

# CX Connect for Customer Service

## Transform customer service with a comprehensive, AI-fueled, omnichannel platform

Whether you're a B2B or B2C business, you likely have the same customer service challenges:

- How do I reduce customer churn?
- How do I reduce the costs of service?
- How do I delight both customers and staff?

The answer to those challenges and more is CX Connect, a methodology and collection of Argano technology built on Microsoft Dynamics 365.

With Argano's IP and industry expertise, you can quickly deploy a cloud-based, AI-fueled solution to optimize both the customer and employee experience, while driving high-performance operations across your entire organization.

CX Connect includes the tools, data visualizations, and automations to help you monitor, measure, and improve customer service KPIs, including first call resolution, customer effort score, and customer satisfaction.

The goal is nothing less than transforming every customer contact, positive or negative, into an upsell, upgrade, or referral.

### Measurable KPIs, faster ROI

CX Connect deploys quickly, providing rapid ROI for your business. You'll enjoy improved customer and employee experiences via improved account, case, and queue management, AI-driven insights, omnichannel contact centers, and more. Specific KPIs include:

- Up to 20% reduction in average handle time
- Up to 30% reduction in agent staffing needs
- Up to 40% reduction in implementation time

### An unparalleled feature set

Built on Dynamics 365, Argano's CX Connect methodology helps you take full advantage of out of the box functionality in Microsoft's platform. But that's just the start. It's Argano technology that helps you truly transform customer service. Features of CX Connect include:

- **Omnichannel:** Engage with your organization through their preferred and expected channel of communication (chat, SMS, Voice, Social Media, etc.).
- **Knowledge management:** The platform provides a centralized knowledge base where customers

### Key Benefits:

- Copilot fueled case management
- Omnichannel contact center
- Real-time KPIs and rapid ROI
- Improved customer satisfaction
- Improved staff productivity

and agents can access information and solutions to common issues.

- **Self-service:** Empower customers to serve themselves, providing them with immediate responses and solutions (reducing manual work and case creation).
- **Case creation and tracking:** Easily create new cases, assign them to appropriate team members, and track progress through the entire resolution process (see Figure 1).
- **Copilot:** Microsoft's pioneering AI (see Figure 2) assists customer service representatives quickly to find the information they need to resolve cases, providing contextual suggestions and insights to the user as they work on a case.
  - **Automated case suggestions:** As a customer service representative begins to work on a case, Copilot can provide suggestions for related cases or solutions that may be relevant, reducing the time needed to resolve a case.

- **Knowledge management:** Copilot can suggest articles or other resources from a centralized knowledge base that may be relevant to the current case, reducing time-consuming research.
- **Sentiment analysis:** Copilot can analyze customer interactions to identify sentiment and emotion, helping representatives tailor responses to a customer's mood and leading to greater customer satisfaction.
- **Language translation:** Copilot can translate customer interactions in real-time, making it easier for representatives to communicate with customers who speak different languages.
- **Automated routing and escalation:** Cases can be automatically routed to the appropriate team member based on predefined criteria, and escalations can be triggered if a case isn't resolved within a specific timeframe.
- **Transcript analysis:** Through analyzing transcripts of conversations escalated to human agents, insights into new knowledgebase topics or self-service actions can be added to chatbots to reduce escalation and improve deflection.
- **Communication and collaboration:** Customer service representatives can communicate with customers and team members through various channels, including email, phone, and chat. Additionally, if cases aren't resolved within a specific timeframe, they can be automatically escalated to the appropriate level, ensuring that they get the attention they need in a timely manner.

## Not sure where to start?

Our CX Connect Modernization Evaluation Workshop provides recommendations including a business justification document, and a rough order of magnitude to help you budget and guide your next steps towards a scalable, omnichannel, revenue-driving customer contact center. Contact us today at [microsoft@argano.com](mailto:microsoft@argano.com) for more information about CX Connect, our workshop, or simply improving customer service.

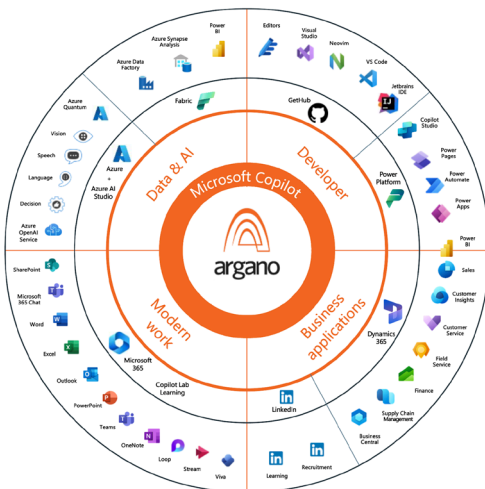


Figure 2: Microsoft Copilot—connecting every part of your customer experience.

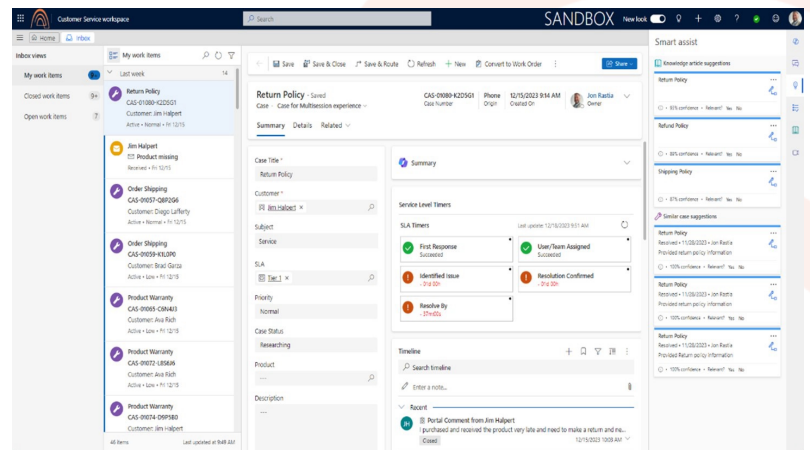


Figure 1: Customer case management made easy with CX Connect.

### About Argano

Argano is the first of its kind: a digital consultancy totally immersed in high-performance operations. We steward enterprises through ever-evolving markets, empowering them with transformative strategies and technologies to exceed customer expectations, unlock commercial innovation, and drive optimal efficiency and growth. Learn more at [argano.com](https://argano.com).