



The Future of Work: Navigating the Change Curve

Peter Mallot

Worldwide Support Leader
Modern Life and Business Programs



The scale of Microsoft's support

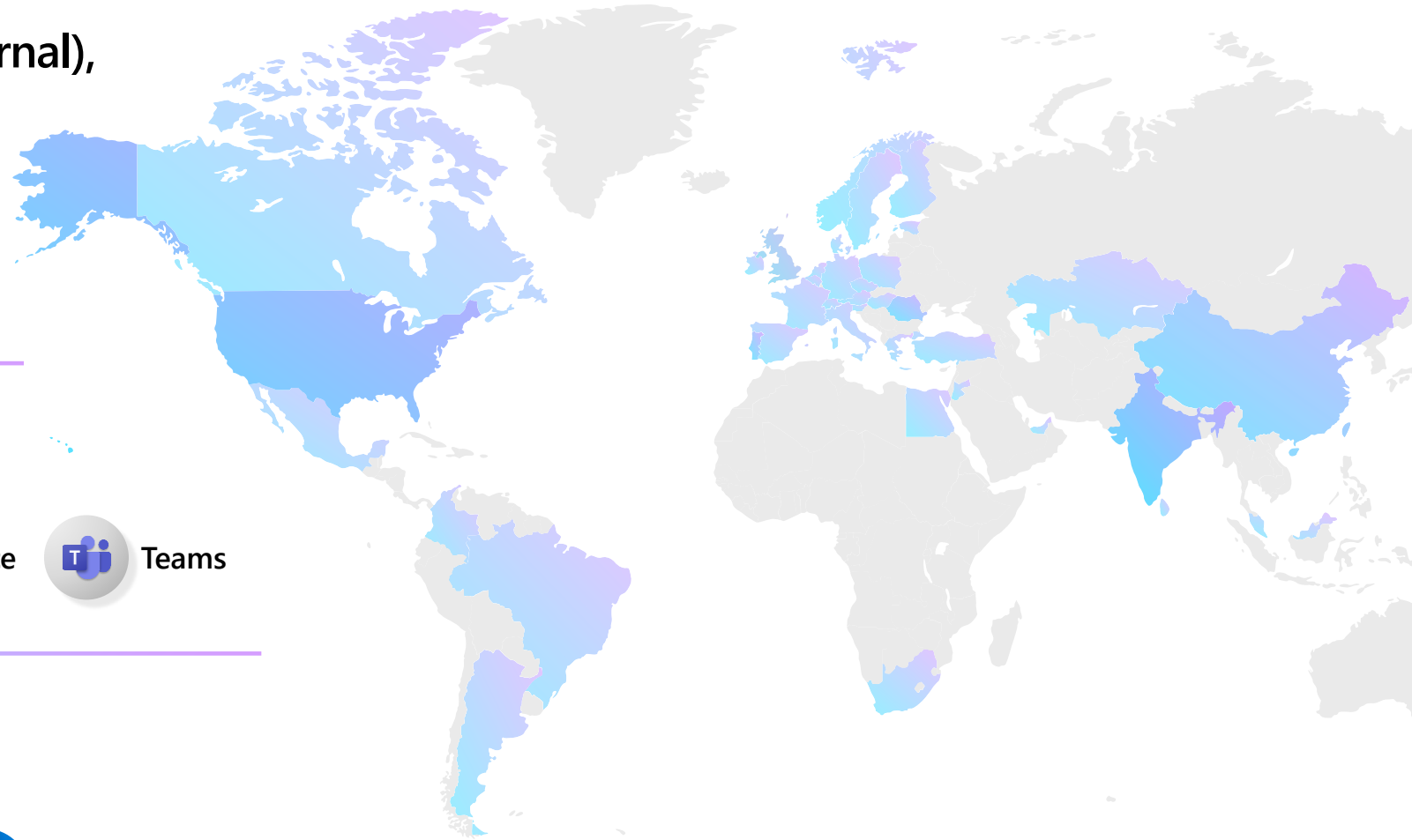
45K+ agents (15K FTE, 30K external),
80 contact centers,
120 countries
1B+ consumers

Across consumer and commercial businesses
(10K enterprise, 10M+ SMB)



145+M contacts

73M+ calls **61.2M** emails **11.4M** chats



Customer service directly impacts business performance...

96%

will leave your business if you deliver poor customer service¹

80%

Market share growth for customer obsessed companies³

83%

agree that great service will turn them from one-time into life-time shoppers²

\$7B

In incremental revenue for organizations resolving customer issues on the first contact⁴



¹[Shep Hyken](#), 2022

²[Forbes](#), 2022

³Forrester's State Of Customer Obsession Survey, 2023,

⁴[Forrester](#), 2023 (Combined incremental revenue across airline industry \$705 million, auto/home insurance industry \$1 billion, and auto industry \$5 billion)

How Microsoft defines success

Customer

Meet customers where they are and guide them to success



Agent

Make agents' work more effortless with increased productivity and collaboration



Supervisor

Get proactive visibility to maximize service operations



Service Leader

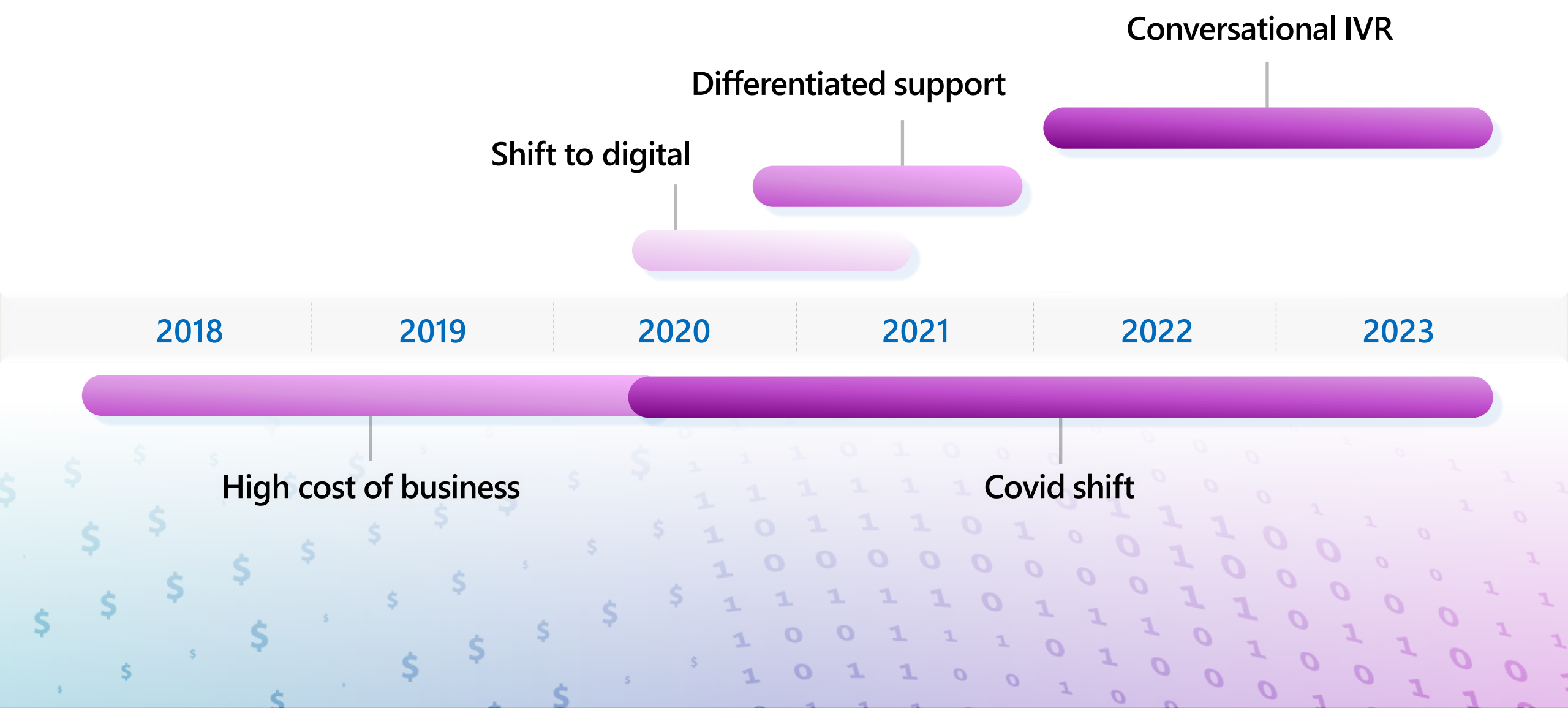
Automate and augment to run the business fast and lean





Big events, big impacts

Big events, big impacts



Yesterday's customer service model needed to evolve



Disconnected experiences and inability to get support on customers' terms, leading to...



**Decreased Engagement
and Brand Loyalty**



Manual agent tools and outdated systems, leading to...



**Reduced productivity
Long Case Resolution Time**



Limited insights, reactive decision making and multi-vendor system complexities, leading to...



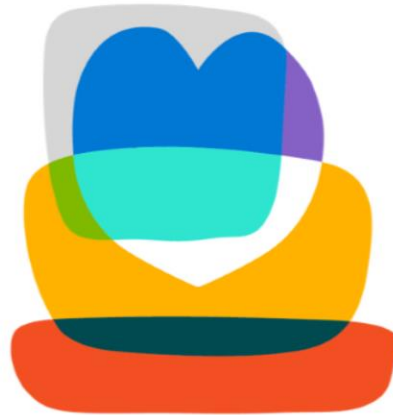
**High Operational
Costs**



An inflection point

CSS CARE Experience

The **CARE Experience** is focused on equipping our CSS people at all levels with the skills they need to embody and reflect the **Microsoft culture** across their interactions with customers and teammates.



CARE

CARE stands for:

- **Communicate** effectively
- Take **Accountability**
- Be **Resourceful**
- And exercise **Empathy**

Our people



Delivery Partner **Think Tank**

The Delivery Partner Think Tank invites senior leaders from our Delivery Partner community to work with Microsoft SMEs to share **Best Practices and identify our top business challenges so that we can co-create solutions driving** impact for our customers, advocates, employees and society.



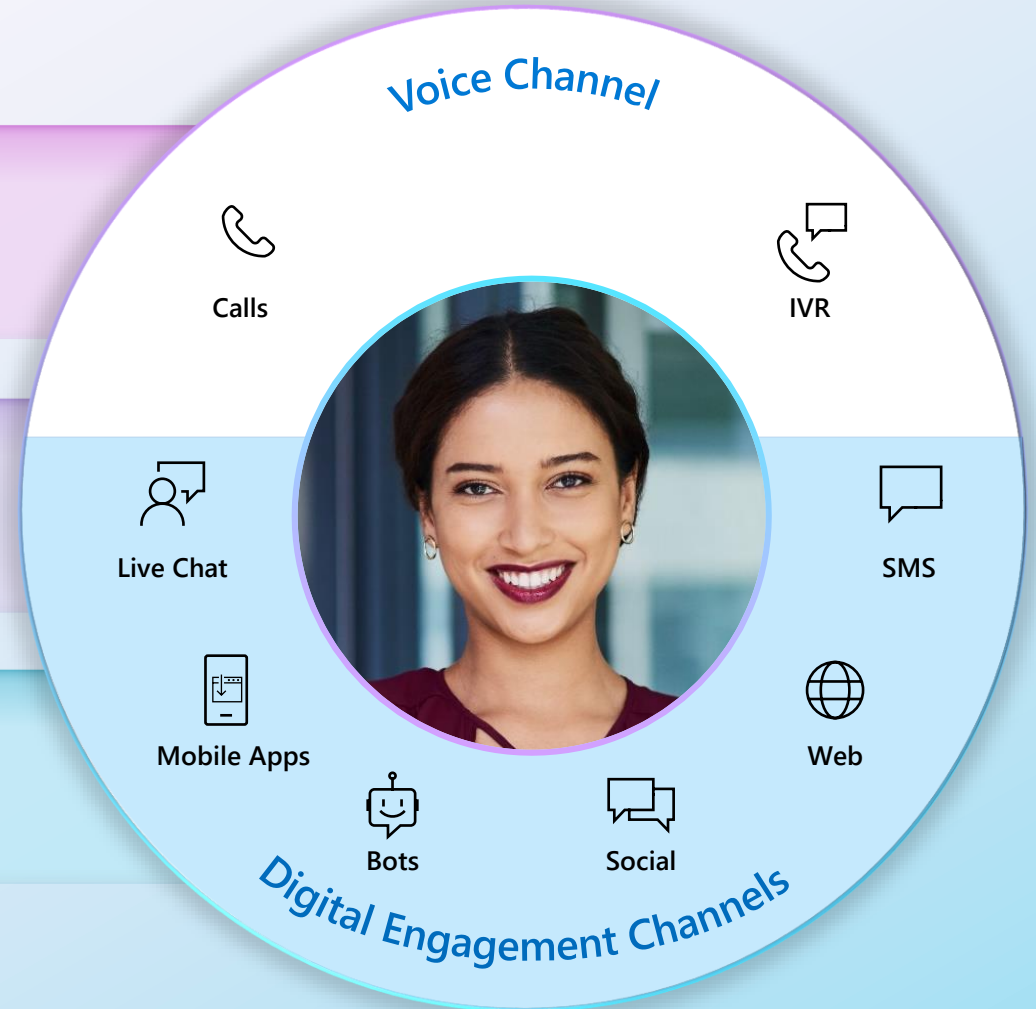
The shift to AI conversations

Personalizing the service experience

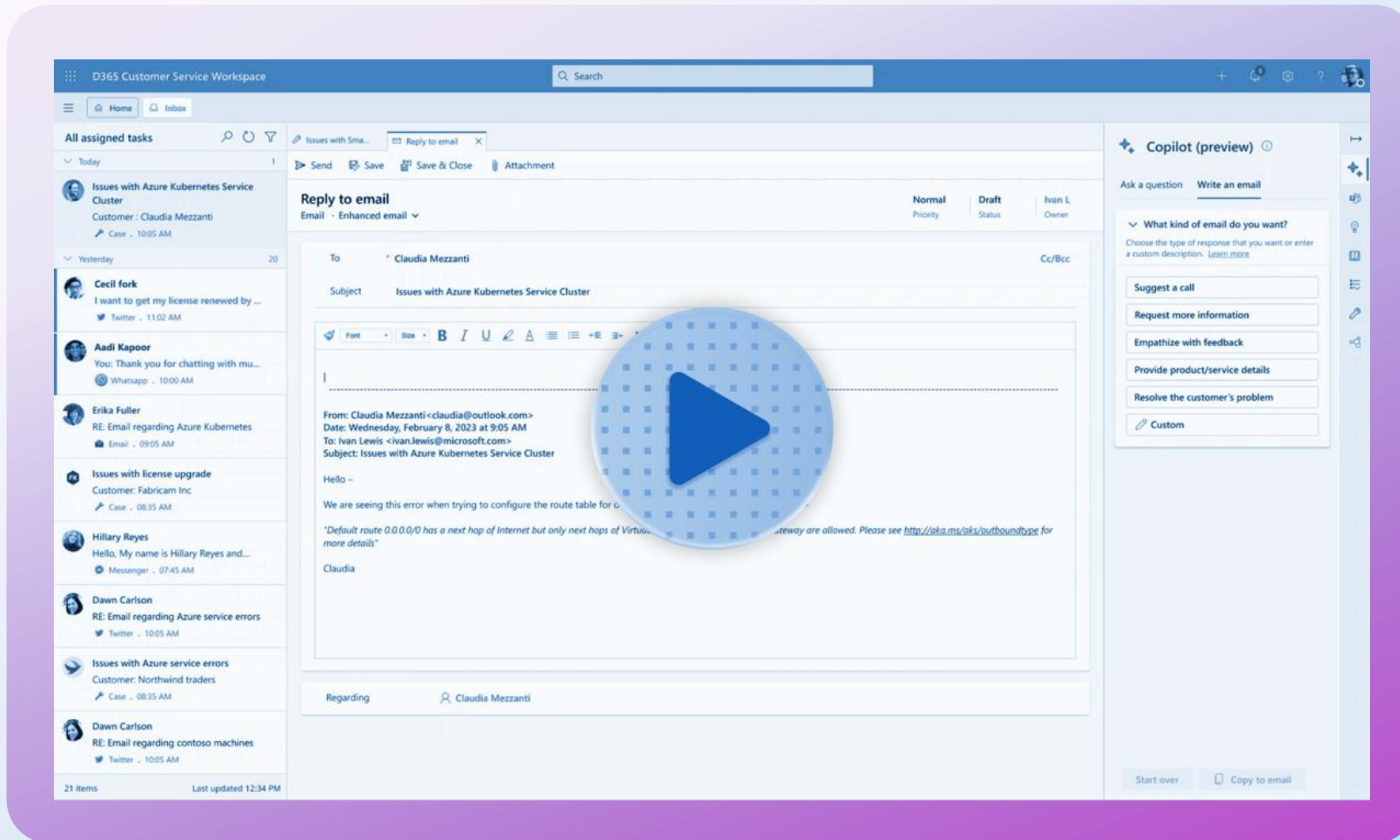
Meet customers where they are through omnichannel engagement

Give them a seamless, connected, consistent experience regardless of channel

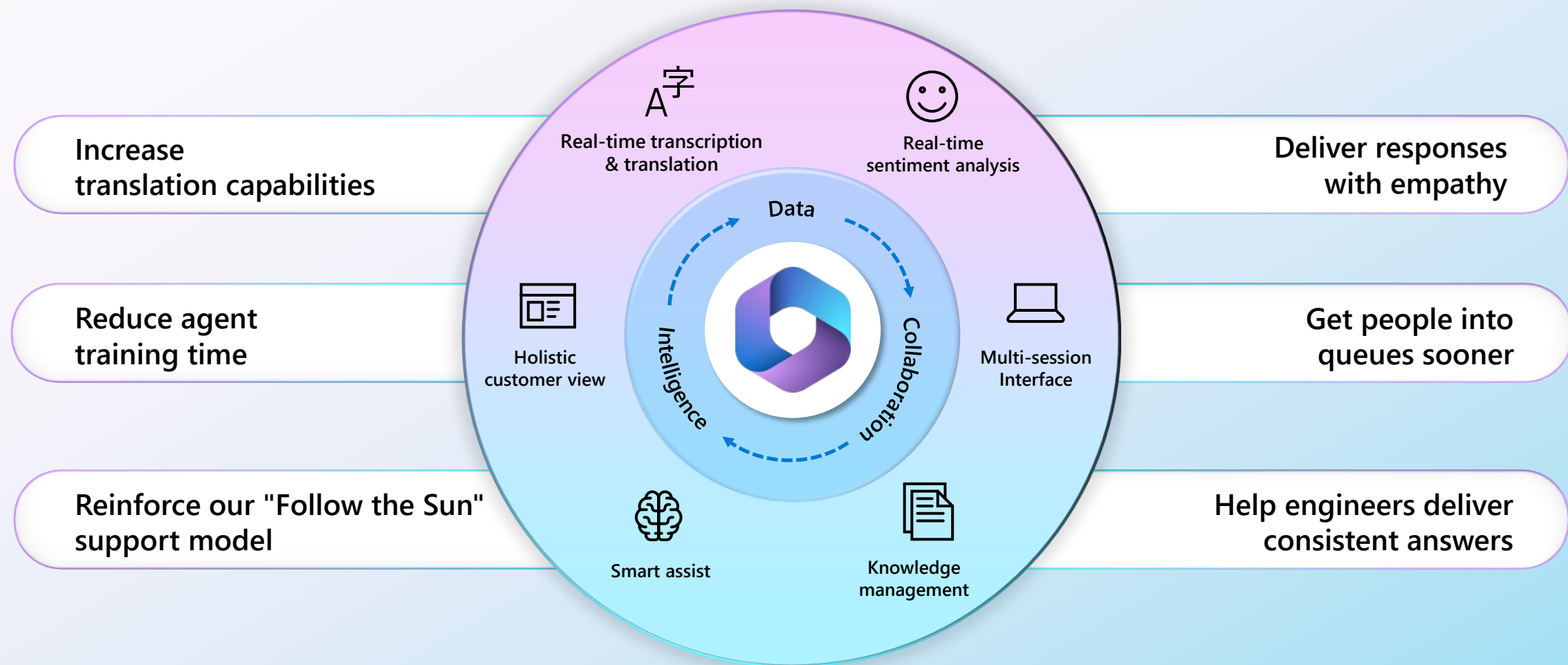
Guide them to success in the most efficient way possible



Driving impact with Copilot



Copilot and service: What it can do

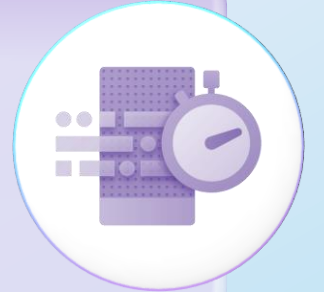


Onboarding: There are still challenges to overcome

Prompt engineering:
training staff to write
the best prompts



Policy and process flows:
keeping them aligned
and up to date



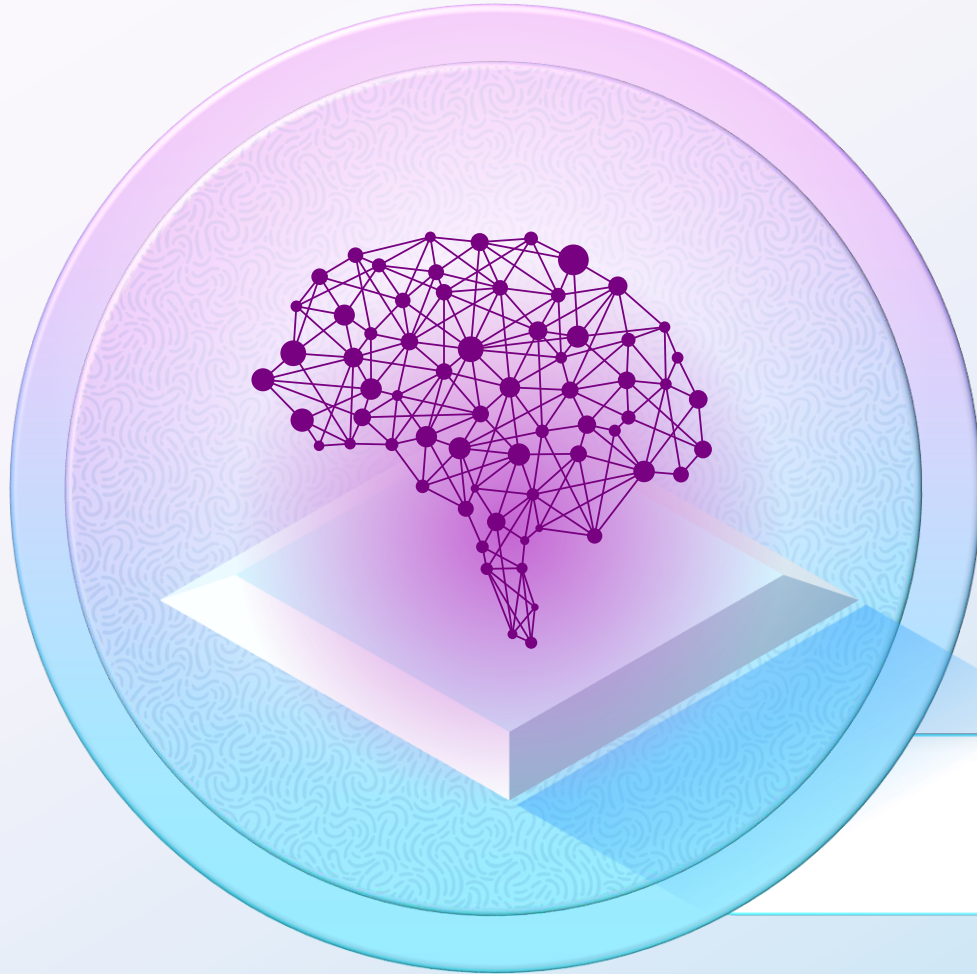
Content management:
reducing noise and
updating content



Using Business Intelligence:
getting feedback from
engineers and advocates



High-performing **virtual agents**



Generative AI can:

- Help solve customer problems
- Improve routing and distribution
- Quickly solve the "easy questions"
- Empower advocates to tackle tough issues

For the customer this means information that is faster, more relevant, and more accurate

Accessibility



Accessibility

Accessibility is good for both customers and business

Building **truly accessible** support requires continuous innovation.



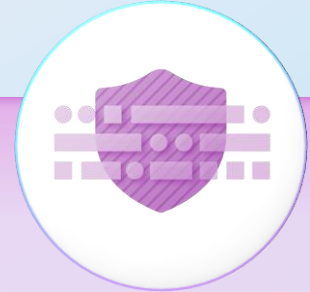
A continuing journey



We need to ensure our people, customers, and processes are aligned



Assisted support may decrease while proactive assisted support increases



Security is paramount

Resources

www.microsoft.com

dynamics.microsoft.com

aka.ms/dad



[Peter Mallot | LinkedIn](#)