and Australia-New Zealand, we are uniquely positioned to deliver Microsoft Dynamics 365, ERP, CRM, business process, analytics and collaboration solutions to clients across the globe. The largest independent Microsoft Dynamics partner in the world, DXC serves more than 4,000 clients across multiple industries. Our practice delivers services and solutions that positively impact our world today and into the future.

Key features

DXC Customer Engagement Center is designed to make the intelligent contact center a reality. Industry-specific templates provide roles-based consoles designed to replicate contact center process flows. The consoles bring together all the applications and information an agent needs to skillfully handle complex customer interactions.

The process flows are improved and streamlined over time through artificial intelligence and machine learning. This solution features a preconfigured Virtual Customer Assistant (VCA) with natural-language processing, and real-time sentiment analysis performed on live customer interactions.

Other key features include:

- Pre-configured, industry-specific, roles-based consoles, built on Microsoft's Unified Service Desk (USD), and using Microsoft's Common Data Model and Service to integrate all relevant applications
- Virtual customer assistant with voice/text chat and natural language processing that applies customer machine learning intelligence using Microsoft's Language Understanding Intelligent Service (LUIS) to customers conversational, natural language to predict overall meaning, and pull out relevant, detailed information
- Real-time sentiment analysis and recorded audio call insights using Microsoft's Azure Bot framework, Direct Channel API, Azure Cognitive Services, and Video Indexing

Key benefits

This solution is designed with KPIs in mind. Improving metrics such as average handling time, first-call resolution and customer satisfaction is at the heart of the solution. It is a time- and cost-efficient method for improving agent functionality. It connects siloed applications without costly integration

and development time, and costs are significantly reduced by starting with this pre-configured solution.

Proactive triggers, prompts and automated actions improve process flows, and context awareness and sentiment analysis improve the quality of interactions while streamlining processes over time. These provide the ability to increase customer satisfaction with a deeper understanding of customers at every touch point and create a more compelling customer experience.

In a typical example, DXC helped a leading home furnishings retailer to implement DXC Customer Engagement Center on Microsoft Dynamics 365 Customer Service. DXC built a unified agent console to replicate the retailer's process flows and included the DXC virtual customer assistant, significantly reducing the number of active screens required for customer interactions and improving overall customer interactions.

Next steps

Engage DXC business advisors to identify your top contact center challenges and opportunities. Our business and technical advisors can demonstrate the capabilities of our solution, validate the proposed strategy, and determine next steps and investment with your key stakeholders. Leveraging our global delivery centers, DXC can build the right solution to match your company's digital transformation strategy.

About DXC Technology

As the world's leading independent, end-to-end IT services company, DXC Technology (NYSE: DXC) leads digital transformations for clients by modernizing and integrating their mainstream IT, and by deploying digital solutions at scale to produce better business outcomes. The company's technology independence, global talent, and extensive partner network enable 6,000 private and public-sector clients in 70 countries to thrive on change. DXC is a recognized leader in corporate responsibility. For more information, visit www.dxc.technology and explore thrive.dxc.technology, DXC's digital destination for changemakers and innovators.