

Customer Experience Accelerator

EY and Microsoft create seamless experiences to meet rising expectations.

Business drivers

Customer expectations are higher than ever, and providing a seamless experience for your customers, patients or citizens can be complex. People expect to engage where and how they want, in a safe and fast way and with information that is relevant specifically to them. They want personal interaction to be consistent, whether they start on a website, in a chat or on the phone. However, businesses must find a way to balance these changing demands while reducing the cost to serve and mitigating risk.

Solution overview

Supported by Microsoft Digital Contact Center, the EY Customer Experience Accelerator infuses EY industry-leading practices into templates, processes, smart assistants and a data model.

This includes:

- ▶ Unifying all interactions, digital and personal
- ▶ AI-infusing assistance and suggestions
- ▶ Integrating into existing channels and systems
- ▶ Assessing current state and business value
- ▶ Facilitating organizational change readiness
- ▶ Templating by industry:
 - ▶ Business and technical requirements
 - ▶ User stories, ROI calculators
 - ▶ Chatbots, business processes, data models

Solution benefits

A flexible approach to creating frictionless interactions for safer, faster, smarter and more relevant experiences

- ▶ Offer single pane of glass for agents.
- ▶ Reduce average handling times.
- ▶ Lower the cost to serve.
- ▶ Connect self-service experiences.
- ▶ Help mitigate risk through a standardized approach, tailored to your industry.
- ▶ Create a culture that continuously iterates and improves experiences.
- ▶ Facilitate real-time reporting and analytics.



The EY-Microsoft advantage

- ▶ EY business ingenuity along with Microsoft intelligent technology offers exponential impact.
- ▶ Business innovations born out of EY team's trusted industry experience create long-term value for clients.
- ▶ The EY Customer Experience Accelerator is developed in conjunction with Microsoft. EY helps infuse industry-leading practices into templates, processes, smart assistants, and a data model.
- ▶ Together, the EY-Microsoft alliance helps organizations create exceptional experiences that help the world work better and achieve more.

Solution differentiators

- ▶ EY brings together business consulting in contact centers, and change management through the people advisory team and industry teams for a holistic approach to client challenges.
- ▶ EY Customer Experience Accelerator solution is a modular accelerator that lets you implement capabilities aligned to your engagement maturity and desired outcomes.

Case study

A multinational banking and financial services company was looking for a customer-first digital approach across their 2,000+ users in retail and corporate divisions.

Client challenge	Engagement summary	Value delivered
<ul style="list-style-type: none"> ▶ Multiple systems across different divisions ▶ Disconnected customer service and sales ▶ Scalability for a growing 10,000-person user base ▶ Streamlining "know your customer" (KYC) procedures ▶ Lack of optimized productivity for service and sales ▶ Absence of personalized suggestions for cross-selling ▶ Need to move from transactional bots and conversations to customer interactions led by empathy 	<p>The solution was positioned as a comprehensive platform to enhance customer experience and productivity utilizing the Microsoft Cloud.</p> <ul style="list-style-type: none"> ▶ Offers a sector-specific solution for banking ▶ Provides a comprehensive solution across Microsoft Cloud ▶ Facilitates AI and ML infusion for smarter and more relevant experiences ▶ Offers a geo-location enabled mobile app for optimized routes and suggesting near customers and leads 	<p>The EY-Microsoft alliance blends sector and domain expertise with emerging technologies to help businesses optimize their technology investments and drive better business outcomes.</p> <ul style="list-style-type: none"> ▶ Allows seamless omnichannel support for retail and corporate ▶ Helps enhance the service with AI for actionable insights ▶ Facilitates increase in revenue per customer ▶ Helps secure interactions through KYC templates to verify identity, suitability, and risks

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EY and Microsoft: Work Better. Achieve More.

Every day, throughout the world, businesses, governments and capital markets rely on EY business ingenuity and the power of Microsoft technology to solve the most challenging global issues.

EY and Microsoft bring a compelling formula to spark the potential of the cloud and unlock the power of data. We solve our clients' most challenging issues by blending trusted industry expertise with innovative cloud technology. Our strategic relationship draws on decades of success developing visionary solutions that provide lasting value.

Together, we empower organizations to create exceptional experiences that help the world work better and achieve more.

For more information, visit: ey.com/Microsoft.

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society, and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.



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