Empower
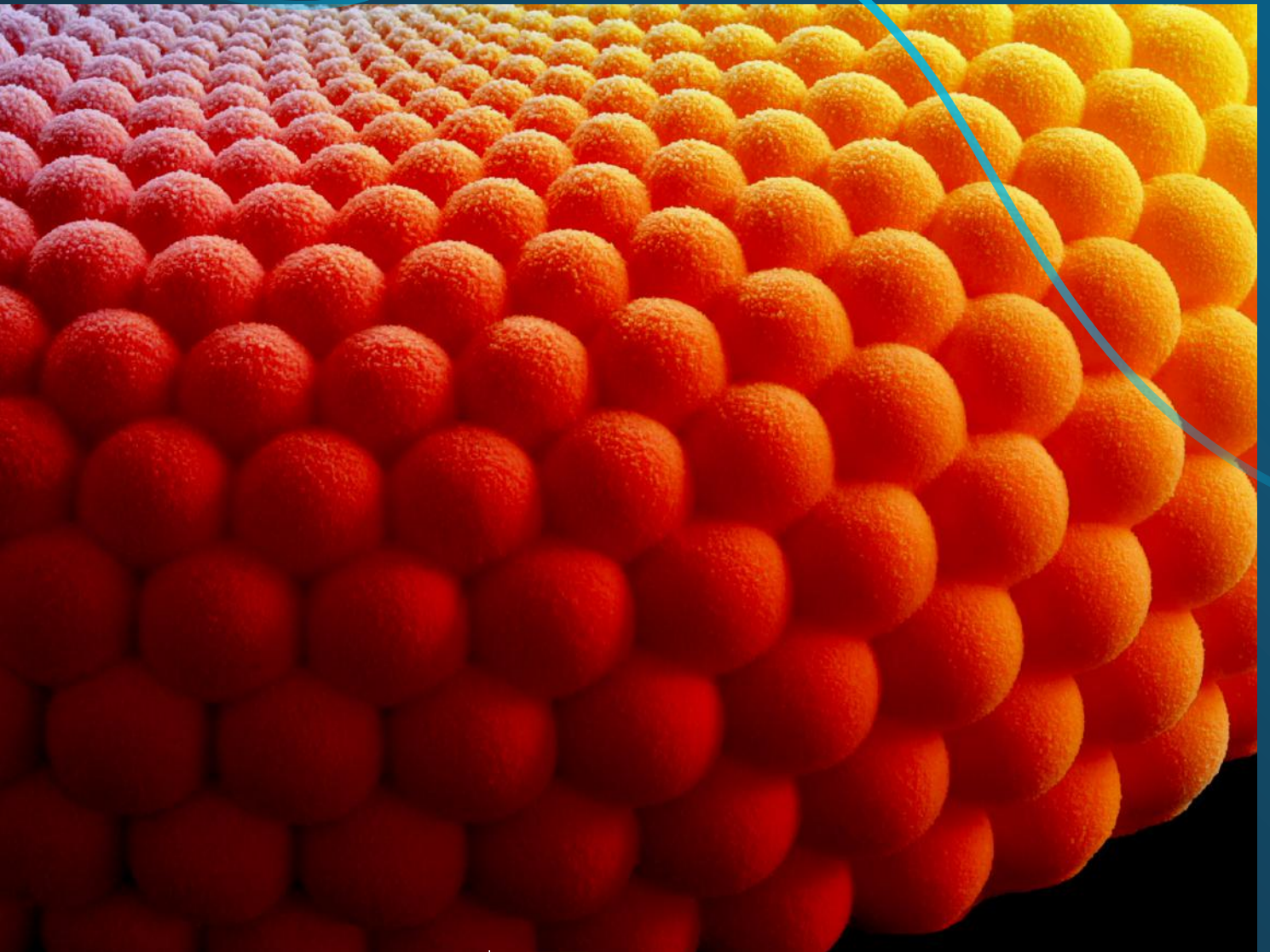# the next generation
# of customer engagement
with generative AI

Capgemini | Microsoft

Contents

Market context: The question is no longer if, but how

According to Capgemini Research Institute's report, "Generative AI in organizations," 96% of executives cite generative AI as a hot topic in their respective boardrooms.

A recent Gartner poll of over 2,500 executives showed that 38% see customer experience and retention as the primary purpose of their generative AI investments, followed by revenue growth (26%), cost optimization (17%), and business continuity (7%).[1]

An IDC global survey revealed that for every $1 a company invests in AI, it is realizing an average return of $3.50.[2]

The era of debating whether to embrace generative AI is over. Now is the time to consider which generative AI capabilities enhance both customer and employee experiences alike. For customers, more personalized and capable bots can transform what is possible through self-service and for employees, generative AI can simplify their processes, automate manual tasks, and enhance how they serve and support your customers.

Capgemini, in partnership with Microsoft, is dedicated to helping you discover the multitude of benefits of generative AI. By combining our business and technology transformation expertise with Microsoft's cutting-edge suite of solutions, we can empower your employees to work better and enable next-level customer engagement that catapults your brand to the top.

96%
of executives cite generative AI as a hot topic in their respective boardrooms.

1 Source: Gartner - Generative AI: What Is It, Tools, Models, Applications and Use Cases

2 Source: IDC - The Business Opportunity of AI

Discover exciting new opportunities with generative AI

Generative AI, when combined with human intelligence and perceptiveness, will help create more personalized and relevant content, more effective service delivery, and, ultimately, more enjoyable experiences that drive greater loyalty and advocacy.

Here's a breakdown of how generative AI can be used to create extraordinary experiences within seven customer experience (CX) domains.
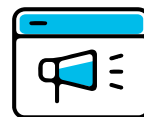

Marketing

Marketers are under pressure to run cost-effective campaigns that meet customers' rising expectations.

Microsoft Copilot in Dynamics 365 Customer Insights can help them save time, effort, and resources using a conversational natural language interface to:

- Ask questions to explore, analyze, create, and understand customer data to learn their preferences and behaviors.

- Brainstorm with generative AI to create fresh, creative content ideas fast.

- Generate personalized and compelling marketing emails using previous email content or other internet sources.

- Create unique brand-aligned images, banners, and other visual assets for new campaigns.

- Craft personalized web pages, including product descriptions, images, and multimedia content tailored to specific customers and segments.

- Track the progress of a project or campaign automatically and receive improvement suggestions.
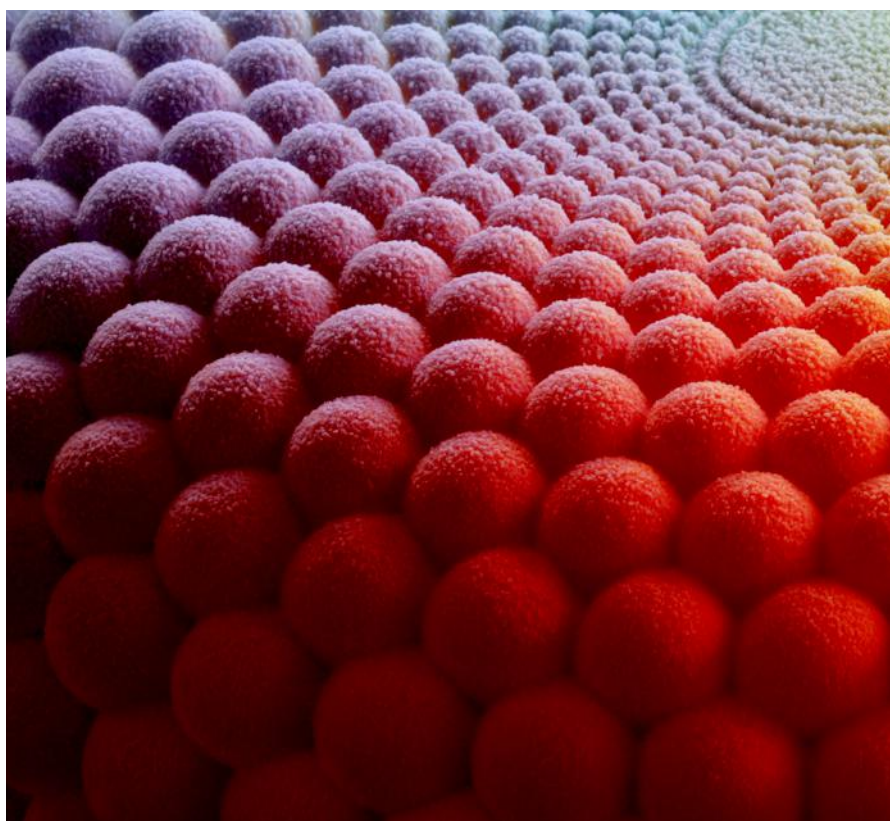
Sales

To personalize and scale sales efforts, you need to automate routine tasks and create more client-facing opportunities that result in meaningful connections and revenue growth.

Sales associates can use Microsoft Copilot for Sales with either Salesforce or Dynamics 365 to:

- Receive auto-generated opportunity summaries that include key information about clients, such as their company size, demographics, industry, buying behavior, past purchases, and solution needs.

- Reply to inquiries leveraging data (pricing, promotions, deadlines) specifically relevant to the client. With generative AI's auto-suggested customizable content, sellers can spend less time composing emails and searching for sales data.

- Create pitch decks and proposals quickly using generative AI as a magnet to pull content and data from many sources.

- Deliver more compelling offers thanks to generative AI's real-time tips and suggestions during sales calls, e.g., to address buyer objections.

- Predict sales outcomes more accurately to better forecast potential scenarios.

Service

If you're a service-based organization, you've likely grappled with staff shortages or turnover in the past, and you're aware of the poor or inconsistent customer experiences this can lead to.

For employees, Microsoft Copilot for Service, together with Dynamics 365, Salesforce, and ServiceNow, can:

- Create a more complete, accurate view of customers thanks to Copilot's ability to unify data from many sources.

- Summarize customer interactions, update customer relationship management (CRM) information, and draft emails as Copilot integrates with Microsoft Teams and Outlook.

- Draft contextual answers to customer queries on their channel of choice, such as Facebook, WhatsApp, Telegram, and email, to reduce handling time and increase resolution rates.

- Reply to customer requests faster and better as generative AI drafts responses using relevant knowledge base articles.

- Summarize cases so agents quickly get up to speed on case history.

- Support agents with AI suggestions based on similar cases and knowledge articles.

- Improve customer identification, fraud prevention, and overall service quality using call transcripts and real-time language translations for better communication and understanding.

For customers, generative AI provides an opportunity for personalized self-service bots capable of handling more complex tasks. Multimodal experiences using voice, image, and video allow more natural interactions together with advancements in speech recognition and language translation, opening exciting opportunities for powerful self-service scenarios. Microsoft's suite of tools including Copilot Studio and Azure AI Studio provides a spectrum of possibilities for conversational experiences – from no-code to full, fine-grained control.

Field service

The field service department often struggles to diagnose complex issues and align scheduling for field workers/technicians.

Copilot in Dynamics 365 Field Service helps to:

- Speed up and improve the accuracy of work order creation for frontline workers, e.g., populating a work order from the context of a customer email.

- Augment various jobs using natural language, such as extracting an answer from a complex technical manual.

- Streamline the scheduling of technicians through data-powered recommendations based on travel time, availability, skill set, and more.

- Get background tasks done, such as rescheduling appointments when an engineer calls in sick.

Commerce and supply chain

Geopolitical and climate-related events have shown how fragile supply chains can be.

Copilot in Dynamics 365 Supply Chain Management assists in commerce and supply chain opportunities with generative AI, including:

- Risk mitigation: Using news feeds, predict and respond to supply chain disruptions caused by weather, financial, and geopolitical events. Identify impacted orders across materials, inventory, carrier, or distribution networks and find alternative solutions to minimize the impact on customers.

- Demand forecasting: Understand market patterns and anomalies to predict demand for improved inventory management.

Immersive experiences

Generative AI and spatial computing provide exciting opportunities for new immersive and sensory experiences. Examples include:

- Brand-sponsored celebrities that come to life as virtual shopping companions through Microsoft Azure's text-to-speech avatars.

- Multi-modal agents that can interact with customers across text, image, voice, and video for more natural self-service experiences.

- Immersive virtual spaces for events, training, and collaboration with Microsoft Mesh.

- Frictionless "zero UI (user interface)" scenarios with Copilot in Dynamics 365 Guides, supporting frontline workers, where traditional UIs involving buttons or screens are replaced with multi-modal experiences, e.g., an augmented reality tool that overlays visual, step-by-step instructions onto a physical machine.
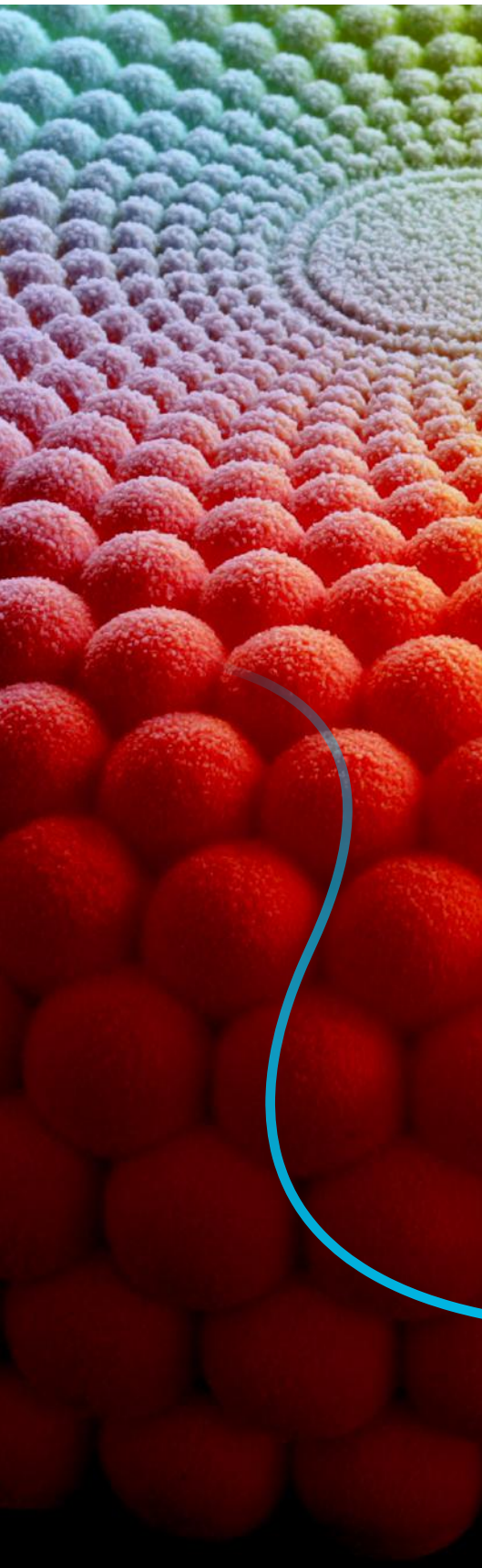
Customer-facing employee experience

It's difficult for employees to provide exceptional customer experiences if they themselves have poor tools and data.

Elevate the employee experience with generative AI, and ensure agents train fast, either as new joiners or when there are new services and offers:

- Natural language interfaces allow contact center agents to easily find and retrieve important information from the organization's knowledge bases.

- Microsoft Office tools help generate ideas, create content, process and classify documents, manage email, and analyze spreadsheet data.

- Microsoft Teams features provide transcripts, summaries, recommended actions, and real-time translations to make meetings more efficient.

Our results-oriented approach

Accelerate your business transformation with our proven Copilot adoption approach, and experience measurable results in 8 to 12 weeks.

Our methodology helps you quickly assess and prepare your organization for a successful launch of Microsoft Copilots. As you experience a surge in productivity through faster workflows, you can add more data with custom models for a further improvement to operations.

ASSESS

- Determine business and technical readiness.
- Promote Microsoft Copilot's value and capabilities.
- Identify key personas, high-value use cases, and business impact.
- Create a Microsoft Copilot deployment roadmap.

PREPARE

- Develop use cases and pinpoint pilot/target users.
- Align with local rules and policies.
- Plan adoption strategies, change plans, and KPIs.
- Implement security and compliance measures.
- Apply data protection strategies.
- Integrate with essential systems.

PILOT

- Launch pilot for selected employees.
- Start initial adoption campaign.
- Collect feedback.
- Validate business value and impact via KPIs.
- Adjust the approach for wider deployment.
- Prepare rollout plan.

ADOPT

- Enable copilots for a broad community according to a rollout plan.
- Initiate comprehensive digital adoption and change campaign to enable proficient use of copilots and maximize benefits.

EXTEND

- Recognize potential and enhance Copilots with additional customer or industry-specific data via plug-ins.
- Develop custom Gen AI models and Copilots.
- Assist in AI-led business transformation.
- Enable continuous improvement through measurement and benefits reporting.

Generative AI in action

Eneco eMobility supercharges its customer care.

Eneco eMobility is a fast-growing service provider of smart charge points for electric vehicles (EVs). It operates in the Netherlands and Belgium, catering to both companies and consumers.

Challenge

Due to Eneco eMobility's rapid growth, the number of EV customers the company supports has expanded. This has placed pressure on its customer care teams to keep up with the increased volume of calls while still delivering a positive experience to customers. Agents needed better tools that would assist, automate, and simplify case processing to improve efficiency.

Solution

Eneco eMobility worked with Capgemini to implement Microsoft Dynamics 365 Contact Center. The project started with a small group of the most knowledgeable agents, who tested and validated different portions of Copilot in Dynamics 365 Customer Service. Just five weeks later, Eneco eMobility and Capgemini rolled out the solution to the first pilot groups. Since then, the solution has transformed the employee experience. Agents were able to master the Copilot-assisted functionality in just one hour and have reported higher levels of satisfaction.

Outcome

Copilot provides relevant CRM information to help coach agents through calls. The solution also enables live summaries that make it easier and faster to conclude or hand off a case to another team. Copilot even provides a chat service that can help answer particularly challenging questions based on previous solutions.

Read the story
Watch the video

Other benefits include:

- Increased efficiency in customer care, reducing average case wrap-up time by almost 50%.
- Faster and better responses to customer requests using links to relevant knowledge base articles.
- Lower licensing costs by a factor of two.
- Higher overall customer and employee satisfaction.

The solution has given agents more time to focus on customers rather than the tasks they used to do while listening and responding to them.

Having seen the success and impact of the Microsoft Dynamics 365 Contact Center in Belgium, Eneco eMobility have now released an expansion of the project in the Netherlands.

Riverty empowered for a CRM revolution.

Riverty is a global FinTech renowned for its diverse financial services. It specializes in "buy now, pay later" options, comprehensive debt management, and versatile payment solutions. With a significant presence across Europe and the US, Riverty processes over one billion transactions for more than 25 million consumers.

Challenge

Riverty wanted to improve customer engagement and operational efficiency. This meant streamlining sales processes and boosting the overall functionality of the company's CRM platform.

67%
enhancement in the speed of retrieving sales information.

Solution

The company chose to integrate Microsoft Sales Copilot and upgrade to Microsoft Dynamics 365 Sales Premium, focusing on AI integration, change management, and user adoption. To gain access to the necessary level of expertise for such an initiative, Riverty engaged with Capgemini.

The team developed a seven-week deployment framework, combined with pre- and post-deployment surveys to track user engagement and satisfaction and demonstrate how quickly organizations can achieve tangible business impact with Copilot.

1. Integrate Microsoft Copilot for Sales. This involved embedding Copilot into Riverty's existing Dynamics 365 CRM system. The aim was to equip the customer support team with advanced features like concise summaries of customer interactions and the ability to generate personalized responses to inquiries. They could also access information through natural language queries.

2. Upgrade to Microsoft Dynamics 365 Sales Premium. This upgrade would give Riverty additional AI functions, such as sentiment analysis to understand customer emotions from call recordings and emails. Automated AI topic clustering, another function, enabled employees to categorize customer interactions.

Outcome

The two main initiatives allowed Riverty's employees to provide customers better service and value. Post-implementation, the company witnessed a 23% increase in CRM user satisfaction, a 67% enhancement in the speed of retrieving sales information, a 44% improvement in CRM functionality, a 31% increase in the intuitiveness and ease of use of the CRM system, and a 33% rise in usage of the sales part of CRM, according to the user survey.

These results reflect the project's immediate success and Riverty's strengthened position in the competitive FinTech landscape.

Riverty and Capgemini are now set to deepen their exploration of AI capabilities within Microsoft Dynamics 365. In search of further inefficiencies and innovation, we plan to focus on key account and partner managers within the organization.

Read the story
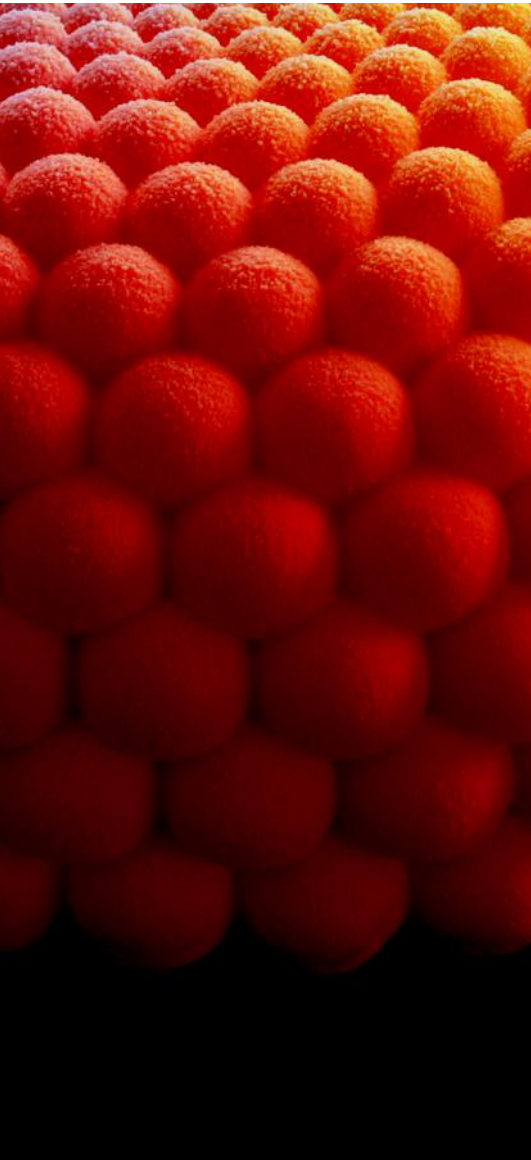
Experience the Microsoft and Capgemini advantage

What was once considered futuristic is now within the grasp of any organization

willing to explore how generative AI can empower both its customer and employee experiences. This power for change lies in the synergy between generative AI and human ingenuity.

Whether you're just starting out or in the middle of integrating generative AI, we can help you undergo this necessary transformation and discover the multitude of possibilities the technology can unveil as it amplifies human potential.

Capgemini RAISE (reliable AI solution engineering) accelerator can help fast-track custom generative AI projects with trusted controls over cost, scale, and delivery. It helps achieve significant benefits such as reduced run costs and faster issue identification.

With a global collective of over 30,000 data and AI consultants and engineers, over 70,000 Microsoft consultants and recognized as a Leader and Star Performer

in Everest Group's Microsoft Dynamics 365 Services PEAK Matrix® Assessment, Capgemini offers innovative solutions in partnership with Microsoft, including the Azure Intelligent App Factory, whose features deliver groundbreaking generative AI value through industry aligned platforms and assistants.

30 K+
data and AI consultants.

70 K+
Microsoft consultants.

Curious to learn more about how Capgemini can supercharge your Microsoft Gen AI journey?

Contact our generative AI experts and start increasing productivity and enhancing your employee and customer experiences in a whole new way.

Global

Shirish Borkar
Head of Microsoft CX - Global
shirish. borkar@capgemini.com

Claire Stubbs
Microsoft CX CTO
claire.edgson@capgemini.com

Oleksandr Krasnoshchok
Microsoft CX - Business Value
Management Director
oleksandr.krasnoshchok@capgemini.com

North America

Vikas Sinha
Head of Microsoft CX - US NA
vikas.sinha@capgemini.com

Europe

Paul Harrison
Head of Microsoft CX - Europe
paul.harrison@capgemini.com

Australia and New Zealand

Steve Scarbrough
Head of Microsoft CX - A/NZ
steve.scarbrough@capgemini.com

India

Hari Prasad
Head of Microsoft CX - India
hari.h.prasad@capgemini.com

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market-leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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