

Using Copilot in Customer Service



Goals and challenges

Microsoft Copilot in Customer Service is your strategic partner to enable customer service teams. 43% of customer service reps report they were overwhelmed by the number of systems and tools needed to complete work¹. With Microsoft Copilot, embedded directly into agent desktops, Customer service teams can find answers fast and collaborate easily.



Customer Service roles



Customer Service Account Manager



Customer Service Manager



Customer Service Representative



Escalation Manager

Microsoft Copilot opportunity to impact key functional KPIs



Calls handled by agents

Reduce the number of calls that are made to agents through improved self-service options.



Issue resolution time

Microsoft Copilot can help with lowering resolution times which in turn leads to increased agent productivity and higher customer satisfaction rates.



First call resolution

In customer service, First Call Resolution (FCR) is a game changer because it improves customer satisfaction, enhances agent efficiency, and fosters long-term customer loyalty.



Service quality scores

AI is elevating service quality in the professional services industry by enabling smarter, more efficient, and customer-centric operations.



Customer satisfaction scores

Microsoft Copilot can improve customer satisfaction by providing real-time AI assistance for faster issue resolution, generating personalized email responses, analyzing customer feedback, and allowing agents to focus on delivering high-quality service.



Copilot can assist with...

Copilot assists Customer Service with tasks like process optimization, collaboration, and delivering a fast, tailored, experience for customers.

- [Respond to a customer complaint](#)
- [Communication logging](#)
- [Identify a root cause](#)
- [Boost field efficiency](#)
- [Manage service agents](#)



Revenue growth



Cost savings and avoidance



Improve employee experience