



Von der Wartschlaufe zur Wertschöpfung

Mauro Battaglia

Olten, 18. Marz 2025

Poor service experiences impact everyone

Your customers



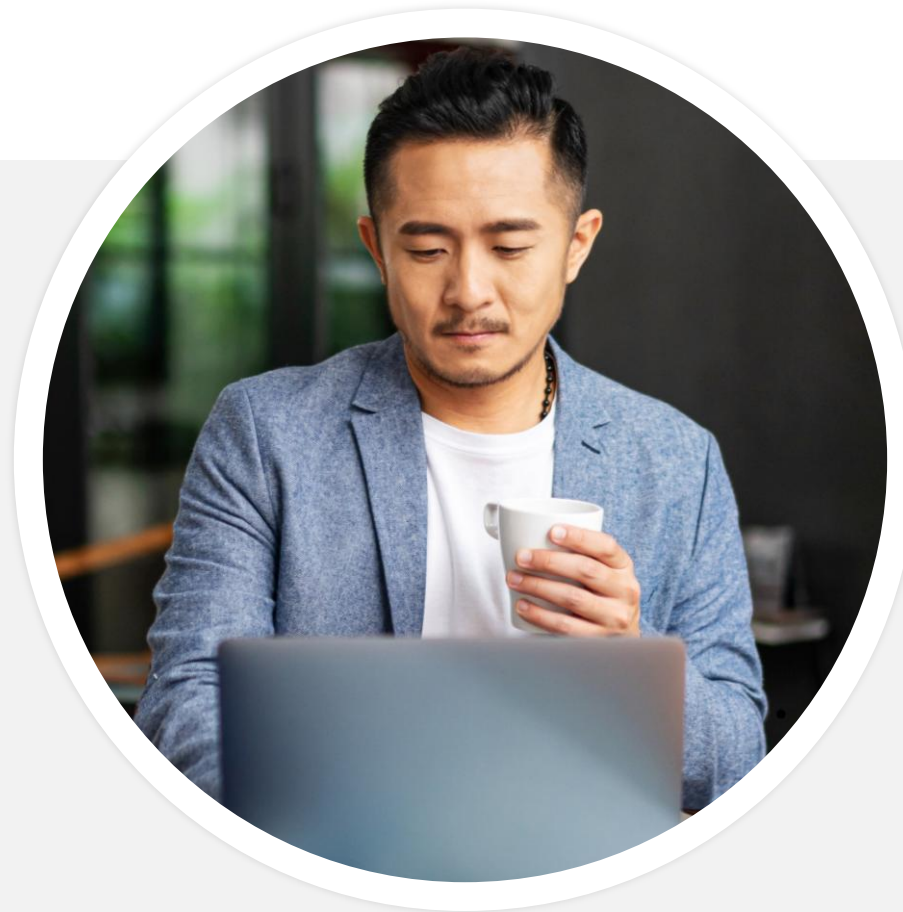
Lack of effective self-service



Disconnected experiences



Long wait times and repetition



Your business

<45% self-service deflection¹

UP TO
45% annual call center attrition rate²

\$3.7T annual cost of poor service worldwide³

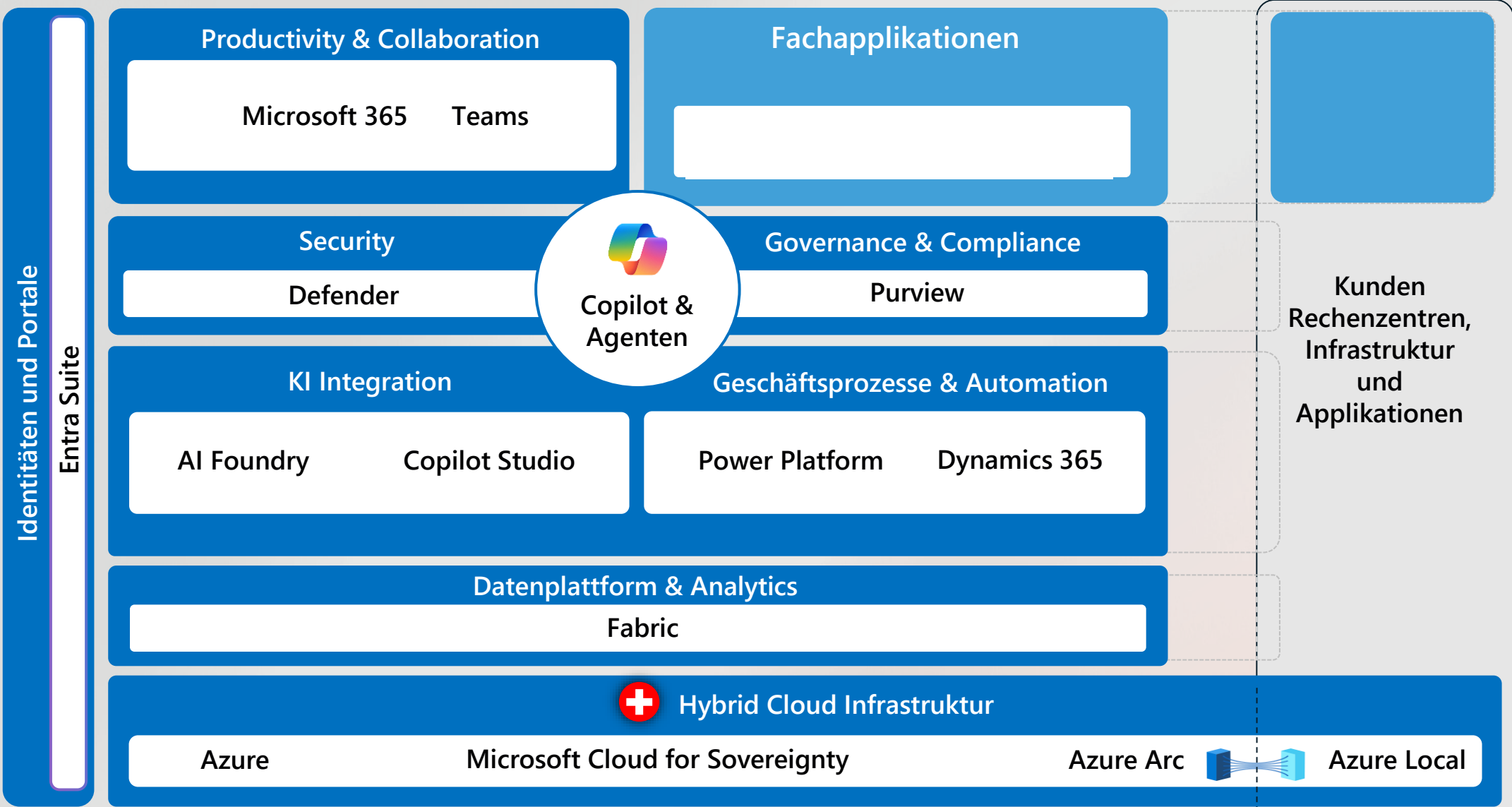
¹Microsoft internal analysis of deflection rates for non-LLM powered chatbots vs. generative answers with Copilot Studio. 2023.

²SQM Group. [Call Center Attrition Rate—It is Now the Most Important KPI](#). March 30, 2023.

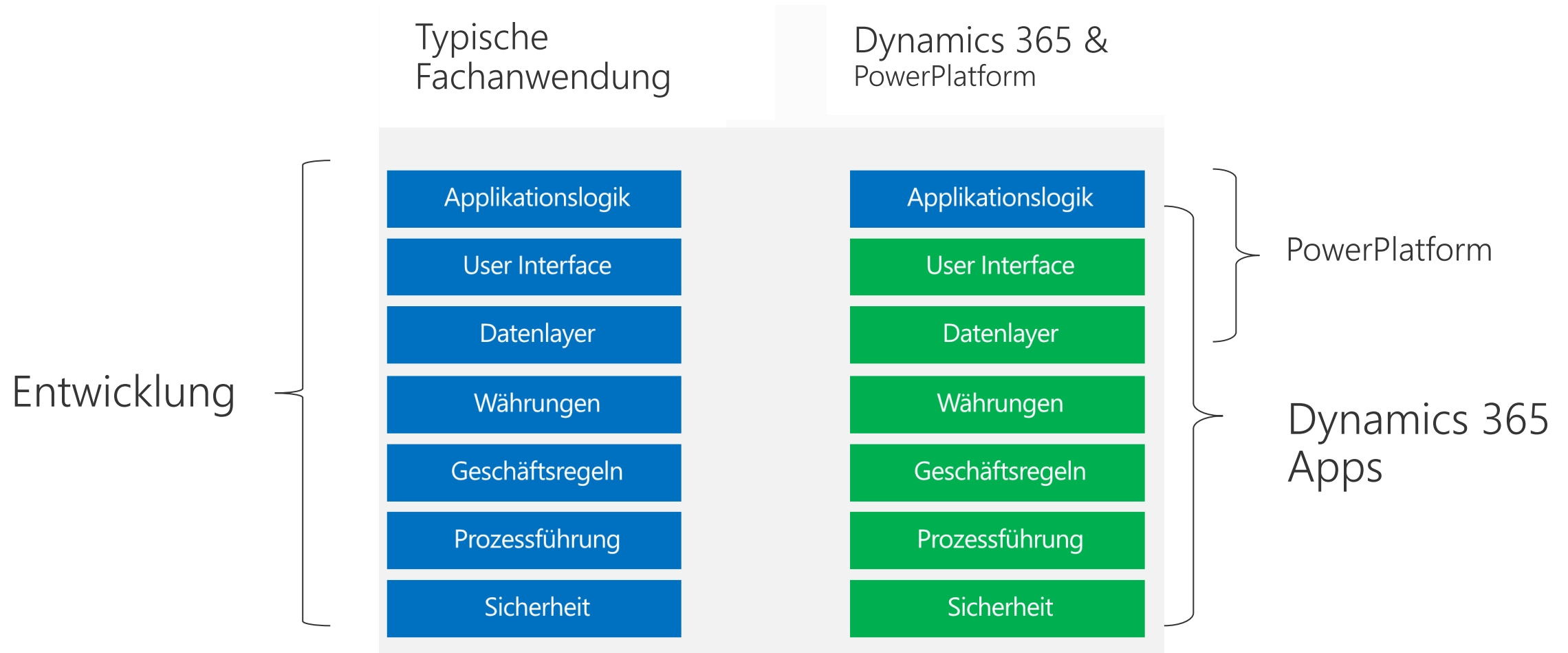
³Qualtrics. [Bad Customer Service Could Cost More Than \\$3.7 Trillion](#). 2024.

Microsoft Plattform für die Verwaltung

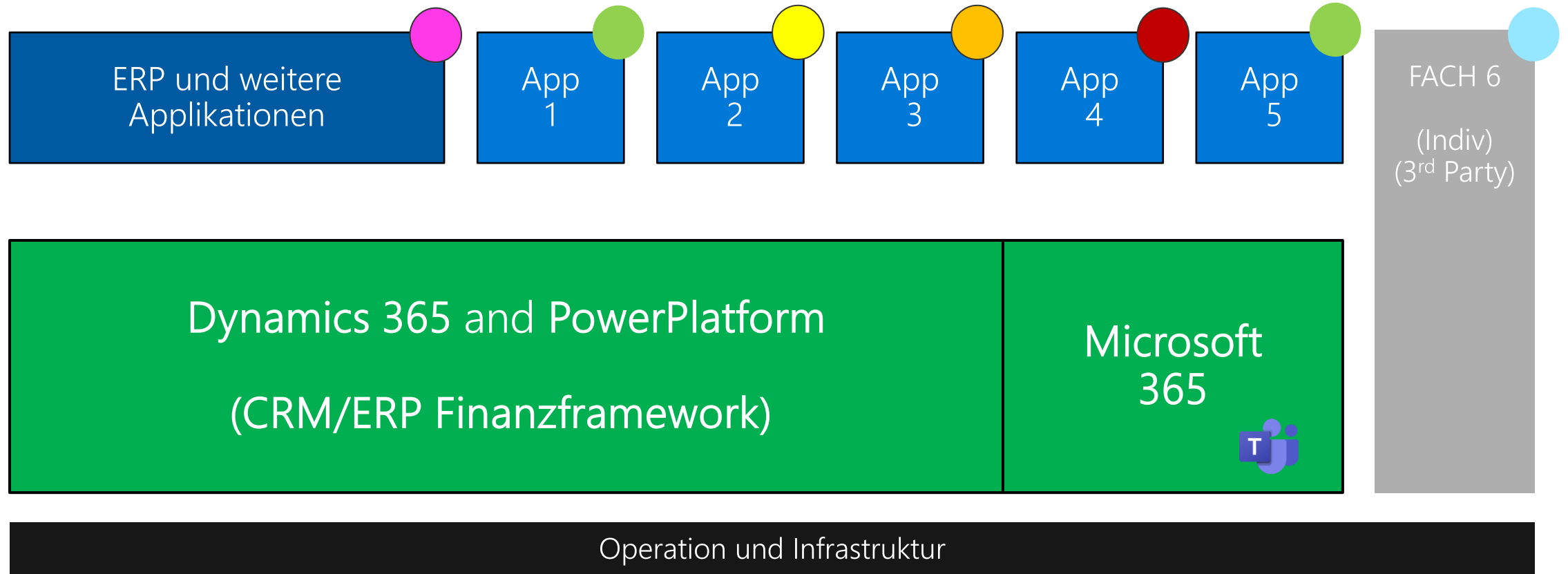
W11 - Windows 365 - AVD



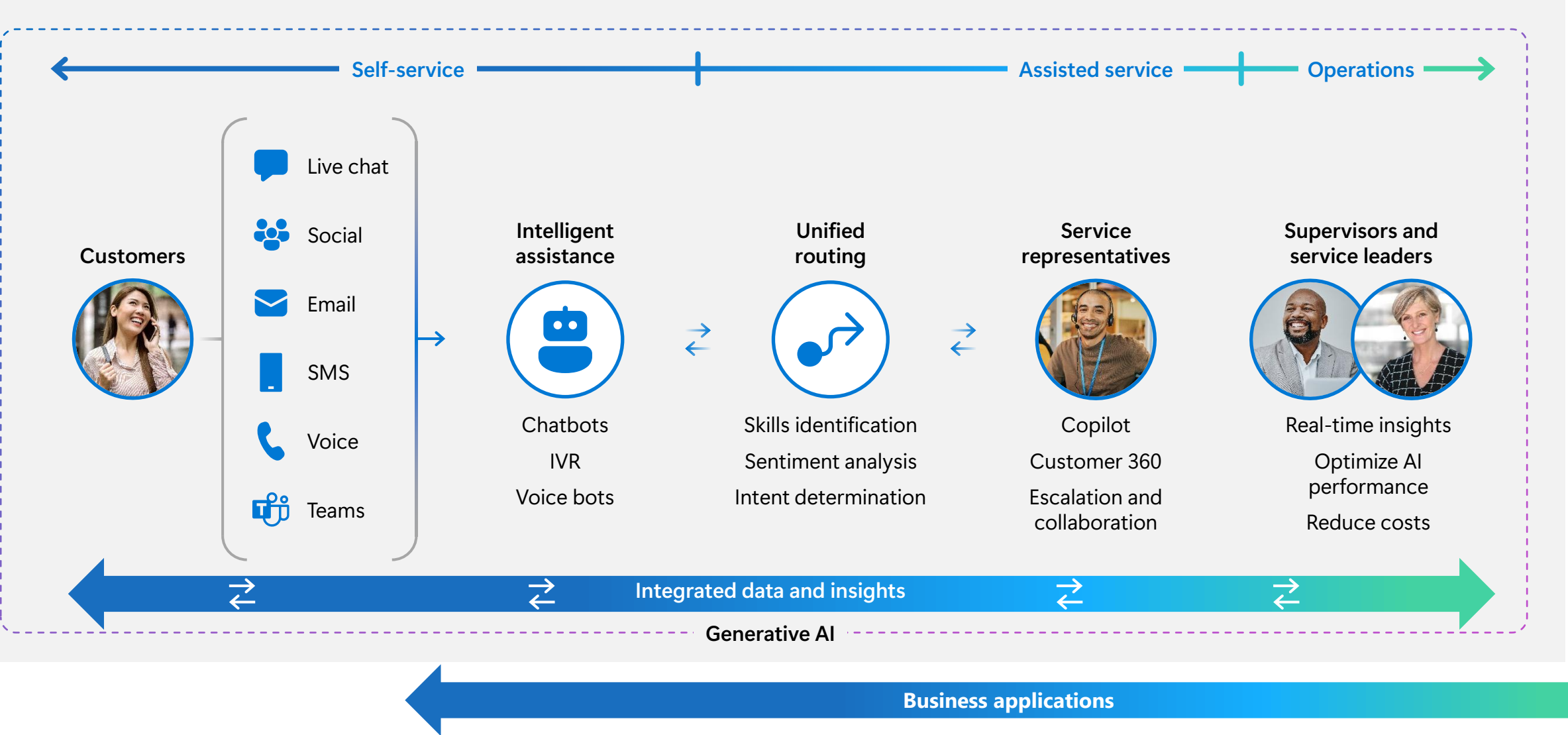
Plattformansatz



Fachapplikations- und Prozessplattform

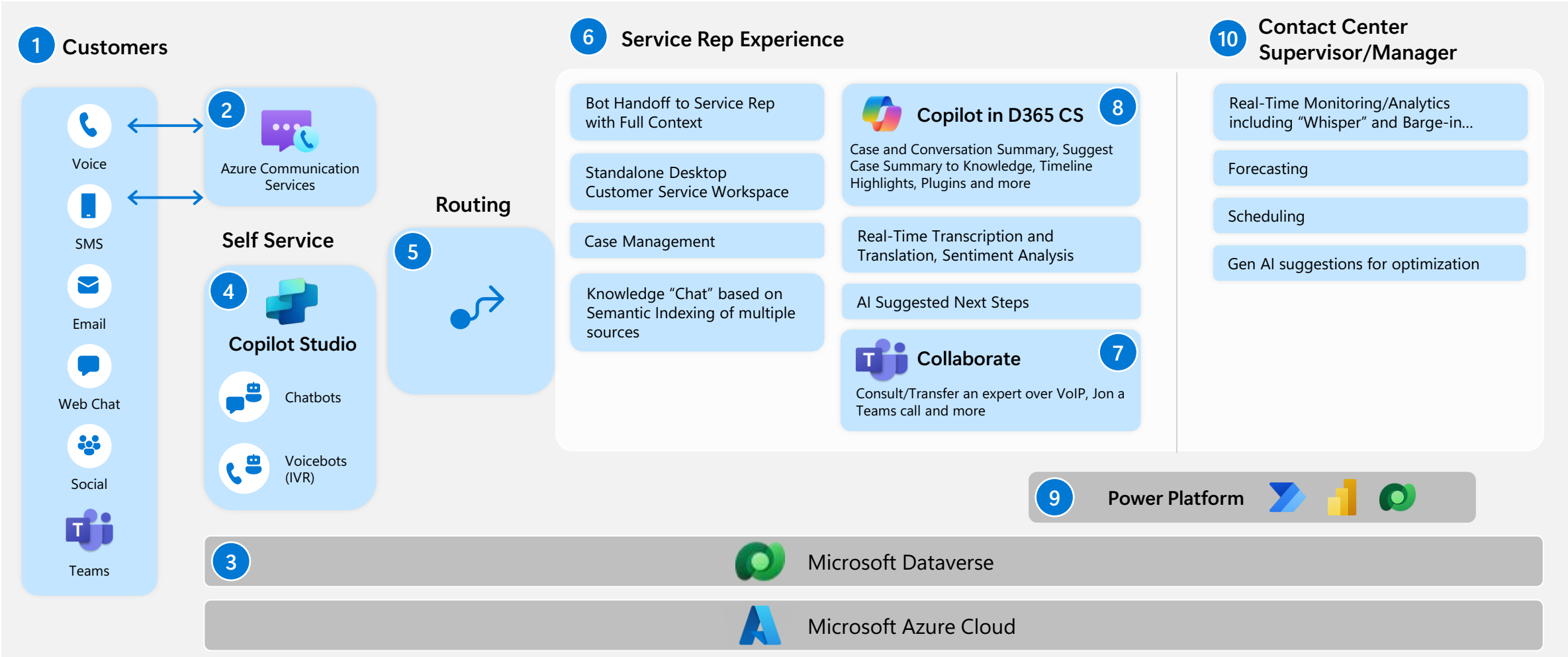


Modernize your contact center with a complete solution



Reference Architecture 1:

Dynamics 365 Customer Service Premium for CCaaS and CRM



AI Transformation



Enrich employee
experiences



Reinvent customer
engagement



Reshape business
processes



Bend the curve on
innovation

References

POST Luxembourg - References Customer Service



Microsoft empowers support engineers to shine brighter with Dynamics 365 Customer Service

[Read full story here](#)

Customer:
Microsoft

Industry:
Partner Professional Service

Size:
Corporate (10,000+ employees)

Country:
United States

Products and services:
[Dynamics 365 Copilot](#)
[Dynamics 365 Customer Service](#)
[Microsoft Teams](#)
[Power Virtual Agents](#)

Downloads
[Microsoft Dynamics 365 Customer Service Summary Slide.pptx](#)

Poste Italiane & Microsoft: A digital alliance to support the sustainable growth of the Group



La Poste boost its collaborative CRM in agile mode



Customer:
Zurich Insurance Company Ltd

Industry:
Insurance

Size:
Corporate: 10,000+ employees

Country:
Brazil

Products and services:
[Dynamics 365 Customer Service](#)
[Dynamics App for Outlook](#)
[Power BI](#)

[Read full story here](#)



Switzerland is important!

Microsoft Deepens Switzerland's Digital Future with Strategic Investment in Cloud and AI Infrastructure, Startups, Skilling and Innovation

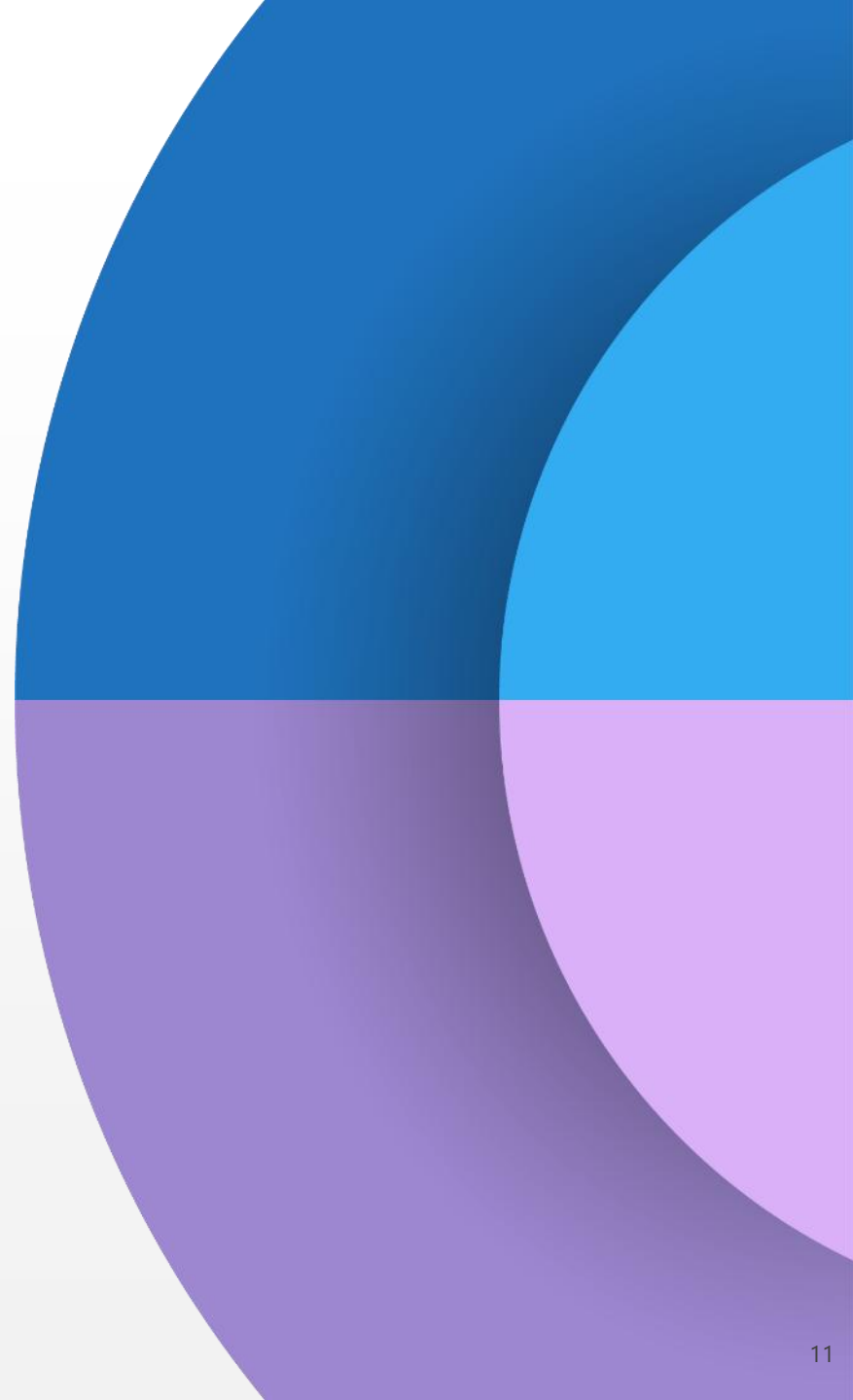
02/06/2025



Microsoft will für digitale Souveränität in Europa sorgen

Mit der Sovereign Public Cloud, der Sovereign Private Cloud, National Partner Clouds sowie drei neuen Funktionen und Lösungen will Microsoft das umfassendste Portfolio an Souveränitätslösungen für europäische Kunden aus Wirtschaft und öffentlicher Hand anbieten.

QUESTIONS?



Dynamics365 Contact Center Demo

Andrea Rizzi

