



# Business Applications Partner Alert

June 2024



## Announcing Microsoft Dynamics 365 Contact Center

### Summary

On June 4 at the Customer Contact Week event, Microsoft [announced the Microsoft Dynamics 365 Contact Center](#), which will become generally available (GA) on July 1, 2024. Dynamics 365 Contact Center is a Copilot-first contact center solution that delivers generative AI to every customer engagement and enables customers to keep their current CRM, whether Dynamics 365, Salesforce, or other custom CRMs. With this launch, Microsoft reaches the latest milestone in the journey toward modernizing customer service with generative AI throughout the contact center workflow—spanning the channels of communication, self-service, intelligent routing, agent-assisted service, and operations to help contact centers solve problems faster, empower agents, and reduce costs.

Existing customers using the digital and voice channel add-ins with Dynamics 365 Customer Service will benefit from Dynamics 365 Contact Center and have a transition path to the new solution. Pricing and other information will be disclosed at GA.

### Microsoft Dynamics 365 Contact Center

Dynamics 365 Contact Center is a contact center as a service (CCaaS) offering, enabling customers to bring the best of generative AI and omnichannel support to their contact center. Key capabilities include:

- **Effortless self-service**
  - Customers have the freedom to engage in their channel of choice across voice, SMS, chat, email, and social media apps.
  - Sophisticated pre-integrated copilots for digital channels drive context-aware, personalized conversations for rich self-service experiences.
  - Provide a frictionless conversational IVR experience in real time through natural, human-like interactions.
- **Accelerated human-assisted service**
  - Intelligent unified routing steers incoming requests that require a human touch to the agent best suited to help, enhancing service quality and minimizing wasted effort.
  - Agents gain a 360-degree view of customers and AI tools for real-time sentiment analysis, translation, transcription, and more to help streamline service.
  - Let Copilot automate repetitive agent tasks such as conversation summary, drafting emails, suggested responses, and knowledge search.
- **Operational efficiency**
  - Generative AI based real-time reporting allows service leaders to optimize contact center operations across all support channels including their workforce.
  - Maximize Copilot by connecting it to an organization's existing data and business applications using more than 1,200 pre-built connectors that eliminate the need for expensive IT integration.

- Empower employee helpdesk and human resources functions using Microsoft Teams as a secure, integrated engagement channel.

## Call to Action

Learn more about Dynamics 365 Contact Center and the value that it will provide to customers. Understand how this exciting news complements and reinforces Microsoft's core strategy of landing Dynamics 365 Service solutions into every organization. In addition, the announcement is supported by promotion June 4-6 at Customer Contact Week (CCW) in Las Vegas, the largest contact center event in North America.

- Find more information on the [Dynamics 365 Partner Hub](#)
- Read the [announcement on the official Microsoft blog](#) for an overview of Microsoft's offer and market viewpoint
- Leverage the following **new** partner assets now available in on Partner Hub:
  - [Microsoft Dynamics 365 Contact Center BDM Pitch Deck](#)
  - [Microsoft Dynamics 365 Contact Center Demo video](#)
  - [Microsoft Dynamics 365 Contact Center Sizzle video](#)
- More resources will roll out aligned with GA on July 1st. Visit the [Partner Hub](#) for the latest updates

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