

Microsoft Dynamics 365 AI-Enabled Contact Centre Management

G-Cloud 15 Service Description

Version 3.0 - 27/01/2026

1 Business Outcome

Nasstar's Microsoft Dynamics 365 AI-Enabled Contact Centre Managed Service enables organisations to deliver consistent, high-quality customer engagement by providing a fully managed and operationally governed environment for their Dynamics 365 Customer Service and omnichannel contact centre capabilities. As organisations evolve their customer experience strategy, adopt new digital channels and embrace AI-driven interactions, the complexity of maintaining a reliable, integrated and scalable contact centre platform increases significantly. Without ongoing operational oversight, service issues can lead to extended resolution times, inconsistent experiences, and reduced agent productivity.

This service delivers an end-to-end operational wrap across Dynamics 365 omnichannel workloads, AI-driven agent assist features, voice and digital channels, routing and queueing configuration, case management processes, knowledge management, reporting, and integrations with complementary systems such as Teams Voice, third-party contact centre components and compliance recording. Nasstar's contact-centre specialists proactively monitor, manage and maintain the Dynamics environment, ensuring high availability, configuration consistency, secure access controls and adherence to best-practice service-desk standards.

By aligning tightly with customer operating models, the service reduces the operational load on internal teams, provides predictable and governed lifecycle management, and ensures the contact centre remains resilient and optimised as business needs change. This allows organisations to focus on customer outcomes, service innovation and workforce optimisation, while Nasstar manages the foundational elements that keep the Dynamics 365 AI-enabled contact centre performing at its best.



2 What Does the Service Include?

2.1 Dynamics 365 AI-Enabled Contact Center Management Overview

Microsoft Dynamics 365 Customer Service provides a unified, AI-powered platform for delivering omnichannel customer support, combining voice, digital channels, workflow automation, analytics and agent-assist capabilities in a single environment. To keep such a platform dependable and ready for customer-critical workloads, organisations require structured operational governance, proactive monitoring, expert escalation paths and disciplined change management. Nasstar's managed service provides exactly that: a comprehensive operational wrap for Dynamics 365 Contact Centre workloads, supported by Nasstar's incident, request, change and problem-management processes.

The scope includes Dynamics omnichannel configuration, voice channel support (when integrated with Teams Voice or certified third-party platforms), queue and routing management, knowledge and case management lifecycle refinement, agent productivity tooling, reporting assets and integrations with wider customer-experience systems. All components are operated in line with Nasstar's Core Support Hours with clear handoffs, documentation and governance.

Key service elements include:

- **Platform Monitoring & Performance Management**
Continuous monitoring of Dynamics 365 service health, omnichannel workloads, routing performance, channel connectivity and agent-facing components. Includes proactive triage of platform alerts, early-warning indicators and performance degradation signals.
- **Omnichannel & Voice Operations**
Management of voice and digital engagement channels including chat, messaging, social channels, email routing, IVR, call flows, workstreams, sessions and queues. Ensures consistent customer journeys, availability of channel endpoints and alignment to service-level expectations.
- **Case, Knowledge & Workflow Governance**
Oversight of case lifecycle processes, routing rules, SLAs, automation via Power Automate, and knowledge-article governance to support agent accuracy, reduce handling time and provide consistent service outcomes.
- **AI-Driven Experience Management**
Operational administration of AI-enabled features such as agent-assist prompts, real-time transcript-supported suggestions, sentiment analytics and recommended next actions, ensuring they remain accurate, up to date and aligned with business policy.
- **Incident Response & Vendor Escalation**
Dynamics-related issues logged within Nasstar's ITSM, triaged by contact-centre specialists and resolved in line with agreed SLAs. Where platform-level intervention is required, Nasstar coordinates escalations through Microsoft and liaises with any third-party technology partners.
- **Reporting, Insights & Telemetry Management**
Management and optimisation of dashboards, analytics, call-quality insights and operational reporting assets, ensuring data quality, refresh accuracy and alignment with workforce-management priorities.



- **Backup, Configuration & Change Control**

Governance of solution configuration, security roles, routing rules, voice configuration and workflow assets, supported by documentation updates, CMDB maintenance and disciplined change-control procedures.

Underpinned by Nasstar's mature service operations framework - incident, request, change, problem and knowledge management—the service ensures that your Dynamics 365 AI-enabled contact centre remains stable, secure and aligned with evolving customer-experience requirements. Whether operating in a digital-first contact centre model or supporting a hybrid voice-and-digital environment, Nasstar delivers a complete operational wrap that reduces risk, enhances reliability and safeguards service quality.

With extensive experience designing, deploying and operating enterprise-grade Dynamics 365 contact-centre platforms, Nasstar provides a trusted, end-to-end managed service that supports consistent agent performance, rapid issue resolution and a strong foundation for AI-enhanced customer engagement. Our blend of Dynamics, voice, AI and contact-centre expertise ensures your customer experience platform continues to perform at its best - empowering your organisation with a secure, scalable and continuously optimised service environment.

