



CX Connect for Customer Service

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

Businesses, whether in the B2B or B2C sector, often face similar customer service challenges:

- How can customer churn be reduced?
- How can service costs be minimized?
- How can both customers and staff be satisfied?

CX Connect is a methodology and suite of technologies developed by Argano, based on Microsoft Dynamics 365, to address these issues. By leveraging Argano's intellectual property and industry expertise, organizations can implement a cloud-based, AI-driven solution aimed at improving the experiences of both customers and employees while ensuring efficient operations.

CX Connect provides tools, data visualizations, and automation capabilities required to monitor, measure, and enhance key customer service performance indicators such as first call resolution, customer effort score, and customer satisfaction. The primary goal is to turn every customer interaction into a potential opportunity for upselling, upgrades, or referrals.



Measurable KPIs, faster ROI

CX Connect implements quickly, offering potential ROI for businesses. It can enhance 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

Key Benefits:

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



An Unparalleled Feature Set

Built on Dynamics 365, Argano's CX Connect methodology enables full utilization of the platform's out-of-the-box functionality. However, this is merely the beginning. Argano technology facilitates profound transformation in 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 and agents can access information and solutions to common issues.

Self-service

Empower customers to serve themselves, providing them with immediate responses and solutions, thereby reducing manual work and case creation.

Case creation and tracking

Easily create new cases, assign them to appropriate team members, and monitor progress throughout the resolution process (see Figure 1).

Copilot

Microsoft's pioneering AI (see Figure 2) assists customer service representatives in quickly finding the information needed to resolve cases, offering contextual suggestions and insights 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, thus reducing the time required to resolve a case.

Knowledge management

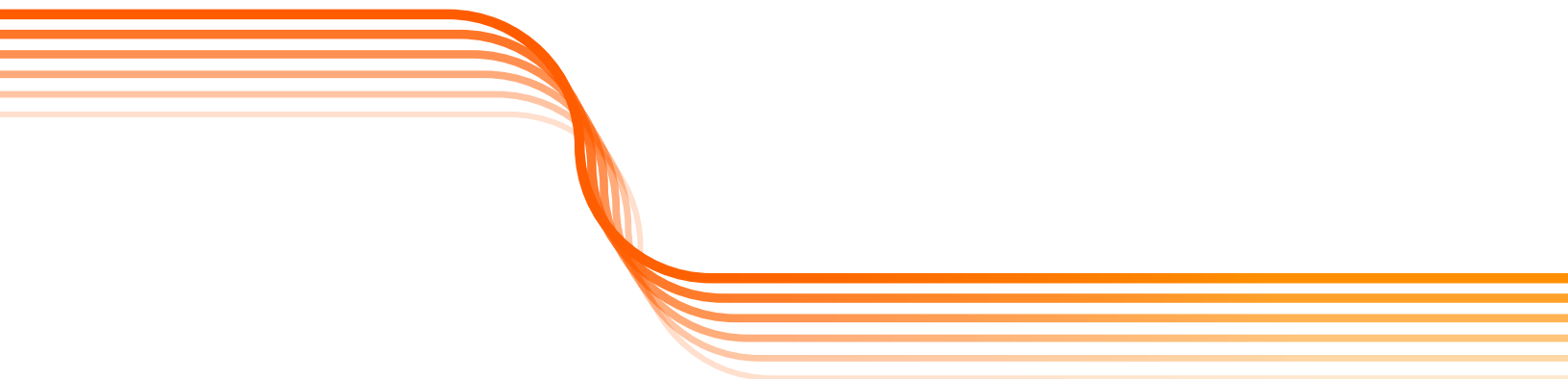
Copilot suggests relevant articles or resources from a centralized knowledge base, reducing research time.

Sentiment analysis

Copilot analyzes customer interactions to identify sentiment, helping representatives tailor responses for better customer satisfaction.

Language translation

Copilot translates real-time customer interactions, facilitating communication with customers who speak different languages.





Automated routing and escalation

Cases are automatically routed to the appropriate team member based on predefined criteria, with escalations triggered if not resolved timely.



Communication and collaboration

Customer service representatives communicate through email, phone, and chat. Unresolved cases are automatically escalated to ensure timely attention.



Transcript analysis

Analyzing conversation transcripts adds new knowledgebase topics or self-service actions to chatbots, improving deflection rates.



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.

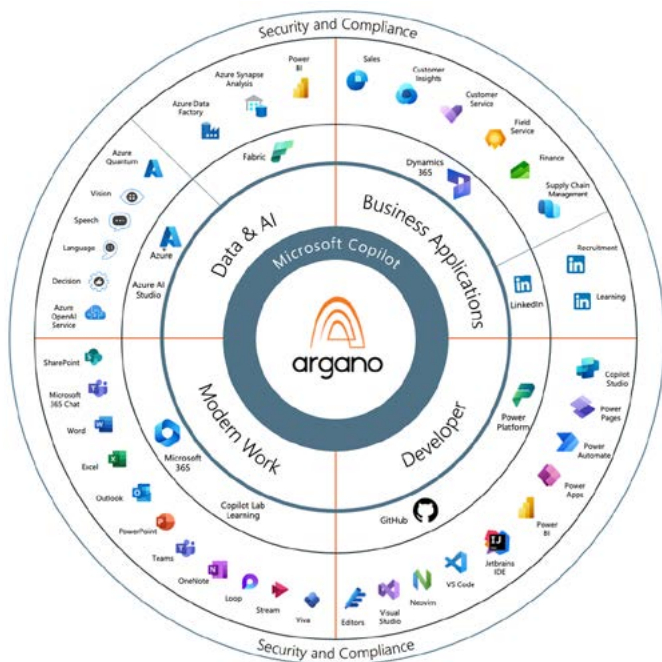


Figure 2: Microsoft Copilot—connecting every part of your customer experience.

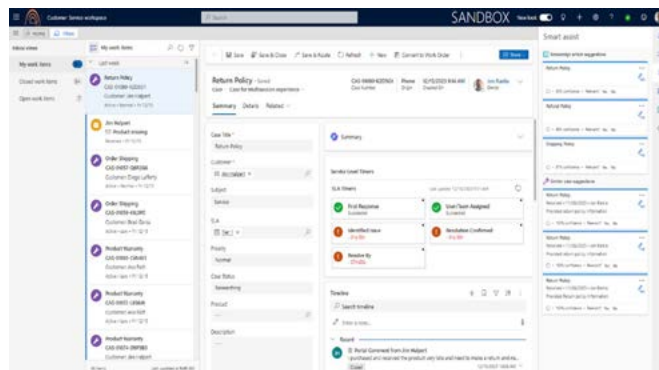


Figure 1: Customer case management made easy with CX Connect.

Contact us at microsoft@argano.com for more information about CX Connect, our workshop, or simply improving customer service.



Learn more at argano.com