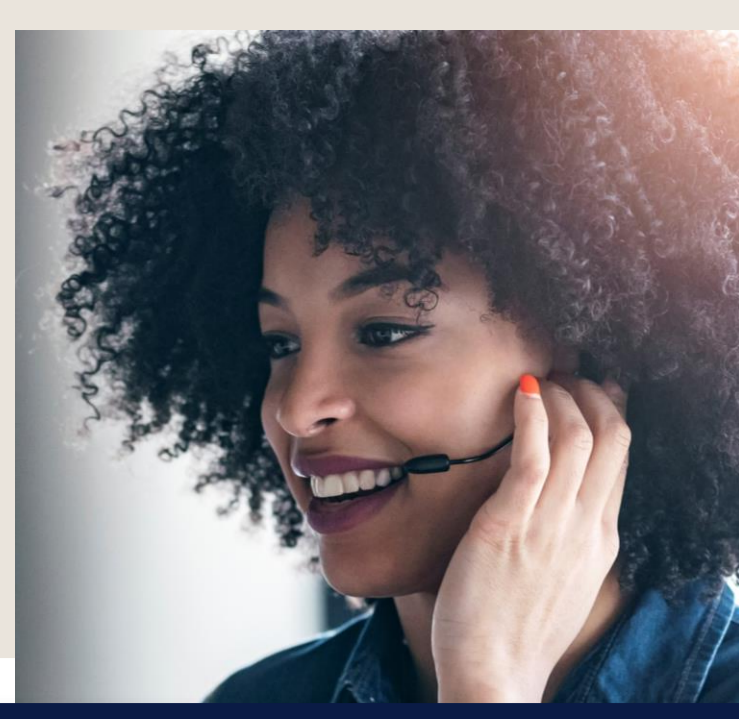


The Total Economic Impact™ of Dynamics 365 Customer Service

Evaluating the financial impact of Dynamics 365 Customer Service



Microsoft Dynamics 365 Customer Service

provides service organizations' agents the tools they need to deliver faster, seamless, personalized experiences across any channel. Dynamics 365 Customer Service simplifies and automates support agent processes with Copilot in Dynamics 365 Customer Service while delivering faster support experiences to organizations' customers, which can improve customer satisfaction and lead to additional revenue and profit.

Total Economic Impact™ (TEI)

is a Microsoft-commissioned study conducted by Forrester Consulting that examines the potential return on investment of Dynamics 365 Customer Service. This infographic summarizes the findings from that study, which was published in March 2024.

TEI methodology

To conduct the TEI study, Forrester interviewed representatives from five organizations that use Dynamics 365 Customer Service. Forrester then aggregated those interviews to create a single, industry-agnostic composite organization to help quantify the solution's impact. That organization is \$1 billion company with 500 full-time customer support agents who, on average, spend 75% of their time on customer support interactions.

Common challenges for customer service orgs

Disparate, aging stack of solutions

Disconnected solutions acquired over time to meet specific needs are often both redundant and inefficient to navigate.

Siloed customer data

Customer data is stored across disparate solutions, which agents then must navigate to piece together the full story for each customer.

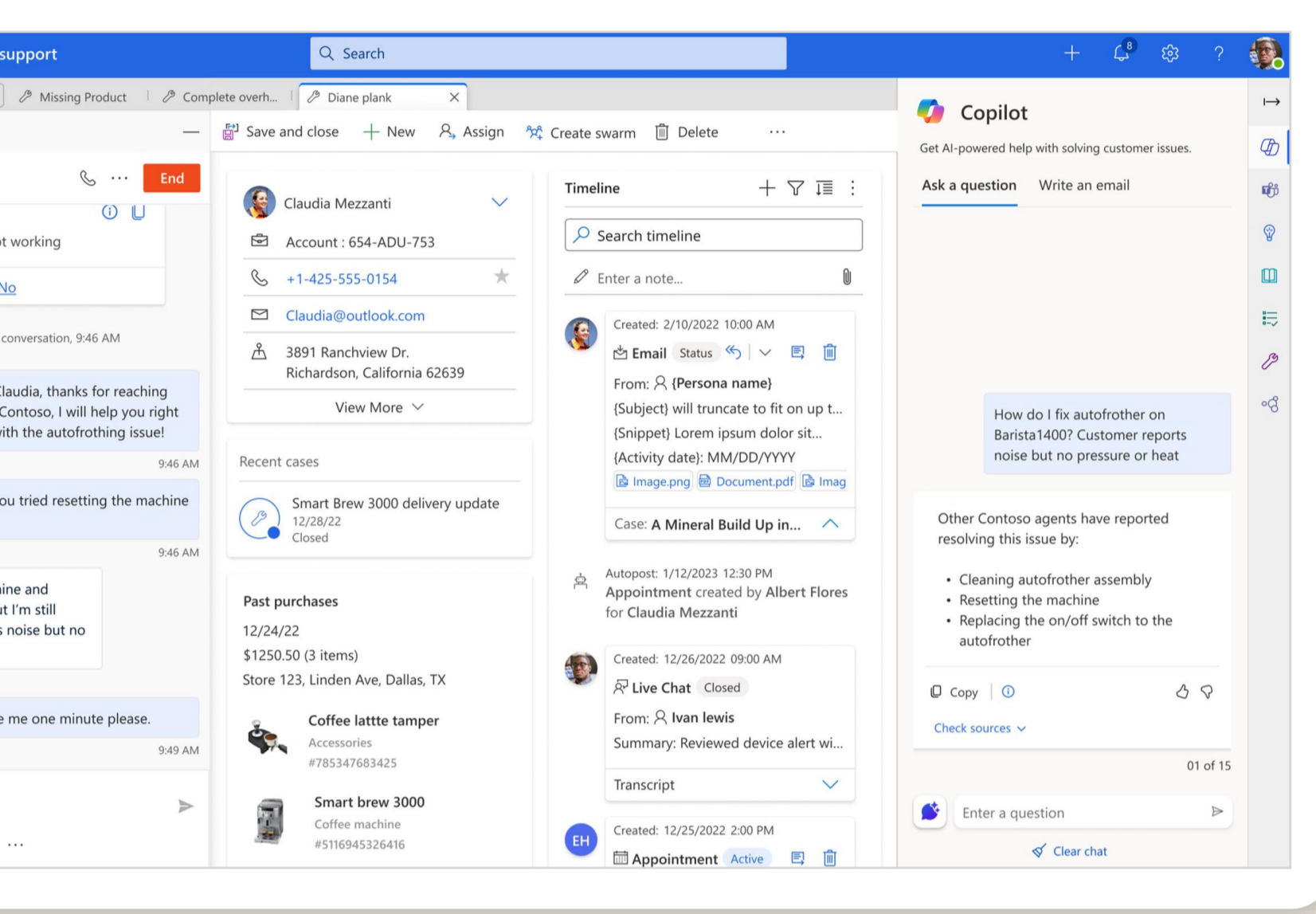
Increasing volume of support requests

Legacy solutions cannot keep pace with ever-increasing support volume, forcing companies to hire more personnel.

Lackluster solution experience

Unreliable and limited functionality, like misrouted requests and poor insights, in existing solutions prevent great customer experiences.

Impact of Dynamics 365 Customer Service¹



315%

return on investment

< 6 months
to recoup investment

\$14.70M
of present value benefits

\$11.16M
in net present value

"I don't think that the cost difference [between Dynamics 365 Customer Service and our previous customer support solution] was as big as we had anticipated."

— CRM Product Manager, Travel & Hospitality

Improved agent productivity

40% reduction in average handling time
468 hours saved per agent²

- Automated manual agent work
- Unified customer details from across channels, data sources
- Equipped agents with Copilot for more proactive support
- Consolidated knowledge to help decrease call times

"From a productivity perspective, our agents are happy because they have their information available at their fingertips. They don't need to switch between multiple screens and multiple systems the way they used to."

— Enterprise Architect, Financial Services

Replaced costly legacy systems

\$978K saved from retired support solutions

- Displaced redundant and older bolt-on solutions
- In some cases, enabled the entire customer support function to be brought in house

"We quickly saved on a contract worth close to \$3 million to \$4 million on a biannual basis right off the bat. ...It was instant savings on top of a much, much better customer experience on our side for just one tool."

— Senior Product Manager, Banking

Increased first-call resolution rates

20% boost to first-call resolution rates thanks to a 15% decrease in misrouted cases
Up to 292 hours saved per agent²

- Offered instant access to customer information and support best practices
- Routed calls automatically to the right agent
- Deflected routine requests to AI agents through Copilot

"AI has helped us reduce our time to resolution as we're able to auto-resolve many of the problems or questions we have from a customer-support perspective without having the need to have a human being on the end."

— Enterprise Architect, Financial Services

Boosted net-new profitability

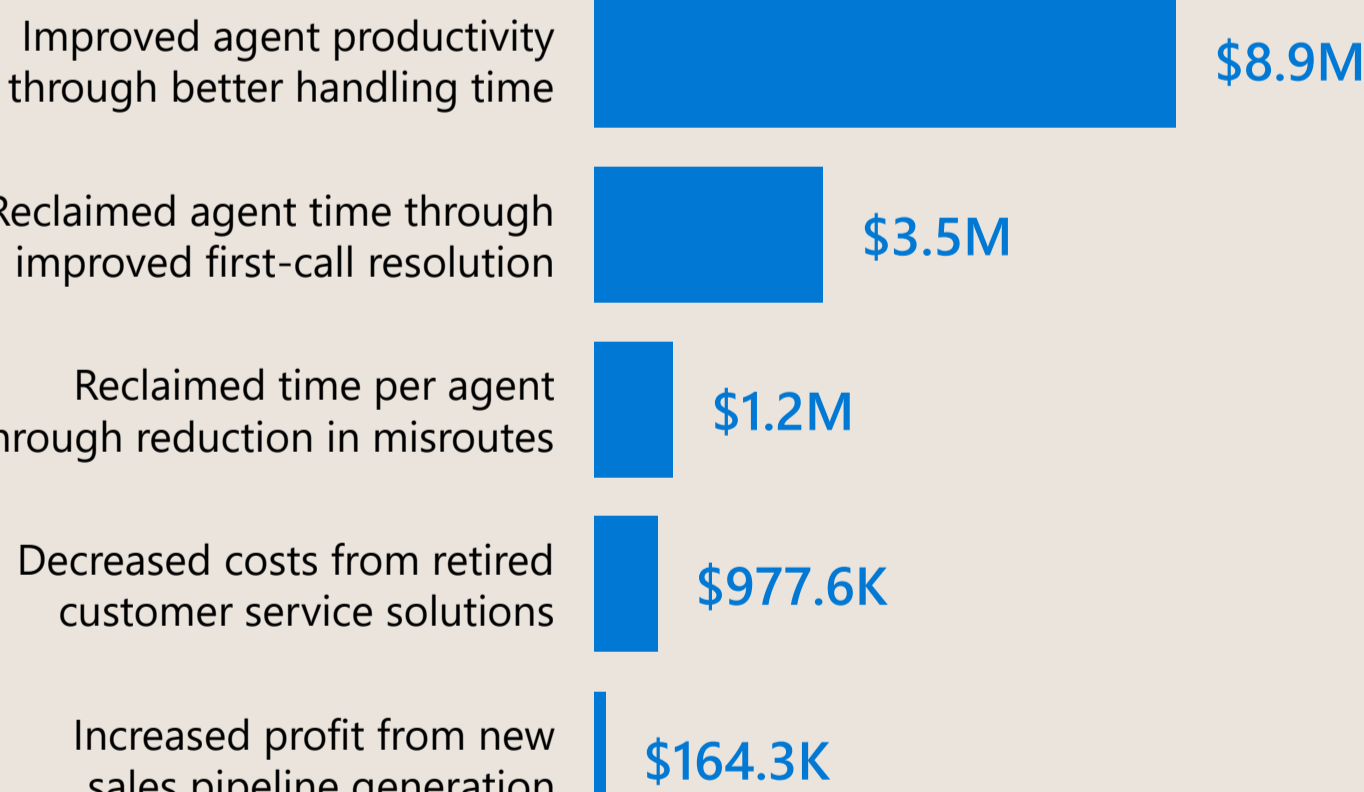
\$1.13M improvement to revenue

- Automated tedious work, freeing agents to focus on revenue-generating interactions, like upselling
- Shared customer details with sellers on Dynamics 365 Sales

"It really was a chore [for sales personnel] to get information out of the [legacy customer service solution]... Now, it's just all in Dynamics [365]. It's there for our sales teams to use. We can really improve that customer account and, frankly, get them to spend more money with us."

— Omnichannel Manager, Manufacturing

\$14.70M in total present value of benefits (three-year, risk adjusted)



Unquantified benefits

Streamlined agent experience with Copilot

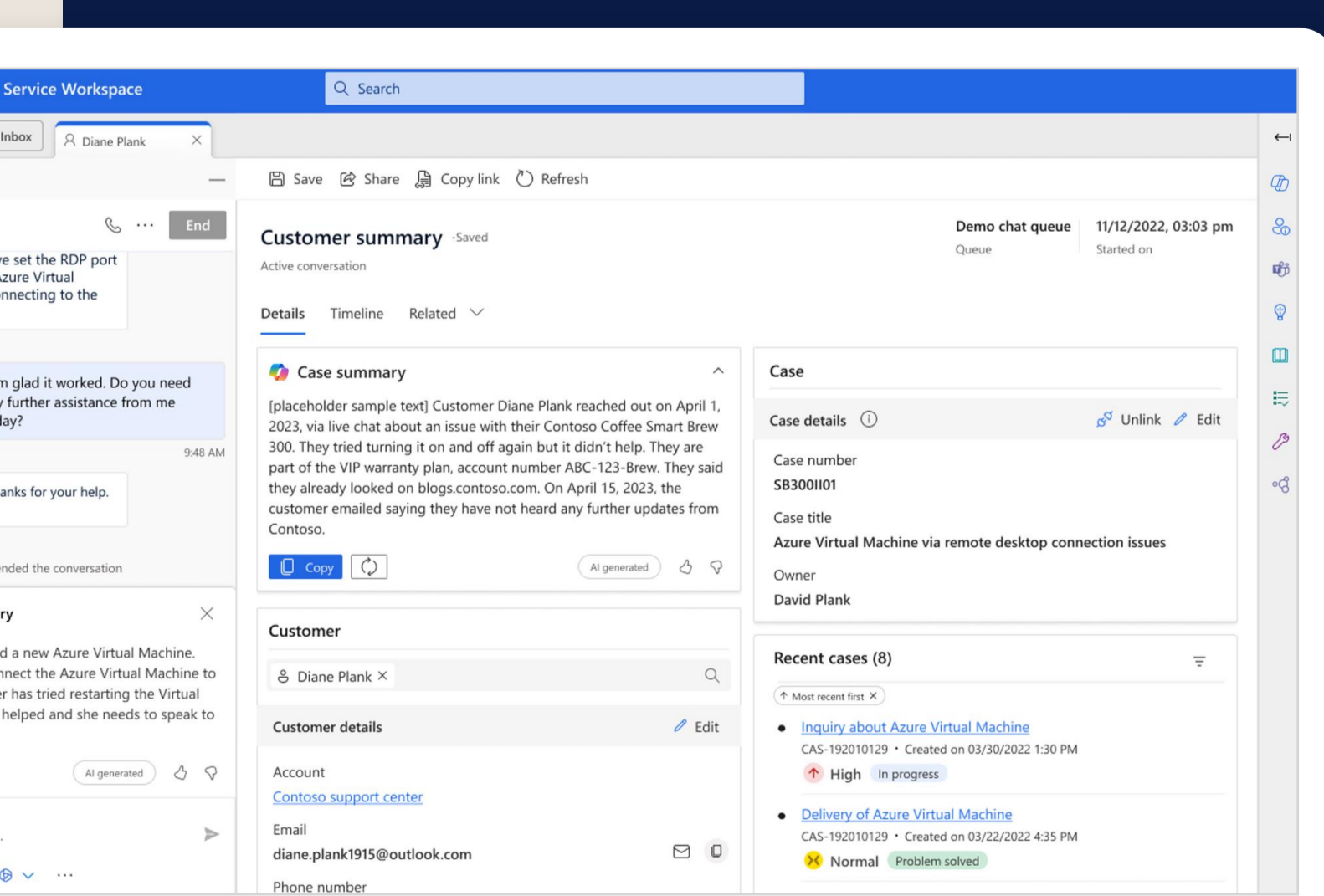
Copilot in Dynamics 365 Customer Service simplified internal queries and back and forth between agents and customers, adding significant value to the agent experience.

Integration with other Microsoft solutions

Seamless integration with products like Dynamics 365 Sales, Power BI, and Microsoft Teams brought significant customer support and operational value to agents.

Improved customer support experience

Dynamics 365 Customer Service had a positive impact on key metrics like NPS³, handle time, and resolution rate—all of which indicate a better customer experience.



Case summary from Copilot in Dynamics 365 Customer Service

Learn more

Read the full TEI study to understand your company's potential ROI when deploying Dynamics 365 Customer Service

Visit the [Dynamics 365 Customer Service website](#) to learn more about empowering your agents

Greater flexibility

Cloud scalability and the compounding value of AI offered the flexibility some orgs desired to increase the value of Dynamics 365 Customer Service even more.

"[The Dynamics 365 Customer Service deployment] is one of the first implementations where one of the prime focuses is customer experience. NPS has improved."

— Senior Product Manager, Financial Services

Implementation

- Interviewees said their migration to Dynamics 365 Customer Service **averaged nine months** and involved stakeholders from both IT and the business.
- The customization process, which was done during implementation, was **relatively straightforward** and did not delay deployment.
- Interviewees dedicated some full-time IT employees to manage and continuously develop the solution on a **part-time basis**.

©2024 Microsoft Corporation. All rights reserved. This document is provided "as-is." Information and views expressed in this document, including URL and other Internet website references, may change without notice. You bear the risk of using it. This document does not provide you with any legal rights to any intellectual property in any Microsoft product. You may copy and use this document for your internal reference purposes.

¹All quantified monetary benefits represent the three-year, risk-adjusted present value for the composite organization.
²On average for the composite organization annually.
³NPS = Net Promoter Score. Net Promoter, NPS, and the NPS-related emoticons are registered US trademarks, and Net Promoter Score and Net Promoter System are service marks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.