



Executive AI Briefing: Inside Microsoft's Customer Zero Playbook

Microsoft Cloud & AI Bootcamp



Agenda

1

Our AI
transformation

2

Where to start

3

Transforming
responsibly

4

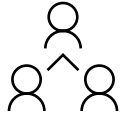
Lessons
learned

Our AI Ambition

We have a collective opportunity to put our Microsoft AI assets to work to help unlock and accelerate our true potential

When we drive systemic AI innovation to achieve unimagined business outcomes, that's where we see AI Transformation

MCAPS is embracing our own AI Transformation



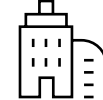
60K
employees



Millions of
customers



500K
partners



100
subsidiaries



70%

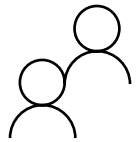
of sellers' time is spent
on administrative and
non-selling duties¹

275

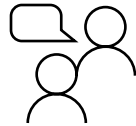
number of times employees
are interrupted per day²

Unlocking AI Transformation

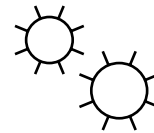
Opportunities



Enrich
employee
experiences



Reinvent
customer
engagement



Reshape
business
processes



Bend the
curve on
innovation

How we've done it: our AI transformation... so far

Enrich

employee experiences

Copilot Immersion

+9% revenue per head
+20% faster deal closure

AI-Infused Sales Process

Increased pipeline growth
+10% deal cycle velocity*

Reinvent

customer engagement

Reimagining Customer Support

+9-12% cases managed by support agents

Scaling SMB with Autonomous Agents

2x response rate to agentic outreach
(vs historical marketing campaigns)

Reshape

business processes

Reshaping Quoting & Negotiations

+25% seller productivity
+10% deal closure velocity*

Easing Customer Investment Workflows

+70% velocity improvement
10% cost savings

Bend the curve

on innovation

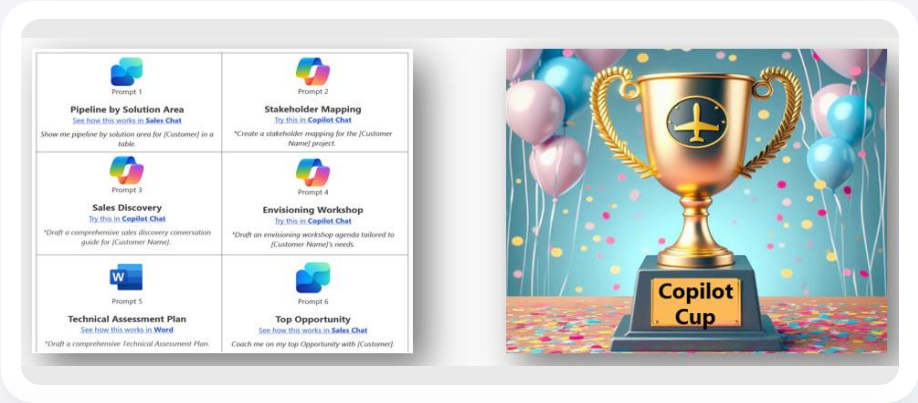
GitHub Copilot-Led Customer Delivery

+15% developer productivity

Driving Actionable Seller Insights

30% cost savings
100K seller hours saved

Copilot Immersion



The challenge

Sellers are inundated with repetitive administrative tasks that prevent them from maximizing customer interactions and developing trusted relationships.

9.4% Increase in revenue per seller*

The solution

By enabling Copilot across MCAPS, we simplified routine processes, helping sellers increase productivity. Driving this operational shift with change management strategies helped us achieve sustained adoption and revenue gains.

20% Increase in deals closed*

 Prompt campaigns to build daily habits

 Copilot scenarios aligned to business use cases

 Community sharing of best practices and learnings

 Gamification to drive excitement and competitive spirit

 Listening channels and observation to prioritize addressable pain points

 Hackathons to encourage ideation and innovation

* Results based on pilot of 714 Modern Work Sellers, having high M365 Copilot usage

Reimagining Customer Support



The challenge

Expected to use 16 different case management systems and over 500 individual tools, the CSS team was bogged down by complicated workflows that negatively impacted customer experiences.

The solution

Copilot's generative AI and automation capabilities were essential in connecting CSS' systems and tools, helping agents deliver faster, more consistent and focused customer service.

12–16% reduction in average handle time for chat cases

9–12% increase in cases and chats managed by support agents

13% decrease in agents requiring peer assistance to resolve a case

 Faster case resolution

 More customers served

 Human agents onboarded faster

*Office of Chief Economist. Internal outcomes reflect results from 9,900 agents.

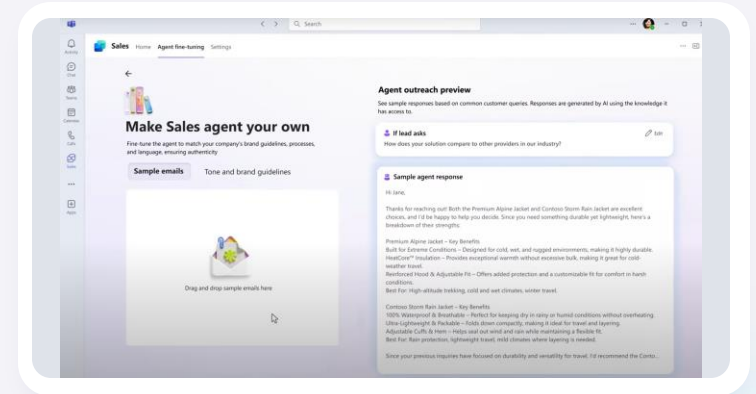
Scaling SMB with Autonomous Agents



Sales Agent



Microsoft Copilot Studio



The challenge

With millions of contact leads in our SMB segment, our sellers lack the resources required to adequately evaluate and manage every opportunity.

The solution

Sales Agent works autonomously to grow and manage the pipeline – researching leads, arranging meetings, and engaging customers – helping turn contacts into qualified leads and allowing our sellers to better scale their efforts.

2X

response rate to agentic outreach (vs historical marketing campaigns)



Autonomous pipeline research



Prioritizes the right leads



Personalized customer responses

*Email response rate compared to industry benchmark.

GitHub Copilot-Led Customer Delivery



Microsoft Copilot Studio

The challenge

Developers face significant challenges as they build the codebase for their projects and applications, with repetitive tasks and manual processes slowing progress.

The solution

GitHub Copilot boosts efficiency and developer collaboration by providing real-time workflow suggestions and automating repetitive coding tasks and functions, helping sellers deliver better and faster customer solutions.

15% Gains in complex project delivery efficiency

55% Faster task completion



Streamlined Developer Onboarding and Development



Automated Documentation of Developed Software



Faster Times For Feature Releases

* based on analysis of top customer engagement projects in Industry Solutions Delivery (ISD)

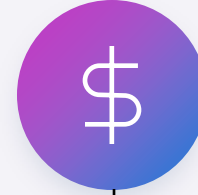
Where to start



Where sellers' time is taken away from customers and partners



Areas of labor-intensive repetitive tasks

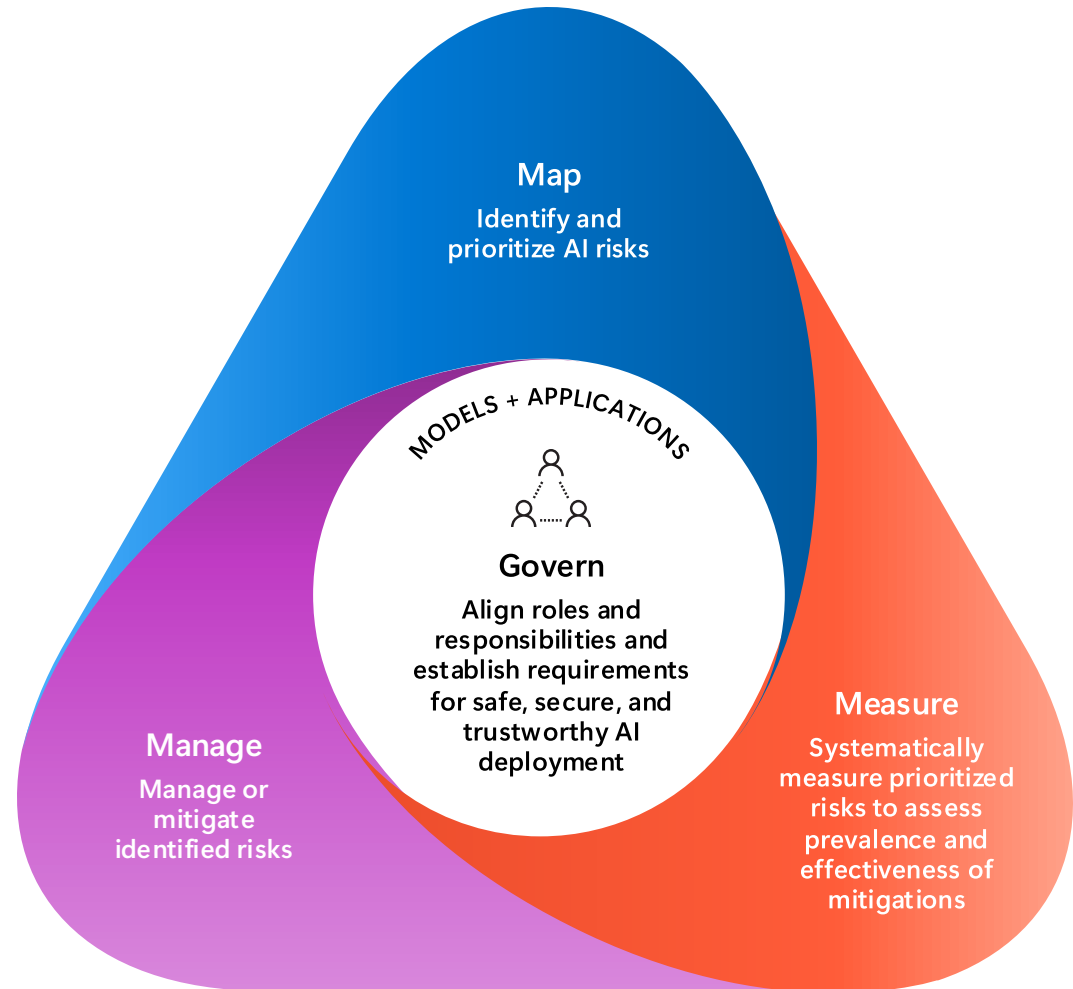


Areas of significant cost



Processes with bottlenecks and hand-offs

How we transform ourselves with responsible AI



NIST AI Risk Management Framework

Learnings as Customer Zero



Change management is key

- Change is top down and bottom up
- Consider people in addition to tech
- Celebrate small wins and make it fun!



Keep Responsible AI top of mind

- Security, compliance, and human oversight are non-negotiable
- Set AI principles early



Create a culture for upskilling

- Give people the resources to learn
- Reward a growth mindset
- Foster collaboration across teams



Think holistically

- Be willing to fundamentally reimagine processes
- Consider end-to-end impact
- Have data in an AI-ready environment



Plan and adapt with ROI in mind

- Set and communicate a clear vision
- Implement feedback loops
- Be nimble and outcome based
- Start small and scale

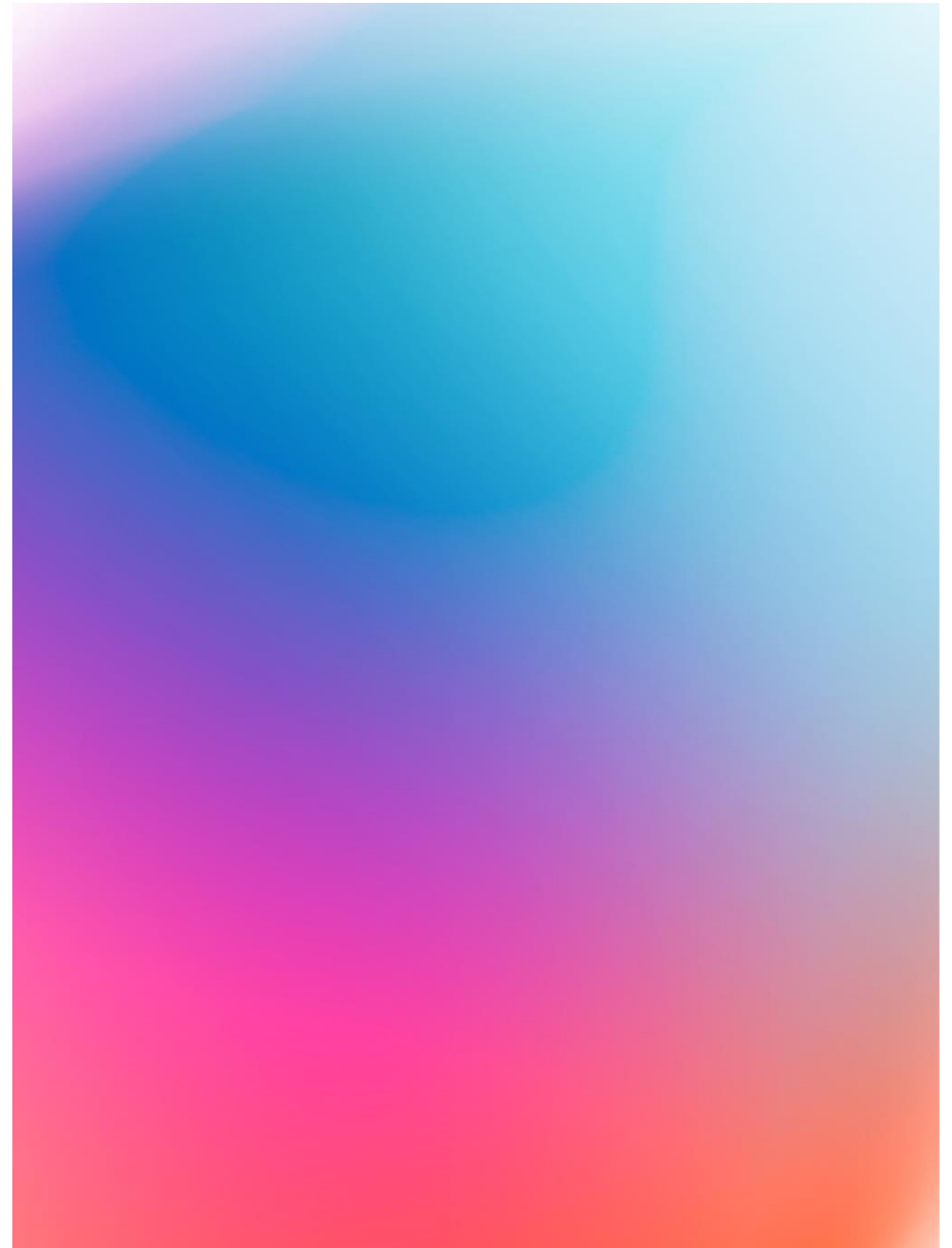
Microsoft is
here to partner
with you



Next Steps

Read these e-books to learn more:

- The AI Strategy Roadmap
- Grow Your Business with Trusted AI





Thank you

