Business Impact, Powered by People

Capgemini

Boost Your Mind

COMPANY CONFIDENTIAL
SEC 1
Capgemini Document

1

Customer Contact to Customer Experience

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MY GRANDMA
Rie (95 years old)

AI

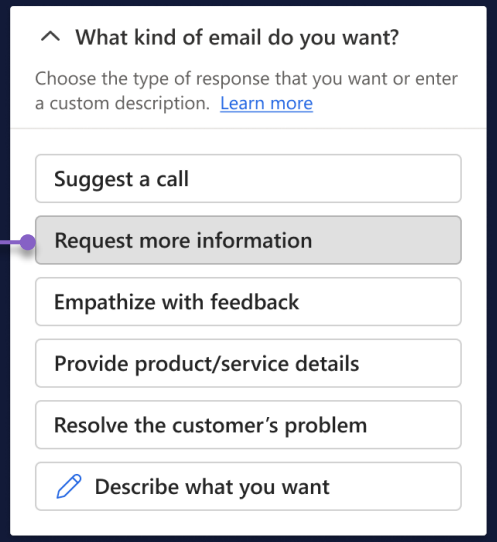
Generative AI is accelerating the customer service shift

Era of
Copilots

Deliver better service in way less time.

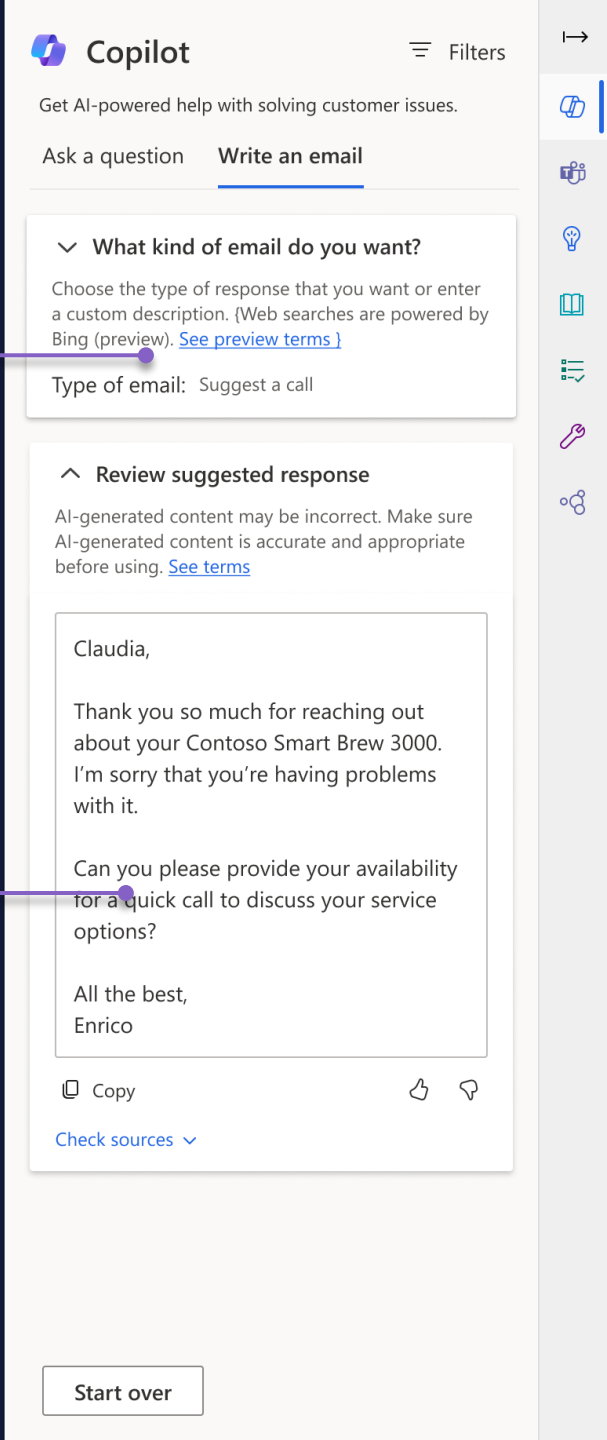
In seconds, Copilot can draft contextual customer service emails that would take several minutes from scratch.

Draft replies with a click



Fine-tune your intents

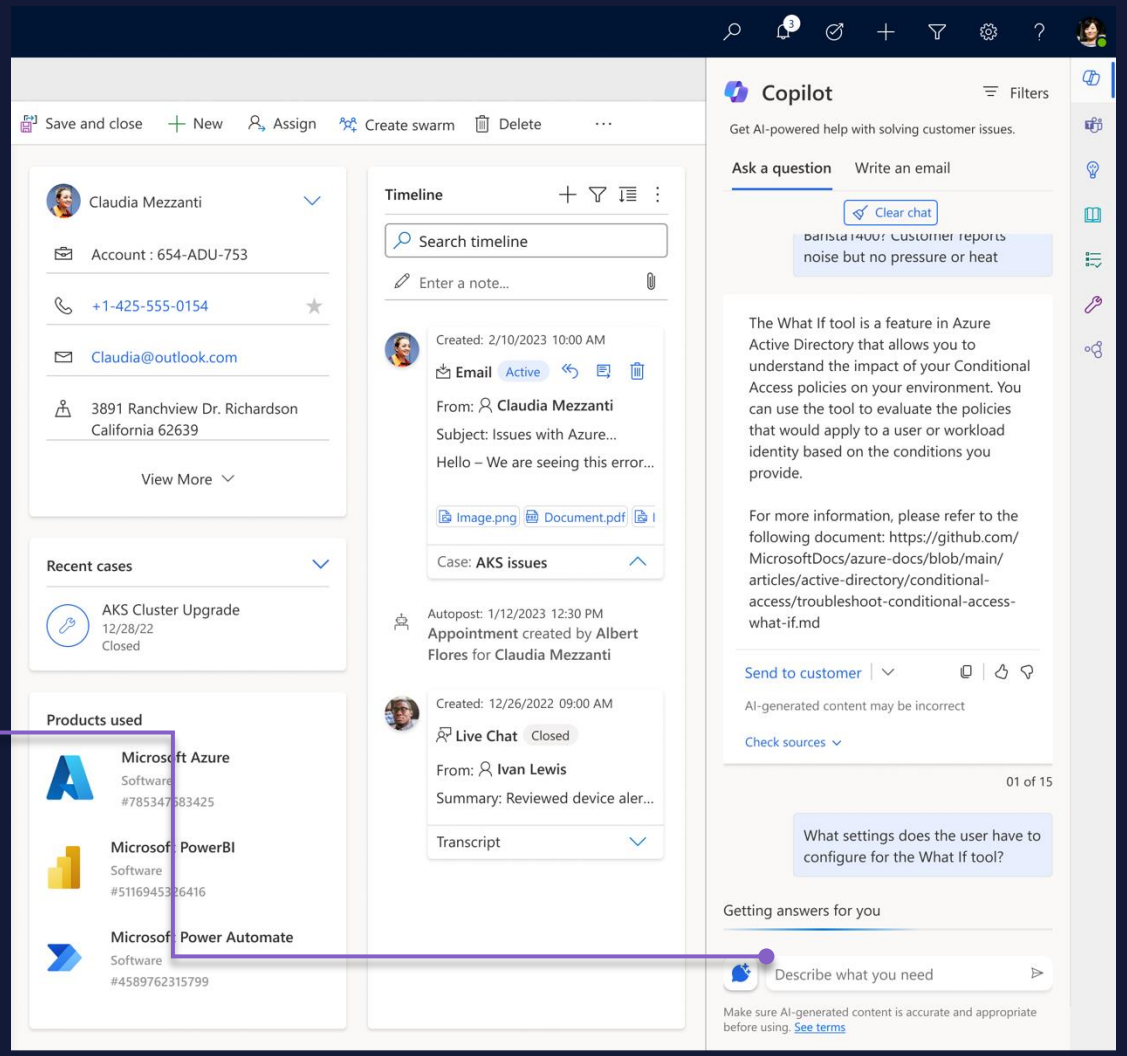
Craft personalized, contextual emails in just seconds.



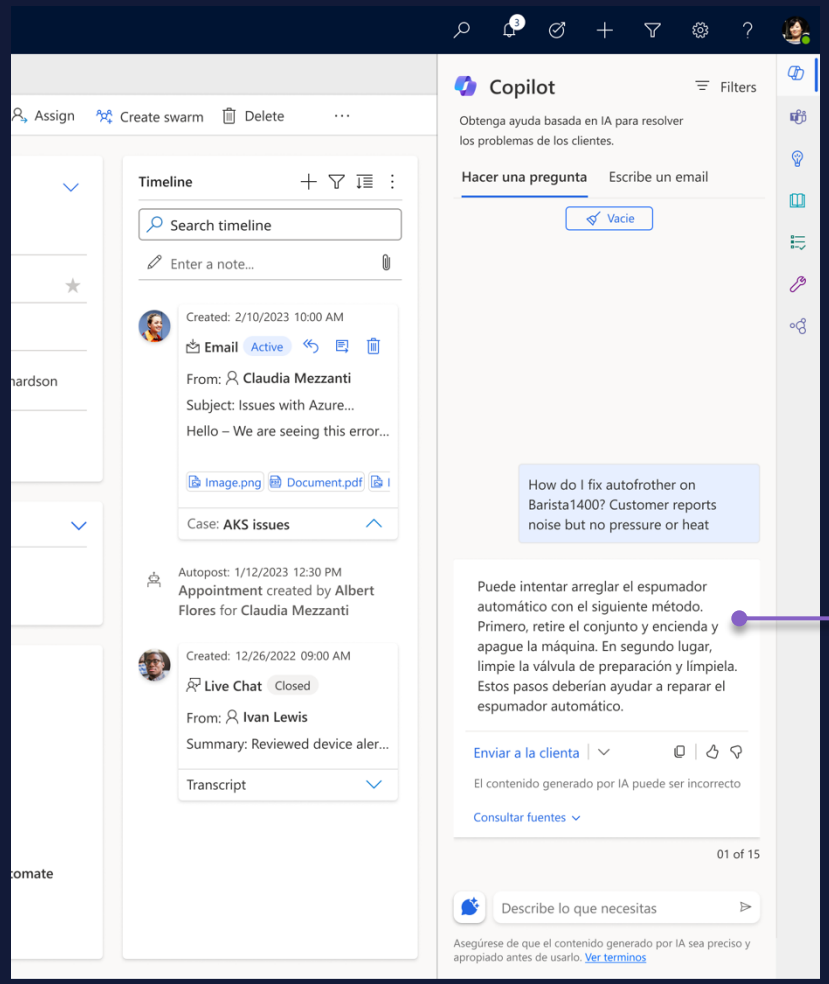
A conversational expert, at your fingertips

Agents no longer need to spend time searching through multiple web pages, Wiki's, knowledge articles.

Naturally conversational, channel independent



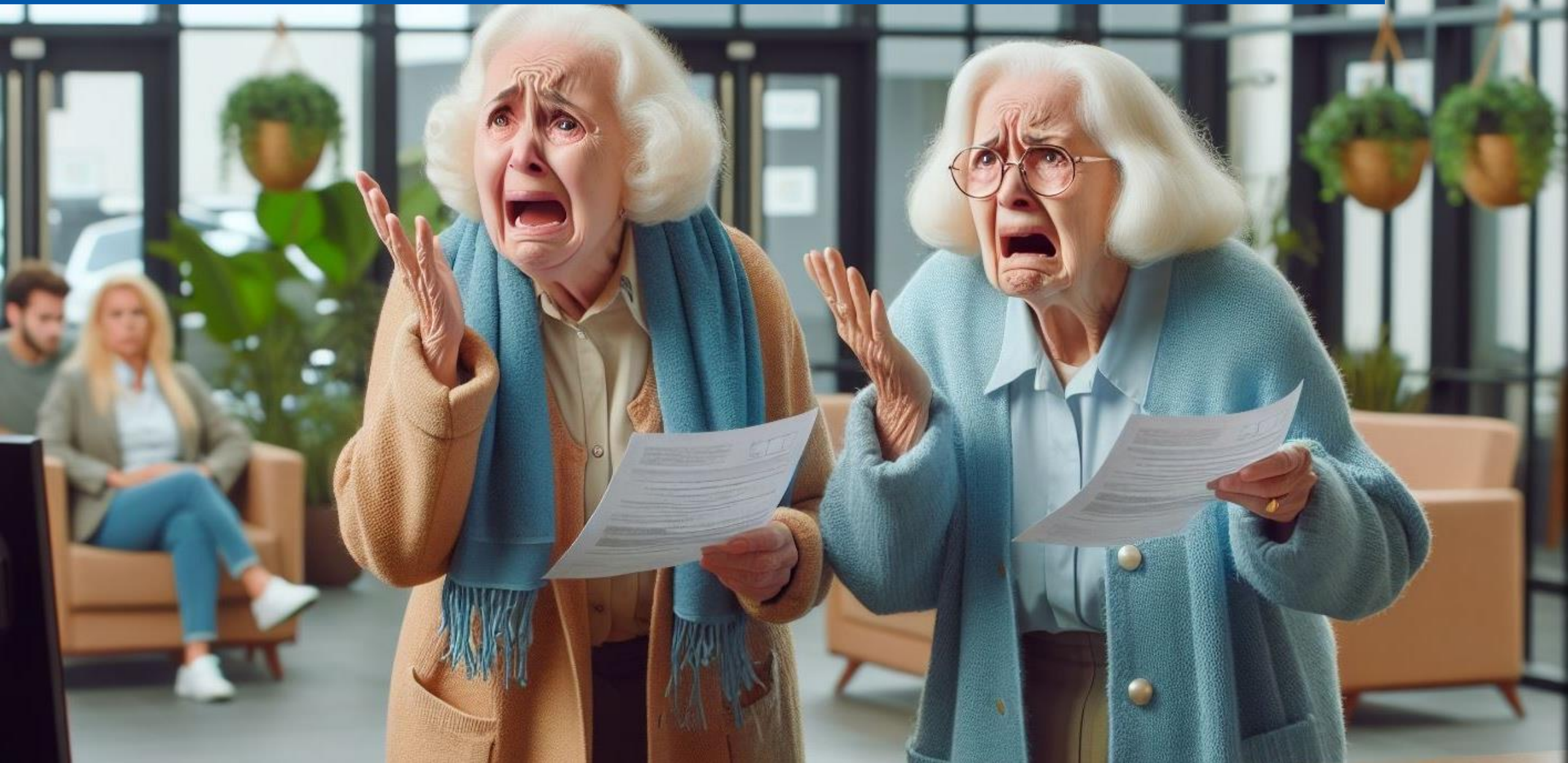
Copilot, the worlds best polyglot



> 10 languages with full support

Understands mixed languages

DO YOU SPEAK THE SAME LANGUAGE?



Chat between grandma and the cable company

Her tv isn’t working on some channels…

Grandma

HELLO

Chatbot

Hi there,
I’m your digital assistant.
I can help you with everything

Chat between grandma and the cable company

Her tv isn’t working on some channels…

Grandma

MY TV IS NOT WORKING

Chatbot

Oh, let’s try and fix that shall we?
Please login with this QR code and then we will start **the technical wizard** to troubleshoot.

Chat between grandma and the cable company

Her tv isn’t working on some channels…

Grandma

“

I WANT TO CALL SOMEONE

”

Chatbot

“

Alternatively, open the Phone app, tap “Keypad,” and enter the number using the keypad. Tap the green phone icon to start the call.

”

MY GRANDMA
Rie (95 years old)

DEFLECTION SHOULD NOT BE THE GOAL

Digital skills

Approximately 11% of the Dutch people aged 16 to 65 that have little or no experience with the computer.

Among Dutch people aged 55 and older, this is even about 20%.

Of the low-literate people in the Netherlands, more than 30% cannot use a computer properly.

These people can insufficiently independently look up and process digital information in a safe manner.

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Preference for human versus virtual agents, by age

Do you prefer human agents or chatbots/virtual agents (which one do you feel performs better in terms of the qualities you are looking for)?	Overall	18–24	25–40	41–56	57+
Base	9500	1075	2772	2687	2966
Human Agents					
Empathy	71%	43%	45%	84%	95%
Creative problem-solving	69%	41%	43%	80%	92%
Personalization	61%	36%	37%	70%	83%
Knowledge and expertise	57%	34%	33%	66%	80%
Effective follow-up and closure	54%	32%	32%	61%	78%
Accuracy and reliability	54%	32%	33%	61%	76%
Clear communication	53%	23%	30%	62%	76%
Inclusivity and cultural sensitivity	51%	28%	30%	57%	74%
Security and privacy	43%	23%	26%	47%	64%
Responsiveness and speed	37%	18%	23%	32%	60%
Easy access/convenience	34%	17%	19%	35%	54%

Chatbots/virtual agents	Overall	18–24	25–40	41–56	57+
Empathy	17%	50%	30%	6%	3%
Creative problem-solving	21%	52%	32%	15%	6%
Personalization	25%	57%	41%	13%	10%
Knowledge and expertise	33%	59%	45%	27%	17%
Effective follow-up and closure	36%	61%	48%	32%	18%
Accuracy and reliability	27%	45%	36%	26%	13%
Clear communication	34%	62%	48%	27%	17%
Inclusivity and cultural sensitivity	39%	64%	50%	36%	21%
Security and privacy	40%	62%	52%	39%	23%
Responsiveness and speed	52%	75%	60%	61%	27%
Easy access/convenience	52%	72%	63%	53%	33%

Source: Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024, N = 9,500 consumers.

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CUSTOMER SERVICE NEEDS AN OVERHAUL

Customer service is the key channel for organizations to nurture relationships with customers and shape brand perception, delivering strategic value.

Despite its growing strategic importance, the customer service function faces numerous challenges, leading to dissatisfaction among consumers and agents.

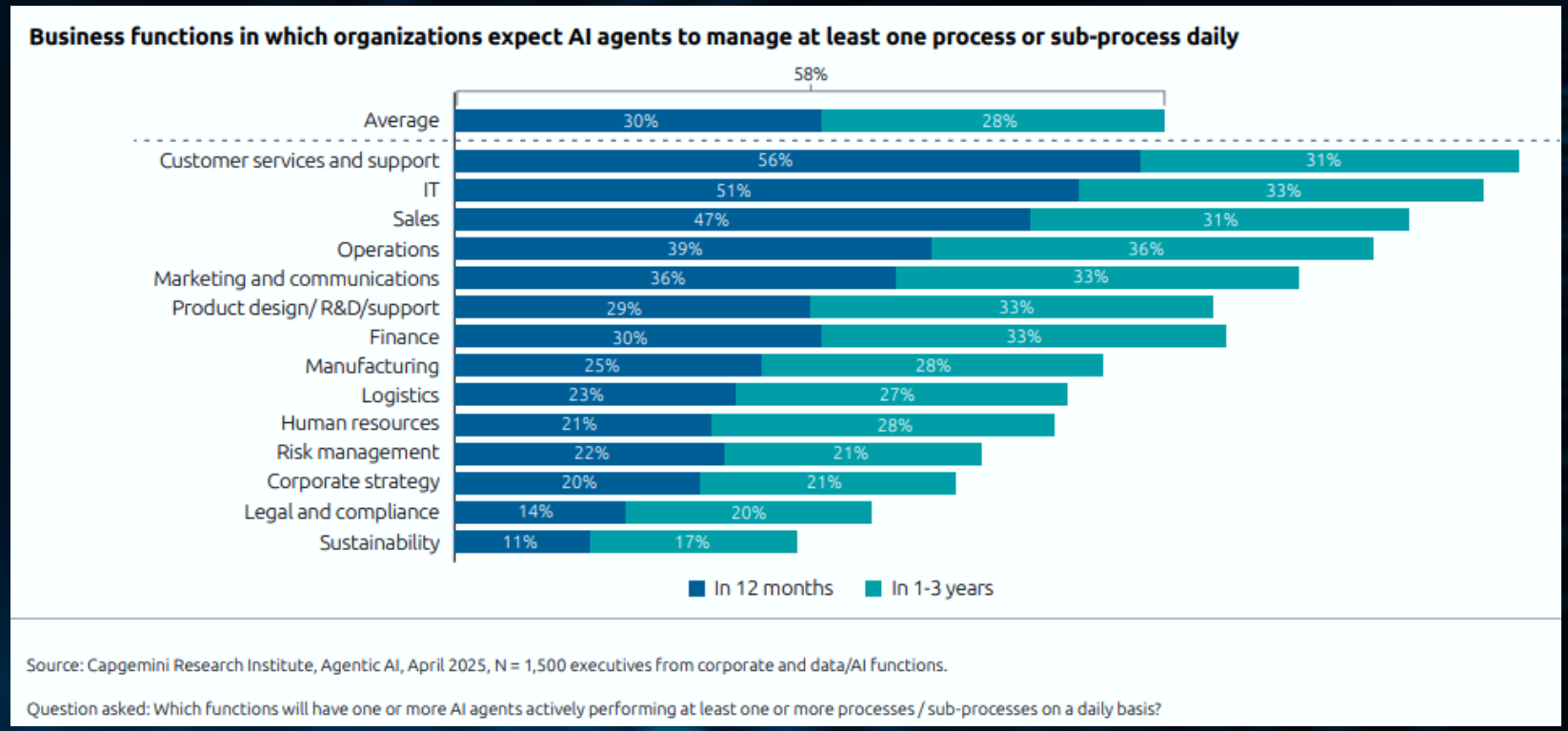
of consumers are “satisfied” or “very satisfied” with customer service

of customer service agents report overall satisfaction with their roles

of organizations struggle to meet rising customer expectations

Source: Capgemini Research Institute

CUSTOMER SERVICE AT THE SPEARHEAD OF AI TRANSFORMATION



Source: Capgemini Research Institute

Focus on high-friction, high-volume workflows with direct business impact.

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AI

Using hyper personalization to deliver better service

Hyperpersonalized &
Generational AI

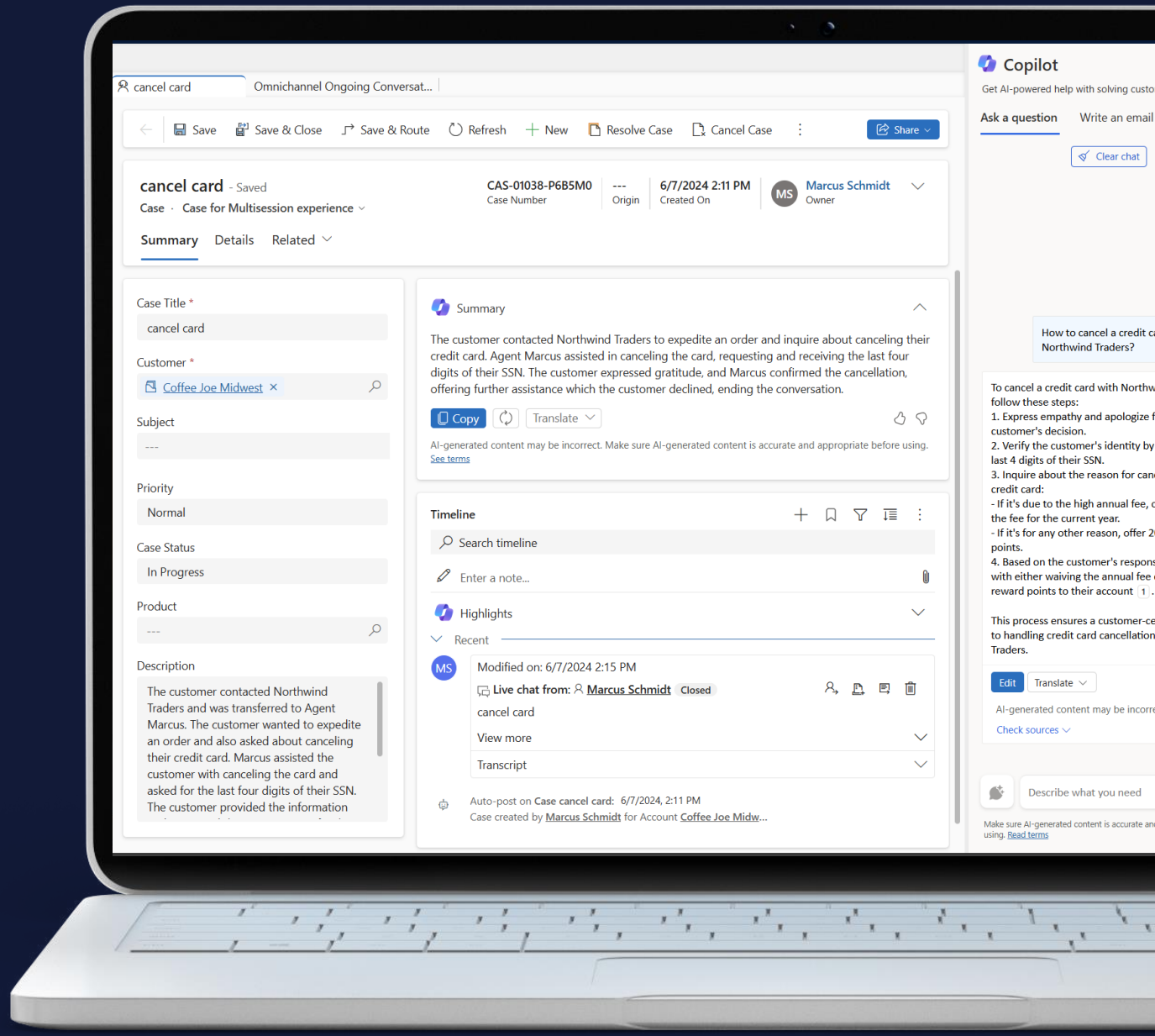
Hyperpersonalized AI support

- It knows who I am – it pulled up my records based on my phonenumber I’m calling from
- It validated who I am - it used biometrics (FaceID) to validate when logging into the app
- It knows my prefered type of communication

HAPPY GRANDMAS

Dynamics 365 Contact Center

Transform **customer experience** with an **AI-first contact center** solution that is **complete and composable**, bringing efficiency to **every engagement channel**.



The image above is intended solely to showcase the capabilities of in-product experience of Dynamics 365 Contact Center. Any references to Salesforce are purely illustrative and do not imply any form of partnership or endorsement between Salesforce and Microsoft.

The Dynamics 365 Evolution in Service

2016	2018	2020	2022	2024+
Dynamics 365 CRM	Dynamics 365 Customer Service	D365 CS + DIGITAL Messaging Add-on	Digital Contact Center Platform	D365 Contact Center Standalone
A user experience to interact with customer data, a digital platform to access information quicker and easier	Expansion of basic CRM functions to support Customer Service-related workloads, Case Management and SLAs	Introduction of channels of communication beyond email, to support digital messaging and social channels	"DCCP" and Nuance acquisition, PowerVA and Power Pages for self service plus addition of a Voice Channel and multi-session capabilities	Dynamics 365 Contact Center is built to work with your existing CRM, or with Dynamics 365 Customer Service

Unified Platform: Power Platform and Dataverse

AI-First: OpenAI and Nuance

A unified, composable Contact Center built for the AI era

Live chat

Social

Email

SMS

Voice

Teams

Copilot + Agents

Unified, intelligent routing

Self-service

AI agents | IVRs

1st party telephony with Teams Phone*

Proactive engagement*

Automated intent discovery

Sentiment analysis

Intent determination

Skills identification

Agent availability

Assisted service

Unified desktop

Customer 360

Automated case management & knowledge management

In-the moment guidance

Operations

One system, one vendor | Integrated data | Analytics & reporting
Teams Phone telephony* | Workforce management | Low-code, no-code dev | AI controls

Connected data and insights

Trusted AI

:

- Teams Phone in public preview, GA July 31
- Proactive engagement in public preview, GA August

2 Supercharging Customer Service

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SIMPLIFIED ORDER PROCESS

SEC 1

Peggy
Customer

1

Peggy wants a new EV, and is also in need of a home Chargepoint.

Peggy orders her car through the lease company and orders the charging point accordingly

eMobility confirms everything and hands over the installation order to a partner like BAM

2

Installation partner plans site surveys with Peggy and relays all info to eMobility with a quote

Site survey is executed and order is approved.
Installation partner plans installation

eMobility orders the ChargePoint to be shipped by Fullfillmentpartner

3

Fullfillment partner ships Chargepoint to Peggy

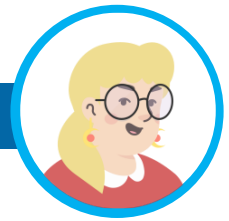
4

Installation partner installs the Chargepoint

5

Lease card / payment card is activated by client

Peggy can charge her car



Happy Peggy

ENECO EMOBILITY SUPERCHARGES ITS CUSTOMER CARE WITH GENERATIVE AI

SEC 1

Solution

Boosted Productivity with Microsoft GenAI Solutions

Capgemini introduced Microsoft Digital Contact Center with Copilot in Dynamics 365, leveraging GenAI-powered tools to enhance agent efficiency and customer satisfaction.

Seamless Voice Integration and AI Features

Migrated to first-party voice calling with Microsoft Copilot's transcription and recording capabilities, unlocking advanced AI features to improve operations.

Real-Time Conversation Summaries for Efficiency

Enabled live conversation summaries, simplifying case resolution and providing seamless handoffs with detailed query summaries for teams.

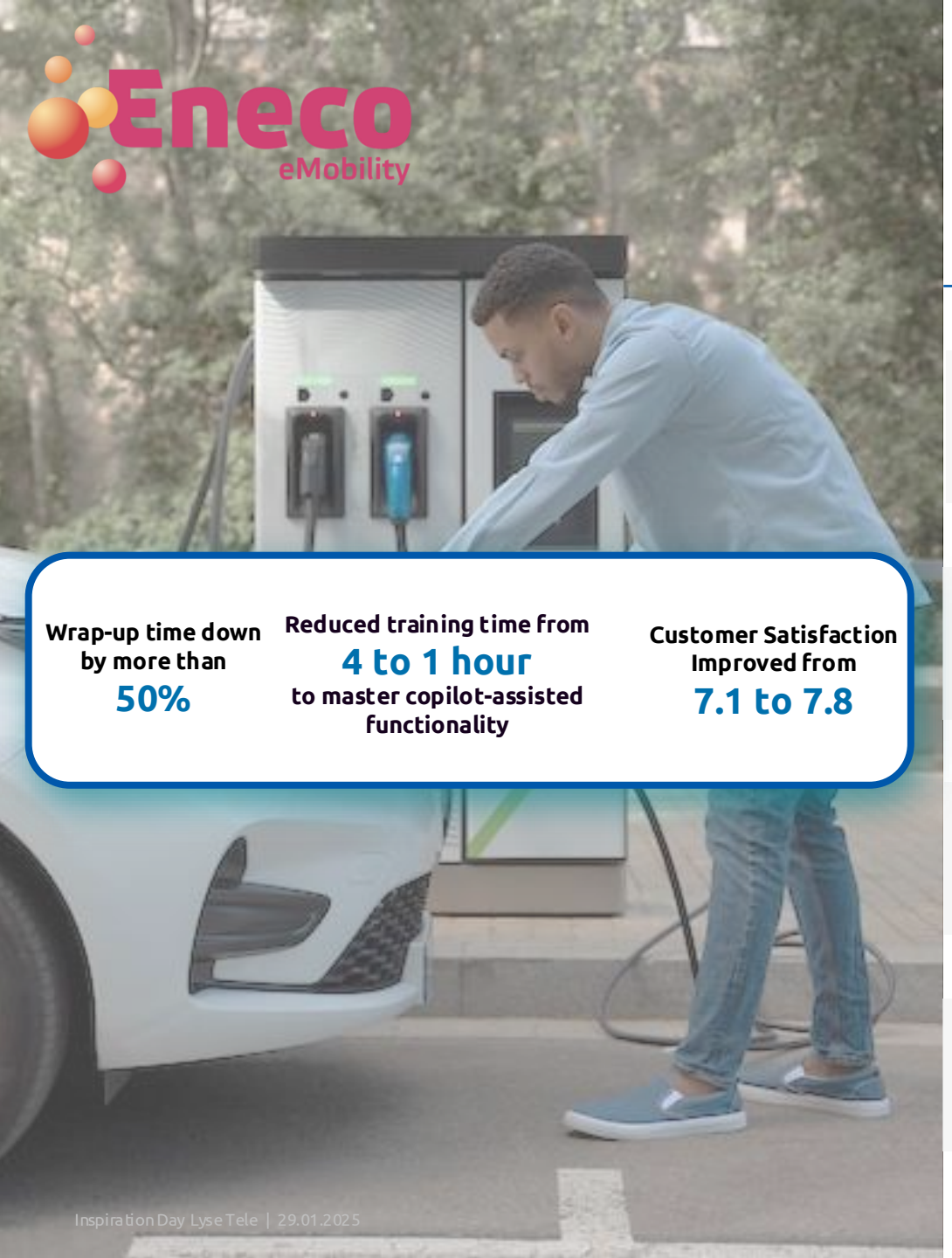
AI-Powered Support Tools for Agents

Implemented chat services, email drafting, and natural language search to empower agents with instant access to knowledge bases and more effective communication tools.

Advanced AI for Analytics and Recommendations

Introduced AI topic clustering and real-time recommendations for similar cases and knowledge articles, helping agents resolve issues faster and more accurately.

Do Not Distribute – Internal Use Only



Wrap-up time down by more than **50%**

Reduced training time from **4 to 1 hour** to master copilot-assisted functionality

Customer Satisfaction Improved from **7.1 to 7.8**

ENECO EMOBILITY SUPERCHARGES ITS CUSTOMER CARE WITH GENERATIVE AI

SEC 1

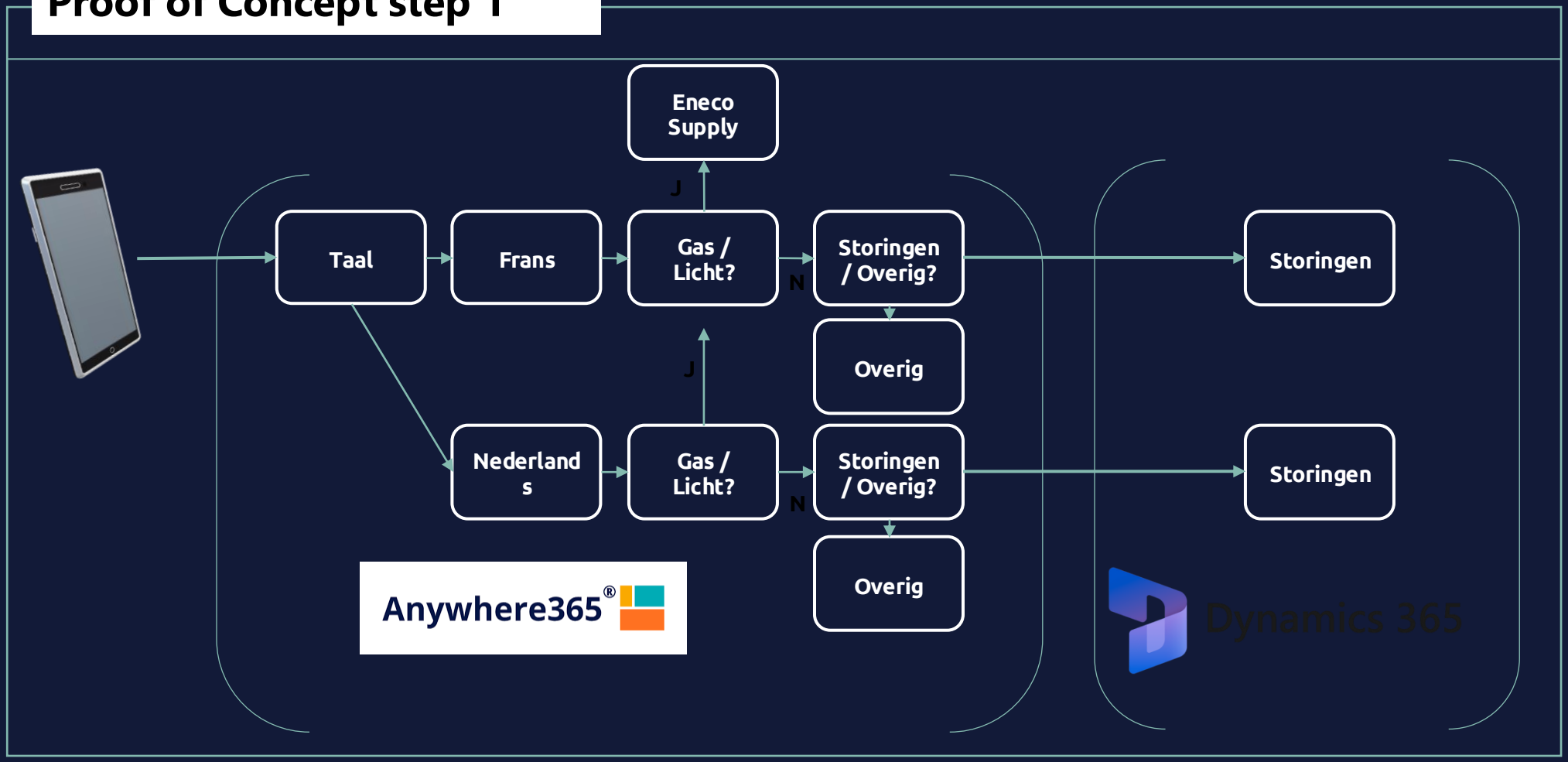
Business Value

- *Increased Customer & Employee Satisfaction*
- *Improved Agent Productivity*
- *Higher Case Throughput*
- *Reduced Operational Cost*

Do Not Distribute – Internal Use Only

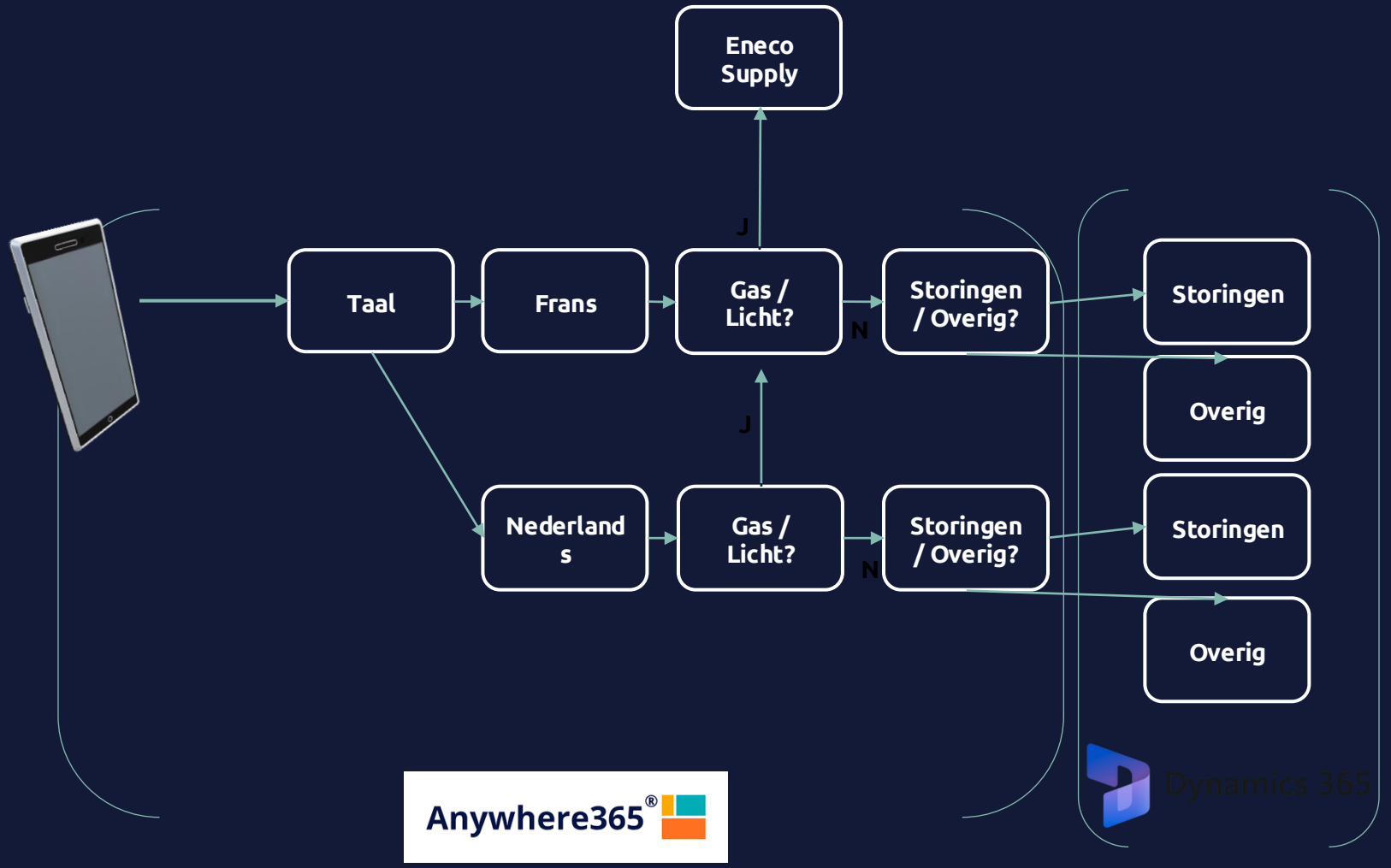
Our approach: Week - 2

Proof of Concept step 1

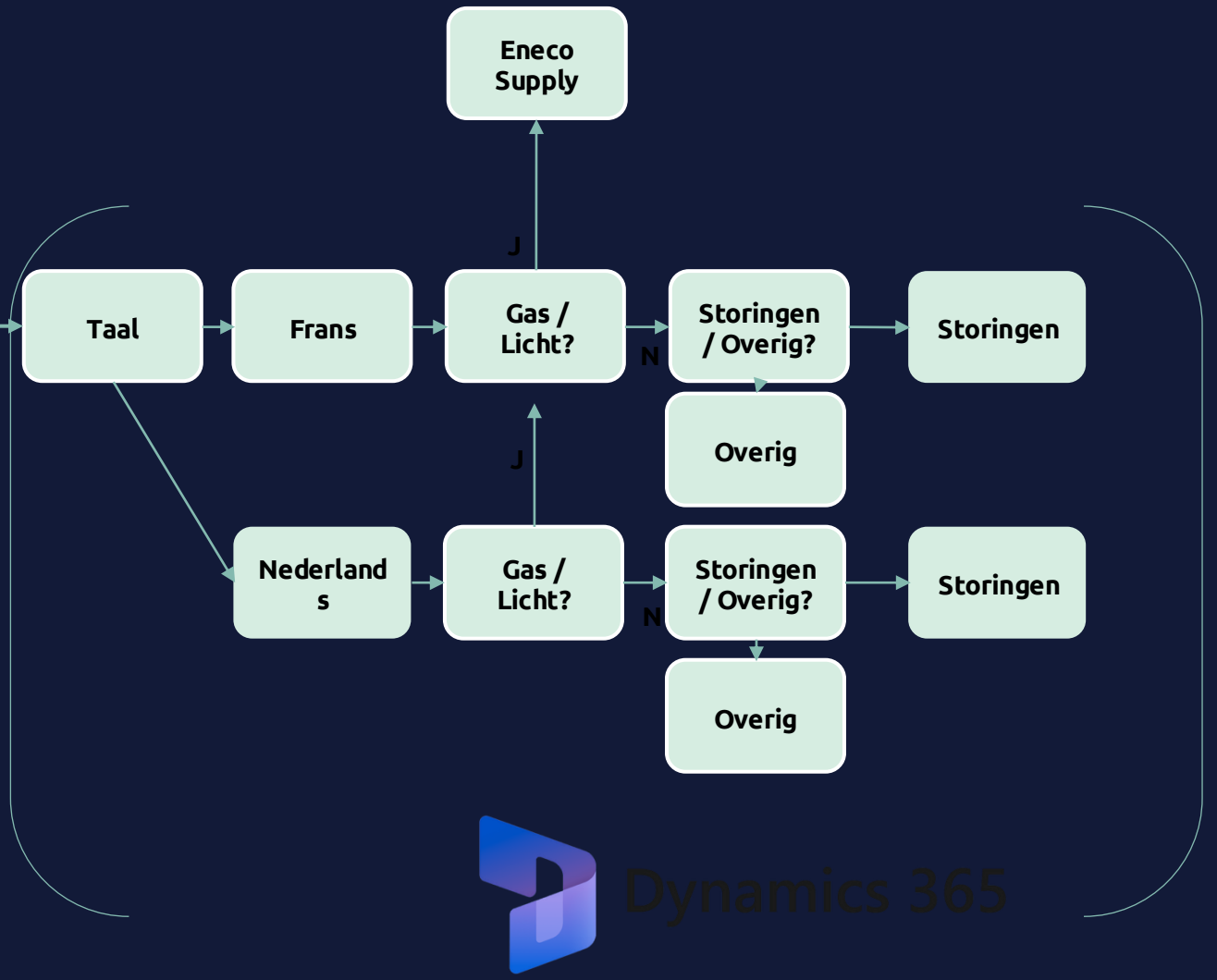


Our approach: Week - 3

Proof of Concept step 2



Our approach: migration



Dynamics 365

3 The road ahead

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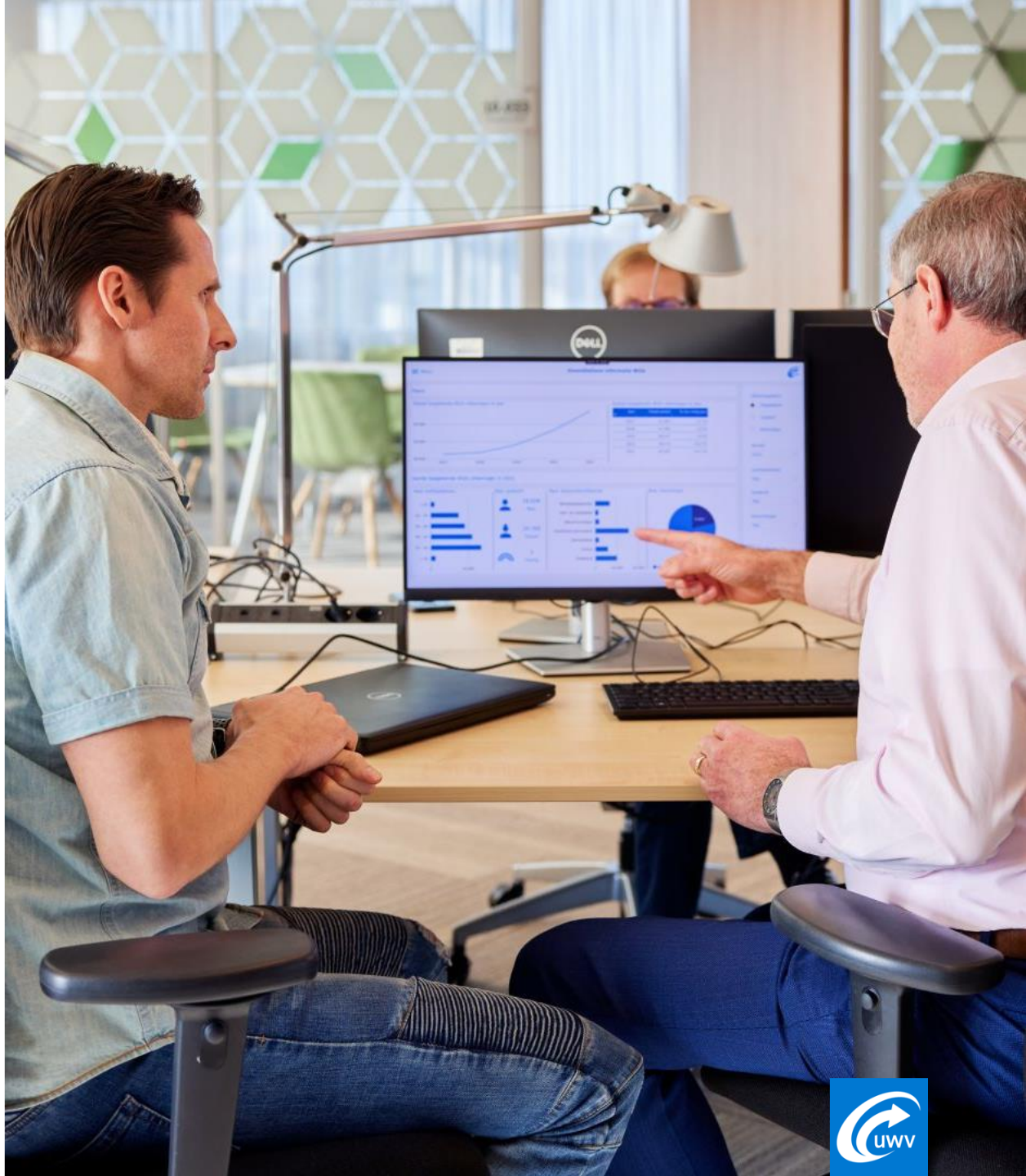
Versnellen van vernieuwing binnen UWV met Microsoft Dynamics 365

Gezien, Gehoord & Geholpen (Seen, heard & helped)

- 1.300 first-line customer agents
- 19.000 backoffice agents
- Millions of calls per month

- Social impact is enormous

- It doesn’t happen overnight
- It doesn’t happen by accident



Thank you.

Make it real.

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About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organizations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of over 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2025 global revenues of €22.5 billion.

Make it *real*.
www.capgemini.com

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