

Improving Customer Satisfaction with AI: 5 focus areas

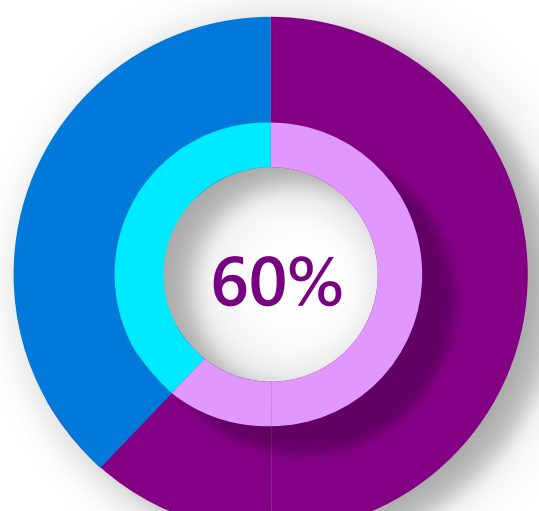
Customer satisfaction is the ultimate metric for any company's customer service department. Yet not every customer wants the same thing. That means you have to personalize the experience—and do it at scale.



AI-driven personalization can increase revenue by **6% to 10%.**¹

New, easy-to-use forms of AI enable your team to efficiently deliver on all the dimensions of personalized service while maximizing the potential of your agent team. They can help you understand customers better, deliver personable, human-like chatbot interactions, and empower agents to do more using just-in-time information and guidance.

1 Understand customers at a deeper level with sentiment analysis



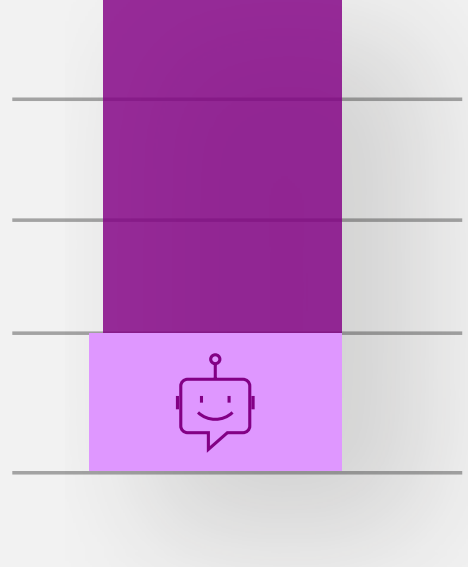
Gartner® predicts that by 2025, 60% of organizations will analyze customer voice and text interactions as part of their voice of the customer (VoC) program.²

What if you could always know how customers really feel—and the right action to resolve each case effectively? AI makes it possible.

Processing calls and other communication in real time, natural language analysis can reveal customer emotions and direct agents toward effective resolution strategies.

- Customer benefit:** The agent knew what I really meant and went straight to the right solution.
- Business benefit:** Our first-call resolution and customer satisfaction metrics have gone up.
- Agent benefit:** It's easier for me to give customers a personal experience, even if I've never spoken to them before.

2 Help customers help themselves



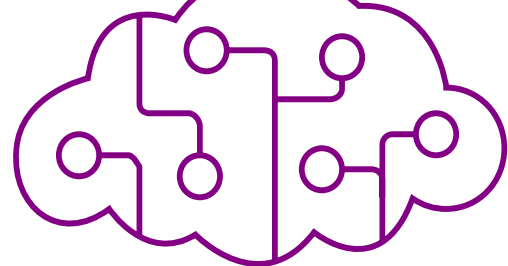
By 2027, chatbots will become the primary customer service channel for roughly a quarter of organizations, according to Gartner®.³

Many customers still prefer a live agent, but with advances in AI-powered virtual chatbots, they can access the next best thing faster than ever.

These human-like interactions can help customers resolve inquiries, find and select products, and get tailored recommendations.

- Customer benefit:** I was able to get what I needed right away, without waiting on hold.
- Business benefit:** We've freed up time for our agents to focus on more complex cases.
- Agent benefit:** I spend less time answering the same questions over and over, and more time helping customers who really need it.

3 Surface the right information at the right time



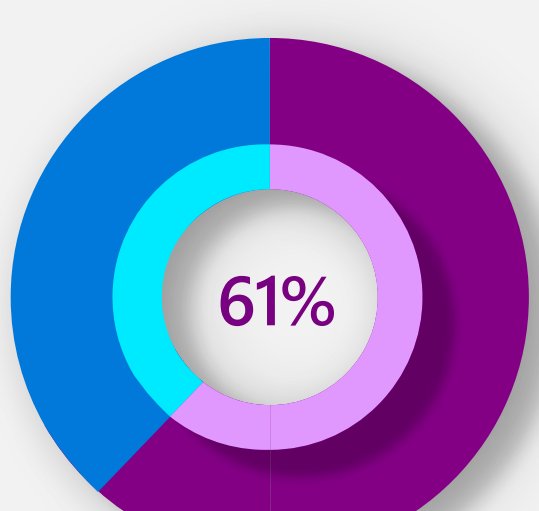
2/3 of organizations plan to increase their investment in knowledge management.⁴

When a human or virtual agent has the right answers at the ready, customers feel understood.

By clustering knowledge topics and surfacing resources based on their application to similar cases in the past, AI makes knowledge a strategic asset.

- Customer benefit:** The agent understood my situation and offered helpful information in real time.
- Business benefit:** Customers see our service as competent, informed, and fast.
- Agent benefit:** I'm confident that I can find the right answers for a customer, no matter what they need.

4 Connect customers to the best agent for them



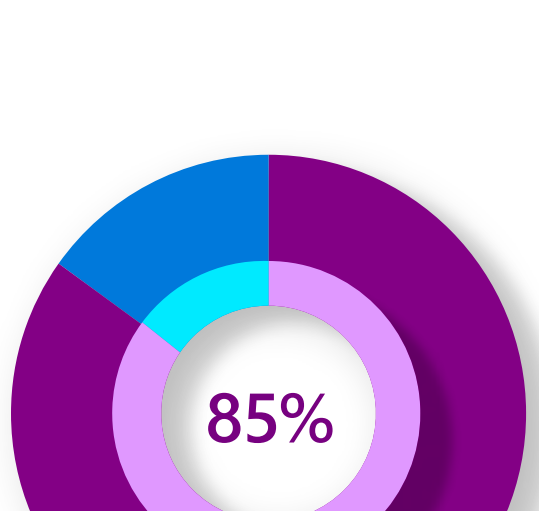
61% of surveyed care leaders report a growth in total calls, with increased contacts per customer and a growing customer base as the key drivers.⁵

Customers still want to pick up the phone—but live agent support is costly. It's important to connect customers to agents who are best equipped to solve their issues.

AI models can be trained to understand the skills needed to address customer inquiries and then accurately assign agents to work items that are suited to their abilities.

- Customer benefit:** I was partnered with an agent with deep knowledge about my issue.
- Business benefit:** Our agents can do more in less time.
- Agent benefit:** I get the cases that I'm best equipped to solve, so I can make customers happy.

5 Enable collaboration for wraparound customer care



In the past two years, customer service leaders have seen a dramatic shift in the number of employees working from home—up to 85% of their workforces in some cases.⁵

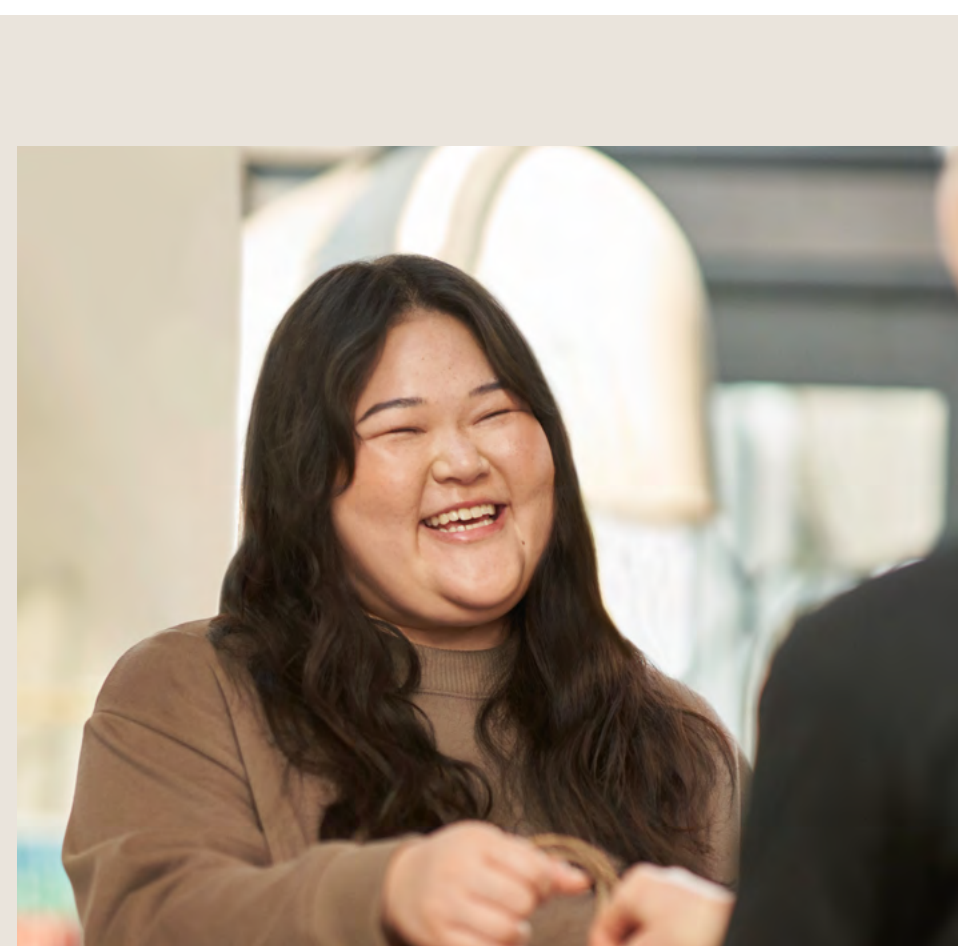
With agents working from more places than ever, they need new ways to find experts who can help them solve customer challenges.

AI can get the right team of people on the job with a single click through intelligent case swarming. It connects agents with available expertise lightning fast.

- Customer benefit:** My issue was solved by a team of experts who had the right experience.
- Business benefit:** We have turned our team's skills into a strategic asset for our customers.
- Agent benefit:** I feel supported by my team and empowered to provide the right solution.

Microsoft Dynamics 365 Customer Service integrates AI seamlessly throughout the customer service journey, helping you improve customer satisfaction and the agent experience.

[Go in-depth in our e-book Digitally Transforming the Customer Experience: A blueprint for customer service leaders >](#)



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¹ "Customer Experience in the Age of AI" by David C. Edelman and Mark Abraham, Harvard Business Review, March 2022

² 3 Ways to Use Voice of Customer Data in B2B Marketing, Gartner, March, 2022

³ Gartner Predicts Chatbots Will Become a Primary Customer Service Channel Within Five Years, Gartner, July 27, 2022

⁴ Looking to the future: 2022 KM outlook, KMworld.com, 2022

⁵ Customer care in 2022 and beyond, McKinsey, 2022