

LICENSE TO THRILL

EMPOWERING MICROSOFT TEAMS USERS WITH AI FOR
OUTSTANDING CUSTOMER EXPERIENCE



We're living in a world obsessed with experience. The mission of every contact center agent, and business leader (should they choose to accept it), has changed. Today's operatives aren't just tasked with handling as many calls and queries as possible in the shortest space of time.

Instead, they need to deliver convenient, fast, personalized, and data-driven experiences across a variety of channels. Staying ahead of the competition, and retaining customers requires companies to supercharge their agents with new tools and resources.

Just as James Bond had endless gadgets to help him in his role with Her Majesty's Secret Service, agents need their own powerful tools to serve customers.

Fortunately, innovators in UCaaS and CCaaS are on the case, crafting ever-more intuitive resources for the agents of today, and tomorrow.

Microsoft, with the help of world-leading partners like Five9, CallTower, and many others, has transformed the Teams platform into an all-in-one toolkit for unbeatable customer and employee experience. Powered by the latest AI innovations, the Teams platform can now transform every contact center agent into a **“super-agent”**.



Bringing UCaaS and CCaaS Together in Microsoft Teams

Did Bond carry a backpack of gadgets with him wherever he went? No. He had compact Swiss-army style tools offering countless capabilities. A spy camera with a built-in tape recorder, shoes with built-in daggers, even a pen that could turn into a gun.

Today's contact center agents need the same efficient toolkits – all-in-one platforms that allow them to accomplish more with less. That's why solutions like Microsoft Teams have evolved to become more than just “collaboration platforms” in recent years.

Teams is an ultra-flexible platform, offering business leaders the opportunity to combine some of their most essential tools into a single pane of glass. While Teams acts as a digital foundation, connecting employees across different departments, integrations with contact centers, CRMs and analytical tools allow business leaders to take productivity and efficiency in the workplace to a new level.

Bringing UCaaS and CCaaS together in Teams allows for a mission critical connection between front-facing agents, back-office specialists, and field employees. Consolidating these tools doesn't just lead to improvements in team performance. It also ensures companies can actually deliver on their promises to deliver phenomenal customer service.

It's not just the agent involved in crafting an incredible customer experience anymore. The entire enterprise needs to work together to drive results. Contact center agents need to be able to access the right information, support from subject matter experts, and data instantly.

"For contact center front offices to deal with a customer problem effectively, it's imperative for there to be a connection with the back office too."

Thomas John, VP of Partners, Five9



Microsoft's flexibility and partnerships allow companies to "bridge the gaps" between employees in the modern workforce, creating a more collaborative contact center. It breaks down barriers and silos in the modern workplace, enables teams to work together on customer support, and empowers agents to accomplish more, with fewer disconnected apps and tools.

Using AI to Enhance CX and EX Simultaneously

The convergence of UCaaS and CCaaS in Microsoft Teams lays the foundations for companies to develop more powerful toolkits for their agents. But the innovative Teams platform does a lot more than simply connect the dots in the modern workplace.

Microsoft, and its partners, are also crafting the transformational tools within UCaaS and CCaaS environments that give agents true superpowers. These companies are paving the way to the future of the AI-powered workplace.

Artificial Intelligence has become a mainstay technology in the current world. It's driving new levels of productivity and efficiency, opening new doors to different forms of customer service, and changing how customers engage with businesses on a massive scale.

Together with companies like Five9 and CallTower, Microsoft is providing CX secret agents with their own Q-style assistants, ready to support every stage of the customer journey. With AI integrated into Microsoft Teams, back-end employees and contact center agents alike can evolve.

AI effectively augments every agent. It gives them instant access to the data they need at the press of a button. AI can minimize the number of repetitive tasks agents need to complete each day, deliver inspiration and guidance, and even deflect low-value conversations with self-service.

Used correctly, this technology doesn't just influence the customer experience, but the "Total Experience" of a business.

"Microsoft Teams really has been transformative in terms of what it's done from a collaboration standpoint, and when you look at the core role that Teams plays day-to-day in all our business interactions, it allows organizations like CallTower and Five9 to go in and add customizations that further enhance customer experience"

William Rubio, Chief Revenue Officer, CallTower



How AI Capabilities are Transforming Customer Service

Customer Experience and Employee Experience are two sides of the same coin. Studies show **70% of engaged employees** show a greater understanding of how to address customer needs. They also create businesses that are **21% more profitable**, and 17% more productive.

Transforming the average contact center agent into a "super-agent" with AI in Microsoft Teams, instantly takes customer experience results to the next level.

With an AI-driven solution in Teams, as well as access to innovative tools like Microsoft Copilot, agents get the behind-the-scenes guidance they need to improve relationships with customers.

AI instantly enhances an agent's view of the customer, like a set of x-ray specs. Analytical tools powered with AI and machine learning can map the customer journey on behalf of companies and provide agents with step-by-step guidance to boost their chances of success on a mission.

These tools can give business leaders superpowers, allowing them to predict customer behavior, market trends, and even develop more effective schedules for contact center success. From a CX perspective, AI doesn't just give agents and businesses better insights, it also paves the way for:

- **Faster problem resolution:** With all the data they need available at the touch of a button, agents can resolve issues faster, somersault over problems, and minimize issues. AI tools can even help route customers to the right agent for their needs, provide professionals with behind-the-scenes insights into customer profiles, and offer next-best action guidance
- **Sensational self-service:** Power Virtual Agents, generative AI enabled chatbots and virtual assistants pave the way for a new era of self-service. With these tools, companies can deliver 24/7 support to their customers, without compromising on a personalized, intuitive experience. This means agents have more time to focus on the tasks that require their human input, empathy, and creativity.
- **Predictive, proactive support:** AI tools can almost turn agents into mind readers, offering access to sentiment analysis, historical and real-time data, and trends. This allows companies to deliver more proactive service and stay one step ahead of problems. With AI, agents can diffuse CX bombs before they ever have a chance to start ticking.

Giving Employees Special Agent Powers with AI

The special agent powers offered by AI enhancements in Microsoft Teams, and intelligent partner tools don't just drive faster, more efficient customer experiences. They transform the entire workflow for modern service professionals, bringing the worlds of CX and EX closer together.

AI isn't here to replace the contact center agent. Built into UCaaS and CCaaS ecosystems, this technology gives teams the freedom to focus on what they do best, delivering empathetic, compassionate experiences to every client.

Intelligent tools turbocharge agent productivity, allowing them to accomplish more, with a 360-degree view of the customer, endless access to data, and intelligent support. They reduce the number of monotonous and repetitive tasks agents need to handle each day, allowing them to focus on their true mission: serving and delighting the customer.

Solutions like Context IQ in the Microsoft Dynamics landscape, Microsoft CoPilot, and other AI solutions ensure agents can:

- **Deliver consistent service across every channel:** Agents can use tools like Copilot to parse information from conversations and contextualize it. This ensures team members can deliver personalized, consistent service across every channel, without having to search for data and insights using a variety of different tools.
- **Reduce repetitive work:** AI can automate everything from data entry to call routing and wrap-up. With generative AI-style tools in Microsoft Teams, agents can even creatively respond to messages and follow up with customers faster.
- **Avoid workflow issues:** With AI available to surface crucial information at the touch of a button, agents can avoid roadblocks in their customer service strategy. They can access real-time insights, minimize the frustrations of searching for data, and constantly achieve their personal and professional goals.

All of these agent superpowers don't just influence the customer experience, and the performance of the business, they also have a direct impact on agent satisfaction. Employees who can focus more on tasks with meaning are happier in their roles.

Just imagine how miserable James Bond would be if he spent all of his time filing paperwork, instead of saving the world. With AI augmentation, employees thrive.

The Challenges of Embedding AI In Customer Service

Various factors have joined forces to make it easier for companies to empower the next-level contact center agent. CCaaS integrations within Microsoft Teams eliminate the silos in the modern workforce, cross-platform analytical tools offer end-to-end visibility.

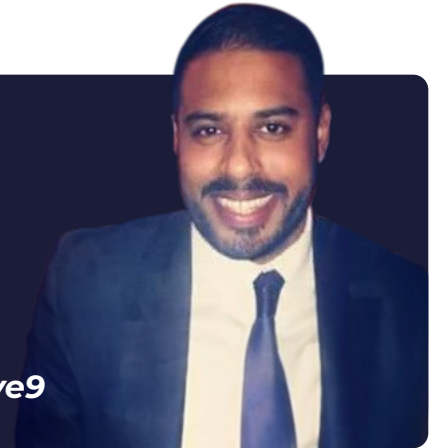
However, there are still challenges to overcome before every contact center agent becomes a mini James Bond. For most, these challenges revolve around figuring out how to embed AI superpowers into the CX environment.

While AI continues to grow and evolve, there are still issues to address. Fortunately, solutions are emerging. For instance, one of the biggest issues companies face with using AI in the contact center, is managing the costs of AI development. AI-powered customer service solutions can be expensive, and in the past, many have required businesses to invest in new expertise and support.

Fortunately, Microsoft, and its partners are working to address this problem. With tools like Copilot, Microsoft is making AI more accessible to everyone, building generative AI right into the heart of the platforms agents use every day. Natural language processing capabilities mean teams can interact with bots like never before, even without any technical knowledge.

"Today, AI plays a pivotal role, leaving the agent to do what they do best, which is dealing with the customer's problem and giving them a good experience - making them more likely to come back, and to provide positive feedback to others"

Thomas John, VP Partner EMEA & International, Five9



AI CCaaS platform providers like Five9 give businesses the resources they need to build their own intelligent bots from scratch, without having to hire a developer. At the same time, these leading vendors are addressing a variety of other issues, such as keeping data secure (with real time monitoring).

The other biggest challenge most companies face with AI in customer service, is knowing how to navigate the human/bot balance. Bond was stronger with his intuitive tools, but his ingenious cars and gadgets didn't do all the work for him.

AI can handle repetitive tasks for agents, simple queries, and workflow optimization, but there's still a need for that human touch. This means companies need to ensure they keep the human in the contact center, no matter how advanced the latest AI solutions become.

Fortunately, Microsoft and its partners are well aware of this fact. With Microsoft Teams UCaaS and CCaaS platforms, companies can tap into the AI tools they need to turbo-charge their agents, while still ensuring there's a place for empathy, compassion, and personalization.

The Future of AI in UCaaS and CCaaS

So, what's next for the evolution of the contact center secret agent? While it's impossible to know for certain what the future holds, the evidence suggests AI in UCaaS and CCaaS will leave the whole world shaken (not stirred), in a positive way.

Just as Bond's cars and tools became more advanced year after year, the gadgets contact center agents rely on to deliver exceptional experiences will continue to evolve.

Microsoft is already in the process of building a new future for the AI-enhanced, super-powered employee. Its UCaaS and CCaaS portfolio is constantly growing, with new Copilot features, generative AI capabilities, and intelligent automation tools.

But Microsoft isn't alone in its mission to transform customer service. Its partners are also stepping in, introducing new ways to transform both the UCaaS and CCaaS landscape. Leading contact center vendors, analytics experts and technology partners are already beginning to craft the next assortment of secret agent tools for our next-gen agents.

In the future, we can expect even more alignment between the tools agents and employees use, stronger connections between teams, and more intuitive AI assistants, augmenting and enhancing the performance of modern employees.

However, as Five9's Thomas John says, endless transformation shouldn't mean CX experts lose track of the basics. Using these technologies correctly will require business leaders to be cautious and strategic. "Understand the customer's demands, and their requirements, and make sure you can stay ahead of the curve."

In other words, "Be careful, 007."