



DYNAMICS 365 CONTACT CENTER

G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech provides a Dynamics 365 Contact Center service that supports public sector organisations to manage customer and citizen interactions across multiple channels. The service is delivered using Microsoft Dynamics 365 Customer Service, Copilot and Microsoft Teams, providing a scalable platform that can augment existing contact centre solutions or replace them entirely.

The service brings together omnichannel engagement, case and complaints management, workflow automation and reporting within a single Microsoft-based platform. It supports improved service quality, operational efficiency and workforce productivity, while aligning to organisational governance, security and compliance requirements.

KEY FEATURES

- Design, configuration and deployment of Dynamics 365 Contact Center
- Omnichannel engagement including voice, email, chat and digital channels
- Case and complaints management capabilities
- Conversational IVR and assisted customer interactions
- AI-supported agent guidance, knowledge and suggestions
- Intelligent routing and workflow automation
- Integration with Microsoft Dynamics 365, Copilot and Teams
- Integration with third-party CRM and line-of-business systems
- Real-time dashboards and operational reporting
- Built-in quality assurance and performance monitoring

KEY BENEFITS

- **Improved Service Quality**
Consistent handling of enquiries, cases and complaints, supported by quality assurance and performance monitoring.
- **Operational Efficiency**
Automation and intelligent routing reduce manual effort and improve case handling times.
- **Enhanced Customer and Citizen Experience**
Unified management of interactions across all channels, supporting faster and more consistent responses.
- **Increased Agent Productivity**
AI-supported knowledge, guidance and automation help agents focus on higher-value activities.
- **Cost-to-Serve Reduction**
Streamlined processes and digital channels reduce operational costs over time.
- **Actionable Performance Insight**
Real-time reporting and analytics provide visibility of demand, performance and service outcomes.
- **Flexible Delivery Model**
Can be introduced alongside existing contact centre platforms or deployed as a replacement.

- **Agile Delivery**

Agile, iterative delivery approach to reduce risk and support early value.

ADDITIONAL SERVICES

- Contact center assessment and readiness reviews
- Migration from legacy contact center platforms
- Complaints and case management process optimisation
- Integration with existing CRM, ERP and line-of-business systems
- Self-service and digital channel enablement
- Reporting and dashboard enhancements
- User training and knowledge transfer
- Adoption and change support for contact center teams
- Ongoing support and optimisation services
- Managed services and service support options

Thank you

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