



Copilot scenarios for Customer Service

LOOK



Using Copilot in Customer Service

Copilot Workshop

Request information on the Copilot for Microsoft 365 online Workshop



Goals and challenges

Microsoft Copilot in Customer Service is your strategic partner to enable customer service teams. 43% of customer service reps report they were overwhelmed by the number of systems and tools needed to complete work¹. With Microsoft Copilot, embedded directly into agent desktops, Customer service teams can find answers fast and collaborate easily.



Copilot can assist with ...

Copilot assists Customer Service with tasks like process optimization, collaboration, and delivering a fast, tailored, experience for customers.

- Respond to a customer complaint
- Identify a root cause
- Boost field efficiency
- Manage service agents



Customer Service roles



Customer Service Account Manager



Customer Service Manager



Customer Service Representative



Escalation Manager

Transform Customer Service processes



Diagnosis



Resolution



Support Response

Microsoft Copilot opportunity to impact key departmental KPIs



First call resolution

In customer service, First Call Resolution (FCR) is a game changer because it improves customer satisfaction, enhances agent efficiency, and fosters long-term customer loyalty.



Average resolution time

Microsoft Copilot can help with lowering resolution times which in turn leads to increased agent productivity and higher customer satisfaction rates.



Service quality scores

AI is elevating service quality in the professional services industry by enabling smarter, more efficient, and customer-centric operations.



Customer satisfaction scores

Microsoft Copilot can improve customer satisfaction by providing real-time AI assistance for faster issue resolution, generating personalized email responses, analyzing customer feedback, and allowing agents to focus on delivering high-quality service.



Revenue growth



Cost savings and avoidance



Improve employee experience

¹Gartner. [Gartner for Customer Service - The Connected Rep: Deliver better customer service by enabling reps with technology](#). 2023.