

b+s Connects for Microsoft Dynamics

Optimized customer engagement
through a single unified interface



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The last few years have led to new realizations about contact center efficiency and increasing expectations surrounding the customer experience. It is crucial that organizations proactively stay ahead of the latest advancements and consumer trends in contact center technology.

Changing expectations for customer service

Most businesses are placing excellent customer service as a top priority in their business strategy, moving into 2024. Changes to the way we collaborate and communicate and a steadily increasing number of communication outlets has shifted customer expectations, posing challenges to traditional service models. To ensure customers are receiving the best contact center experience, on their chosen communication channel, businesses need to place customers as the focal point of customer service and support them with the right contact center technology.

Analytics as a driving force

In today's data-driven world, it's important to derive insights into agent productivity and customer satisfaction, to promote continuous improvement. Metrics including average handle time, first contact resolution, and processing speed of customer requests are at the forefront of attention for contact centers right now.

Omnichannel communication

Technology is not just changing how we communicate; it is changing how we prefer to communicate. Consumers now desire the freedom to interact with a brand through multiple channels. Omnichannel communication has become the new norm for customer service, optimizing interactions to deliver a seamless and consistent experience across devices and channels.

Digital transformation is key

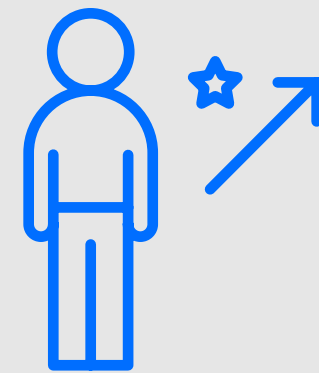
Consumers are gravitating towards brands that prioritize personalization through digital transformation. Digital transformation now plays a pivotal role in the contact center environment. The latest advancements in technology have enabled agents to deliver more personalized experiences by leveraging relevant information from the customer's history, and offering tailored service in real-time.

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Limited data

Contact center agents succeed when they have a 360-degree view of each and every customer. Businesses need to implement new strategies to enable agents with customers' full contact history, purchasing history, service history, and personal profile data to satisfy customers and increase organizational efficiency.



Shifting customer expectations

Going the extra mile to keep customers happy and satisfied can be an arduous challenge. In today's world, businesses are struggling to stay receptive to customer preferences regarding communication channels and the customer experience.



Siloed systems

Many contact centers lack integration between their systems. As a result, agents are forced to switch between applications during calls and use separate GUIs, leading to inefficiencies and ineffective customer interactions.

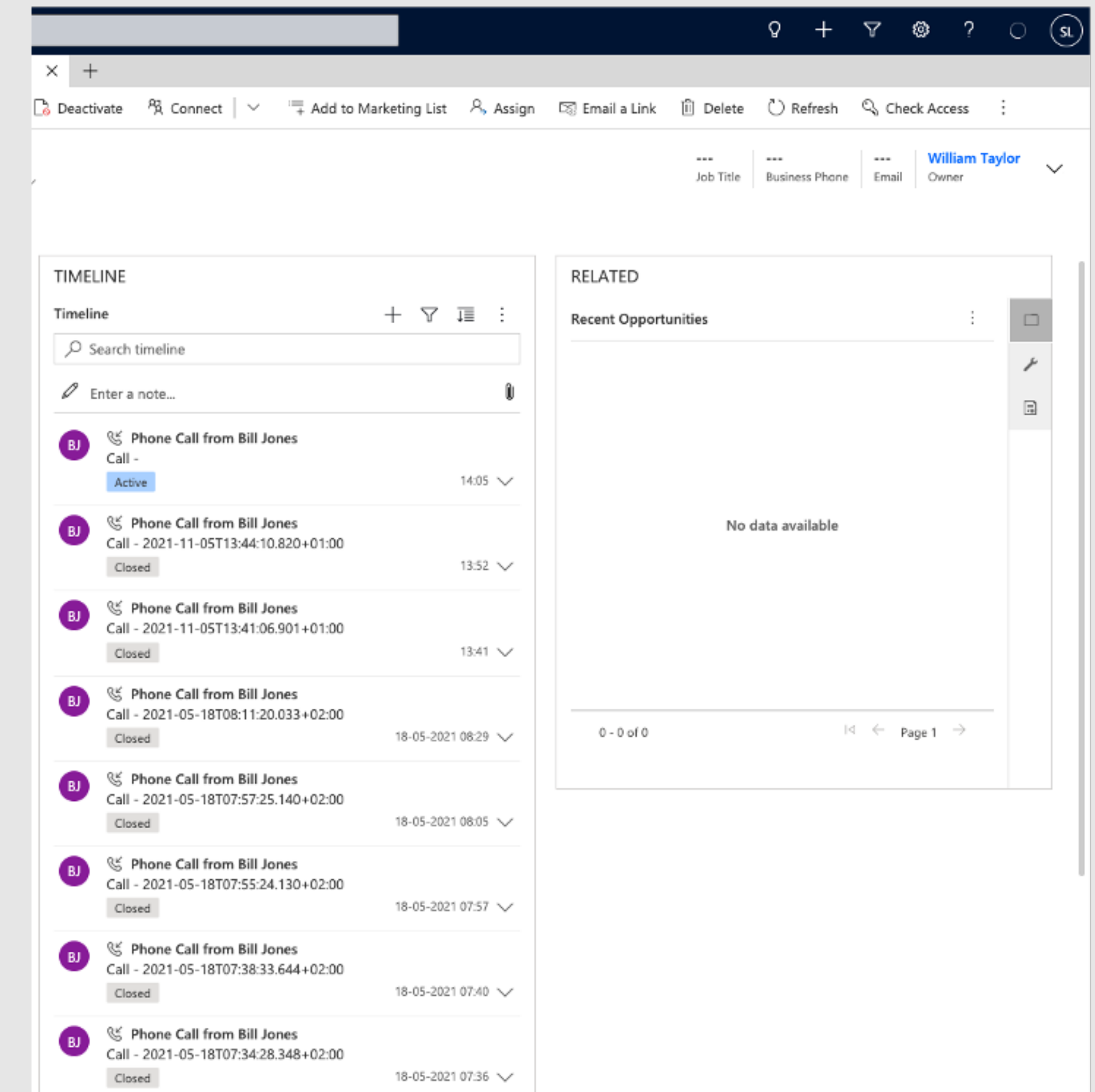
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A seamless agent desktop with b+s Connects for Microsoft Dynamics

b+s Connects for Microsoft Dynamics is an easy-to-use integration between Webex and Cisco Contact Center and Microsoft Dynamics; providing agents with the tools they need to drive efficiency and superior customer service, all within the Microsoft Dynamics UI. Agents receive customer information, equipping them with the most relevant insights for handling customers. The result is harmonized control, faster innovation cycles, and a uniform system environment.

Key Features

- Complete customer journey view across all interactions and channels
- No hardware installation
- Support for all Dynamics interfaces
- Advanced screen pop
- Supervisor features
- Enterprise-ready



Screenshot: Contact Center in Dynamics 365

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How b+s Connects can benefit your organization



A unified omnichannel contact center

b+s Connects integrates Cisco Contact Center and Webex Contact Center technology with Microsoft Dynamics 365 CRM omnichannel capabilities and supports presence sync (or federated agent status) and multi-session applications.



Screen pops

Agents are provided with flexible screen pops of customer information from the moment the interaction arrives, enabling faster responses to customer requests.



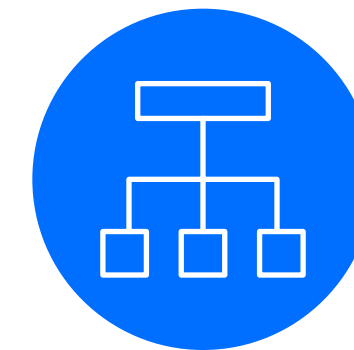
Cisco focused

b+s Connects is designed exclusively for Webex and Cisco Contact Centers, allowing you to leverage and fully optimize previously existing investments in the platform.



Advanced CRM functionality

Our integrations provide a wide variety of data captured from the contact center platform to the CRM, providing agents with valuable insights before and during every interaction.



Intelligent routing

Skills-based routing selects which agent skills are most relevant to specific interactions to ensure that customers are matched to the right agents. As a result, handle times are reduced, and resolution rates improve.



Single pane of glass

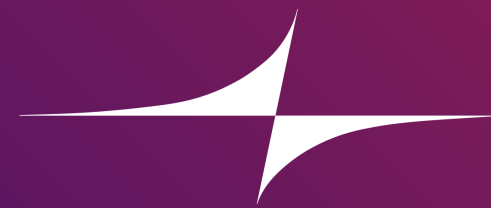
Contact agents will have access to data in a “single pane of glass” instead of multiple GUIs to simplify the agent work process. This means customers can have smooth and efficient conversations with your business.

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Creating a positive experience for customers and agents

In an increasingly competitive and demanding customer landscape, it might be time to modernize your contact center investments. Bucher + Suter provides your contact center agents with everything they need to increase productivity and enhance the customer experience. Our connector will help you decrease staff costs, reduce handle time, create a harmonized environment for agents, diminish employee churn, provide the highest level of routing accuracy, and have access to consolidated historical and real-time reporting.





About Bucher + Suter

Bucher + Suter is a Cisco Preferred Solution Partner delivering integrated omnichannel solutions for Webex and Cisco Contact Center, enabling customers to realize optimal value from their communication technology investments. Bucher + Suter has been helping customers implement strategic solutions and achieve their CX goals for over 40 years.

Learn more at www.bucher-suter.com/dynamics