Hso | the results company

the results contact center

Beyond the Bot:

Reimaging Student Support



Presented by Evan Kosmidis & Steve Douglas





Agenda

1 hour

Welcome and Objectives

- Introductions
- Who is HSO Canada
- Demands upon a modern Contact Center
- Overview of Microsoft's AI first Contact Center

Showcase: Student Melt Prevention

Showcase: 24/7 Student Services

Showcase: Assisted AI Student Services

Next Steps

- HSO Contact Center JumpStart: Accelerating your Journey
- Next Steps and Questions

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Your HSO Presentation Team



Evan Kosmidis

Senior Sales Specialist

Education Specialist



Steve Douglas

Presale Solution Architect

Contact Center Specialist

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HSO Canada | The Results Company

30+ years global higher education experience

2026 Microsoft Frontier Partner

Local Canadian Presence
(Toronto, Calgary, Vancouver)

30+ years in business

2500+ total successful implementations

21+ Microsoft Inner Circle

Top 3 of Microsoft partners globally



26 | 27 Inner Circle for AI Business Solutions

Microsoft Solutions Partner
Frontier Partner

Global Coverage:
- 13+ Headquarter Offices
- 11+ Satellite Office
- Employee Coverage

100% MICROSOFT FOCUSED WITH EXPERTISE IN THESE CORE AREAS:

- DYNAMICS 365
- POWER PLATFORM
- DATA, AI, & ANALYTICS
- MODERN WORKPLACE
- MANAGED SERVICES
- CLOUD INFRASTRUCTURE

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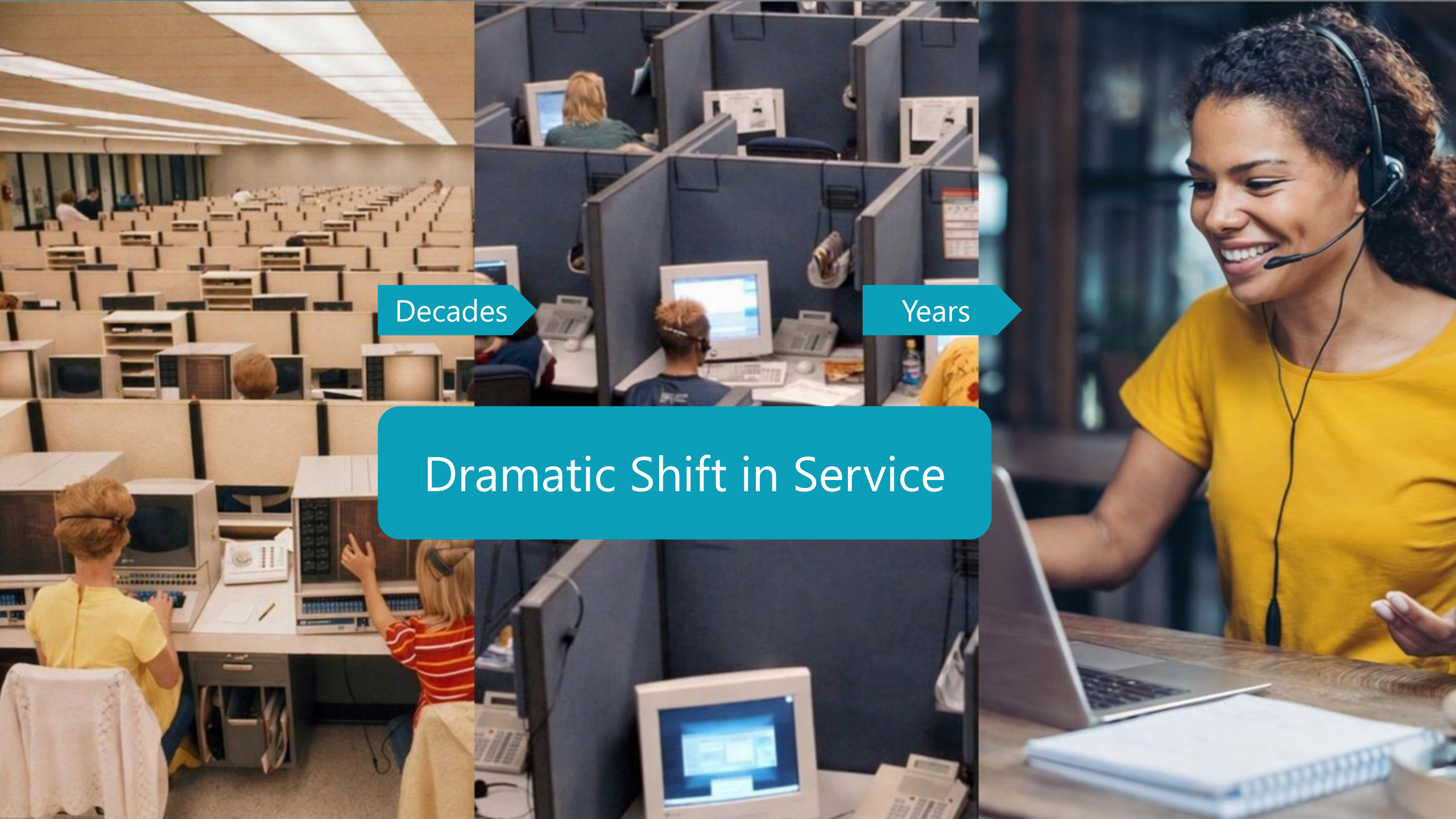
Decades
Years
Dramatic Shift in Service

Eight pressures squeezing the modern contact center

Fragmented & Legacy Systems

Siloed platforms force agents to swivel-chair between tools. Or Lack of tooling.

Poor Customer Experience

Outdated portals, weak mobile UX, broken self-service.

Overburdened Centers

Long hold times, low first-contact resolution, seasonal spikes.

Reactive, Not Proactive

Customers get help only after they ask like never before.

Fiscal Pressure

Budgets shrinking faster than service volumes are growing.

Workforce Shortages

Agent Burnout, 16.5% turnover 76.2% voluntary driving constant churn.

Cyber & Compliance

Ransomware up 41% YoY. Compliance burden growing.

Policy & Mandates

Unfunded mandates strain agencies and limit service.

All of this creates one thing: friction at every customer touchpoint.

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TODAY'S REALITY

Demographics challenge demands on a modern contact center



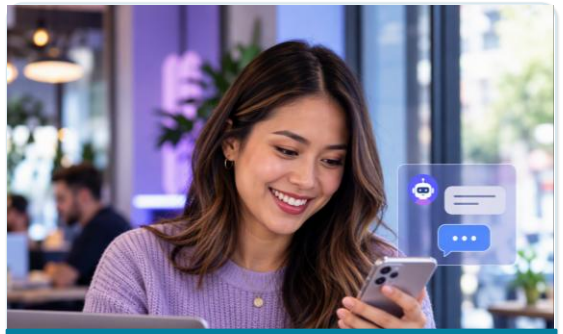
Baby Boomer

Telephone is still the primary channel



Gen X

Moves between phone and digital



Millennial

Leans toward more digital channels



Gen Z

Self-service first, abandons if it isn't offered

PHONE-FIRST — **SELF-SERVICE-FIRST**

Directional view based on Gartner research; see the Gartner guide for the survey data by generation.

Offer a way to connect for every generation, while keeping the standard of service consistent.

Gartner Customer Experience Strategy Guide

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Contact Centers Are Now Critical Across Student Life Cycle

STUDENT EXPERIENCE



40%

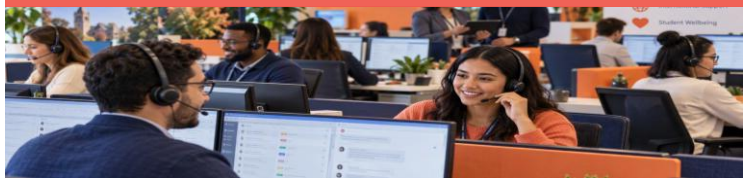
of summer MELT

linked to poor service experience

- Complexity process and paperwork
- Students expect fast, omnichannel support
- Service Communication directly impacts retention – 19% reduction with proactive

(Combating Summer MELT, EdTech)

WORKLOAD & DEMAND



90%

of inquiries

are repetitive & administrative

- Admissions & registration drive volume
- Peak intake periods overwhelm staff
- Less capacity for complex engagement

(Student Contact Center Industry Research)

FRAGMENTATION



Multiple

Departments

create disconnected service

- Admissions, Registrar, Student Services in silos
- Students repeat information across teams
- Delays in resolution & inconsistent responses

(ECSI + Industry Research)

EXECUTIVE INSIGHT: Leading institutions are moving to **centralized, AI-enabled contact centers** to deliver a single front door, automate Tier 0/1 inquiries, and lift satisfaction, retention & enrollment conversion.

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Copilot is the Front Door to the Contact Center

One conversational entry point that resolves, routes and equips every interaction

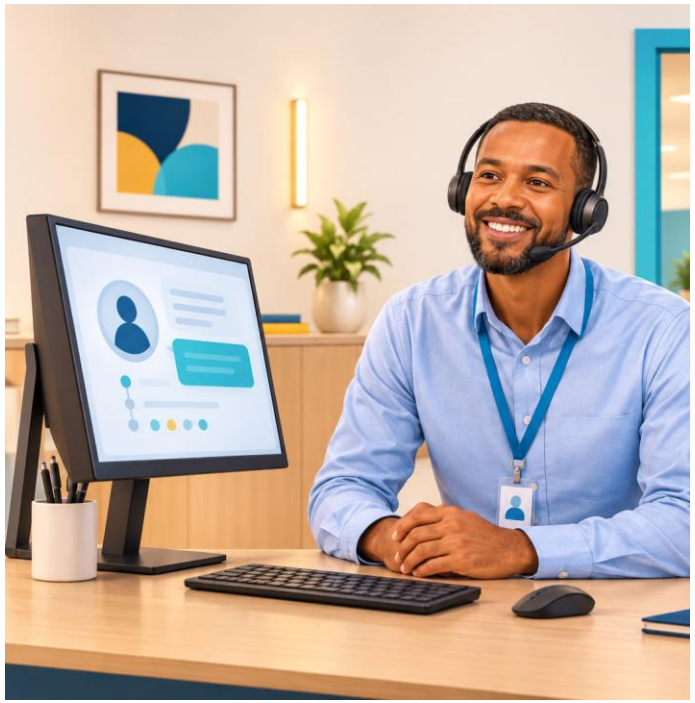
SELF - SERVICE
FRONT DOOR TO SERVICE

AI ORCHESTRATION
AI CONCIERGE

ASSISTED SERVICE OPERATIONS
AI ASSISTED SERVICE & OPERATIONS







ENGAGE	RESOLVE	ROUTE	ASSIST	IMPROVE
Channel of choice	More self-service	Right agent	Context at desktop	Data-driven operations

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One Connected Student Journey

AI meets every student in the channel of choice, stays with the journey, and brings in a person when it matters.

START ANYWHERE

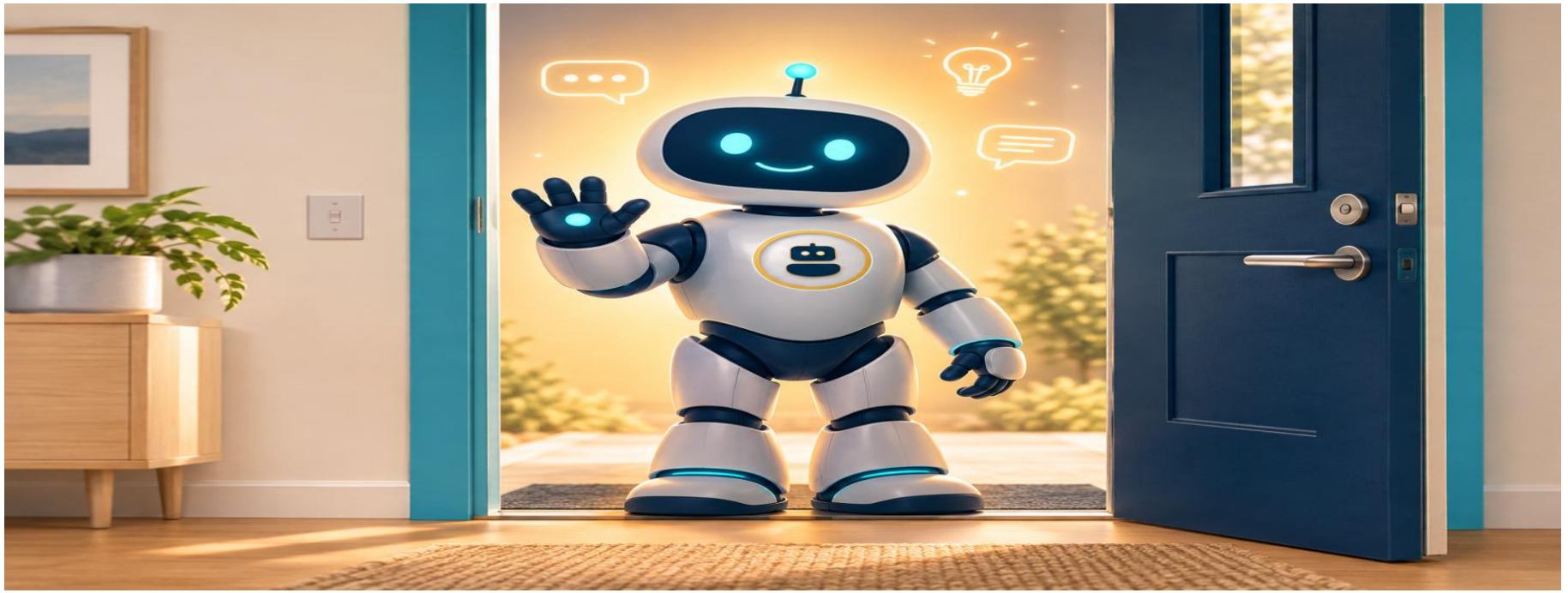


Student

- Web
- Chat
- Voice
- Email
- SMS / Mobile
- Teams / Community

One identity • one conversation

AI CONCIERGE



AI resolves routine needs → Recognizes intent and risk → Seamless handoff with context

PERSONALIZED
Relevant outreach and guidance

CONTINUOUS
Context follows every interaction

PROACTIVE
Timely nudges, alerts and updates

HUMAN WHEN NEEDED
Escalation without starting over

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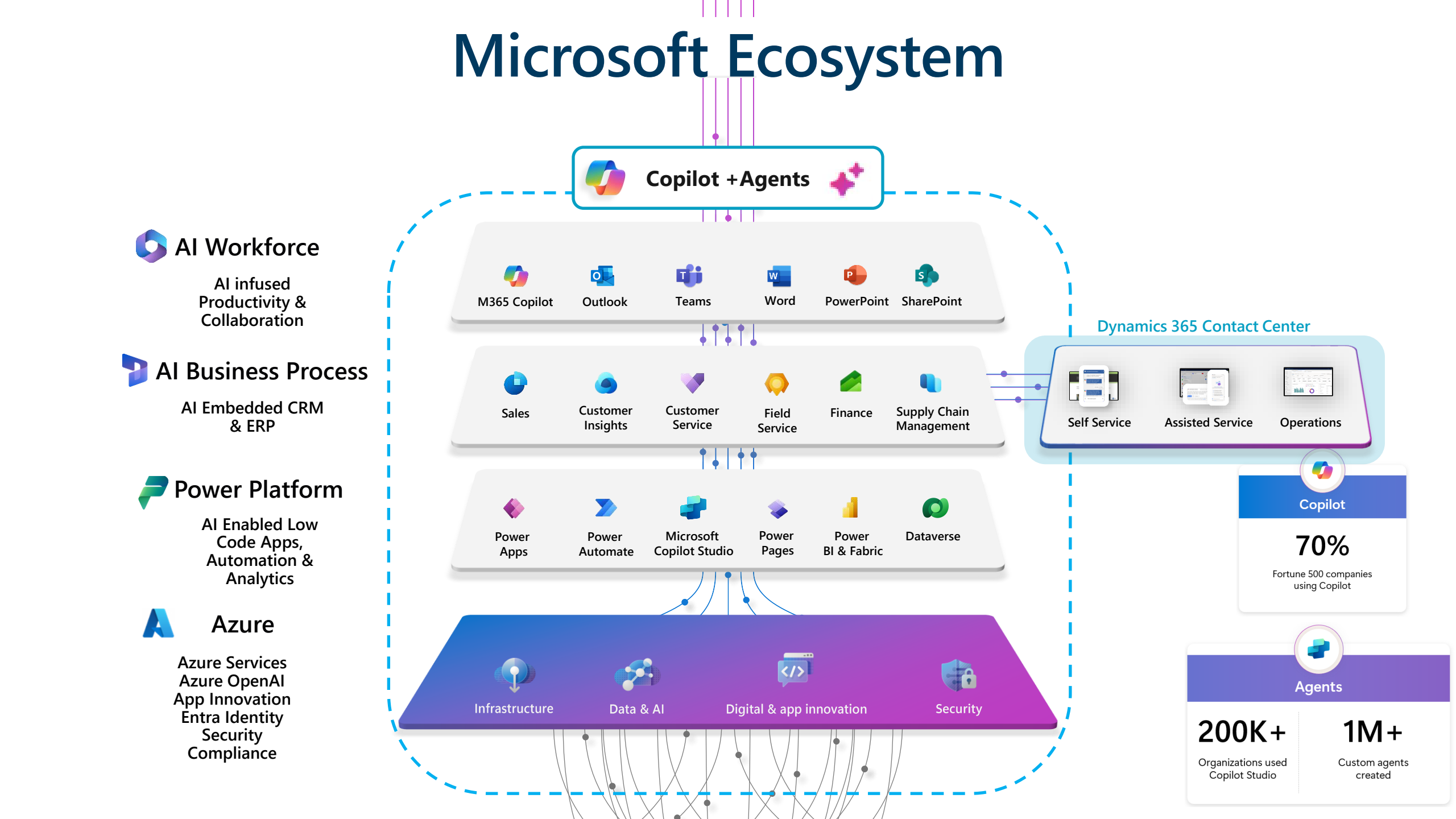
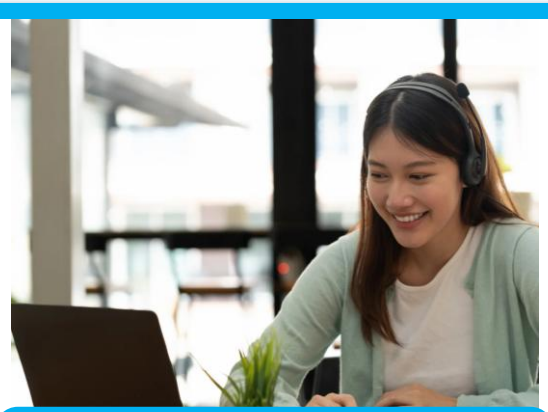
Microsoft Ecosystem



Contact Center Results

to demanded from each Personas



Student

Priority outcomes

- **CSAT – 24/7 Service**
- **WT** – Self Service functions
- **CSAT** – Better Personalization
- **HT** – Less Wait Times
- **CSAT** – Choose Channel



Service Representative

Priority outcomes

- **FCR** – Better context and intent
- **AHT – Decreased Call Handle Time**
- **RT** – Quick Resolution with Unified Experience
- **CSAT** – Less Escalations
- **FCR** – Greater access to Knowledge
- **ESAT** – Better training, support and help



Supervisors and Organization

Priority outcomes

- **CSAT** – less wait times
- **ESAT** – less hold time
- **NPS** – Increase Customer Loyalty
- **$$$ – Decrease Cost of Service**
- **CSAT** – Increase Insight and loyalty
- **CSAT** – Better Service
- **QA** – Better Coaching and Feedback

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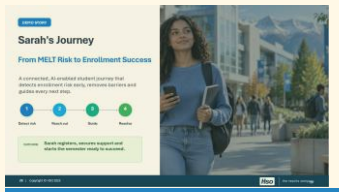
Seven AI-Powered Student Service Scenarios

One connected Microsoft platform supporting students, service representatives and operations teams

STUDENT JOURNEYS



01 SARAH

MELT Prevention

Detect risk early and guide students to enrollment success.



02 SARAH

24/7 Student Services

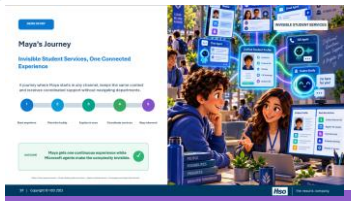
Deliver connected self-service across portal, chat, voice and email.



03 HENRY

One Front Door

Understand intent, route accurately and preserve context.



04 MAYA

Invisible Student Services

Coordinate every channel behind one continuous experience.

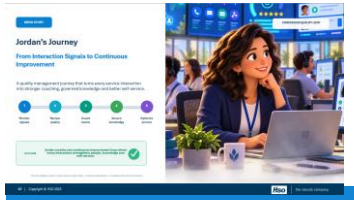
SERVICE & OPERATIONS



05 JOE

AI-Assisted Service

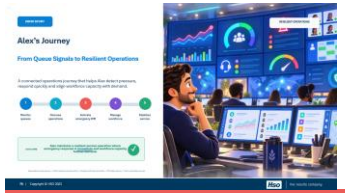
Equip representatives with context, guidance and expert support.



06 JORDAN

Continuous Quality Loop

Turn interaction signals into coaching, knowledge and improvement.



07 ALEX

Resilient Operations

Align queue signals, emergency response and workforce capacity.

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DEMO STORY

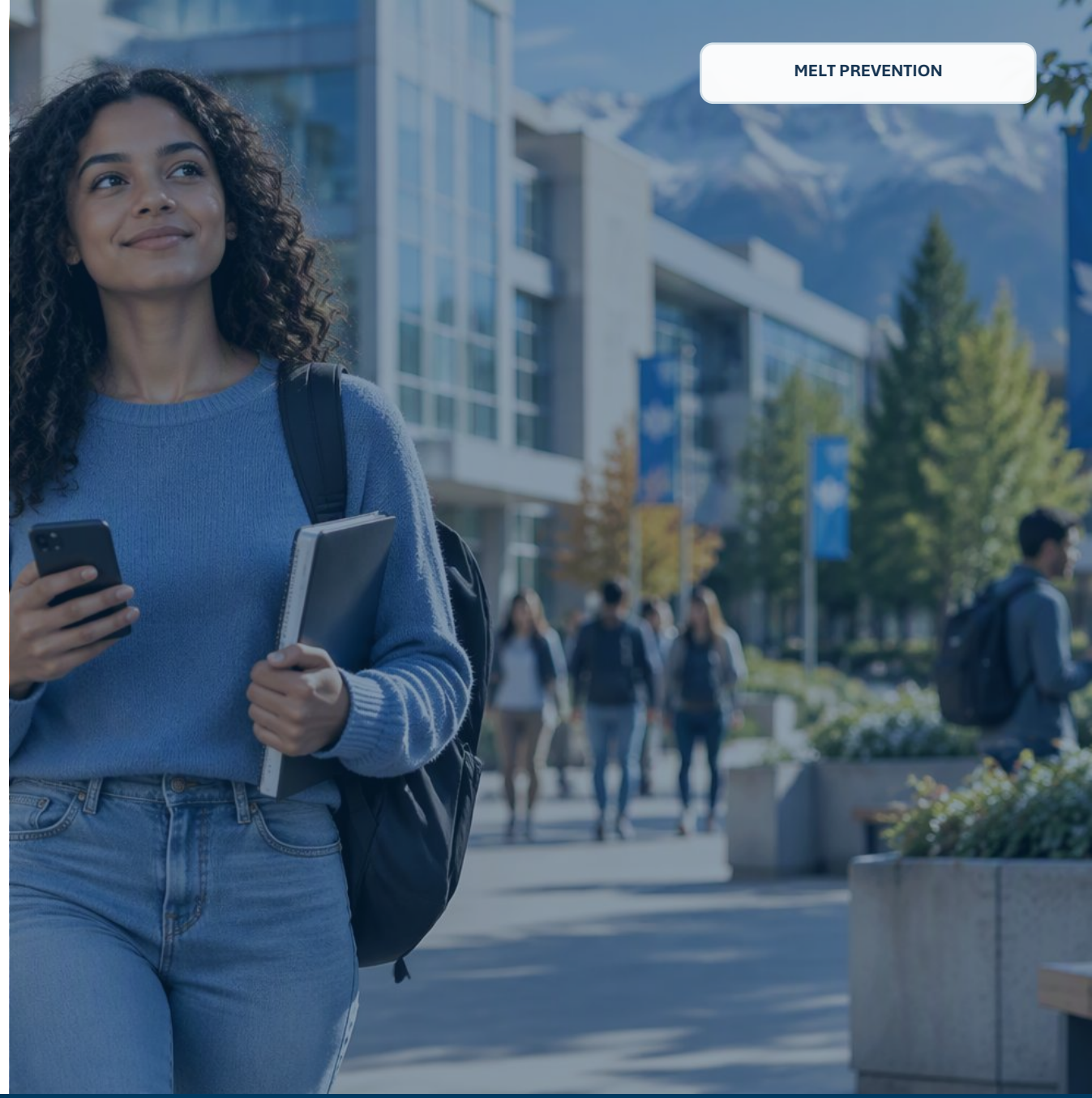
Sarah's Journey

From MELT Risk to Enrollment Success

A connected, AI-enabled student journey that detects enrollment risk early, removes barriers and guides every next step.

1 Detect risk → 2 Reach out → 3 Guide → 4 Resolve

OUTCOME Sarah registers, secures support and starts the semester ready to succeed.



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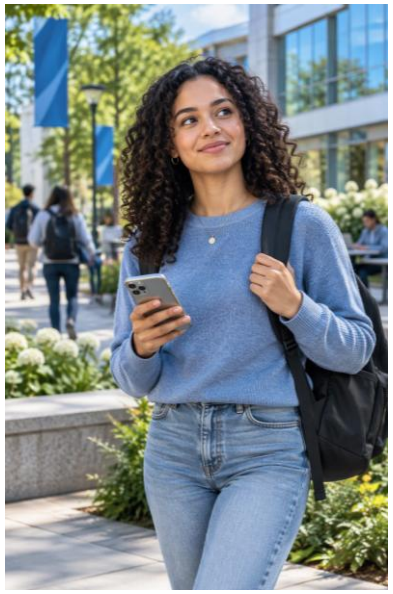
Sarah's Journey: From At-Risk to Enrolled

MELT PREVENTION

A connected process that detects risk, engages early and resolves barriers before the first day.



SARAH

Accepted student
Registration incomplete

AT-RISK

Detect risk → Reach out → Self-serve → Get help → Resolve

OUTCOME

Sarah completes registration, attends orientation and moves out of the at-risk segment.

The experience shifts from reactive support to proactive, connected engagement.

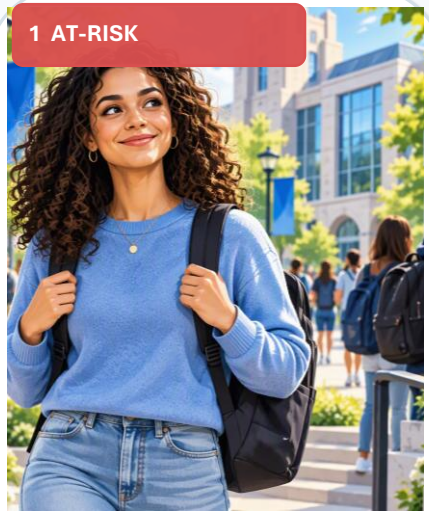
Customer Insights identifies and orchestrates • Portal enables self-service • Contact Center and Dynamics 365 resolve the barrier

Sarah’s Journey: From At-Risk to Enrolled

MELT PREVENTION

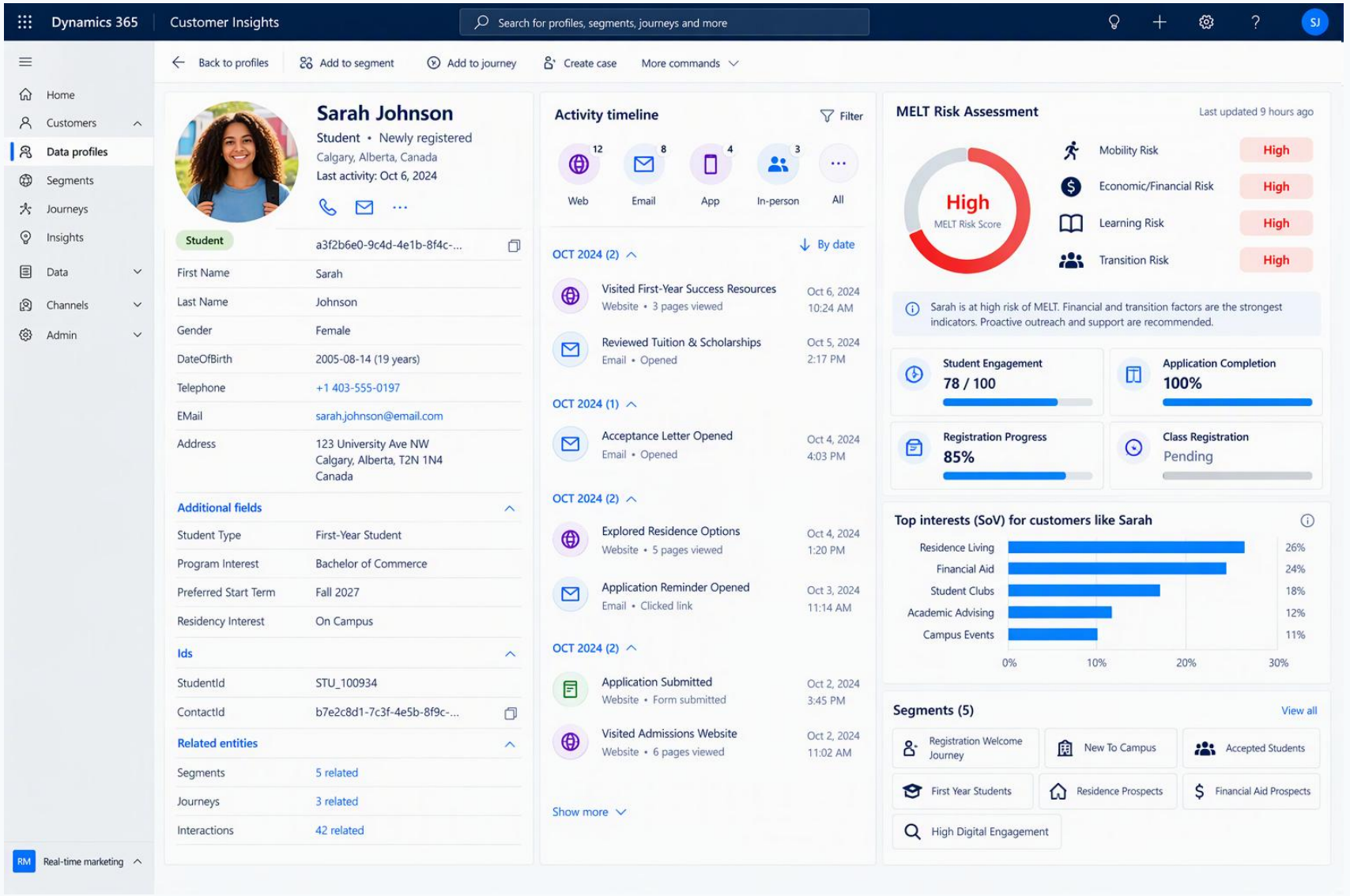
A five-scene storyboard showing how connected engagement helps prevent student melt.

1 AT-RISK



Sarah is accepted, but registration and financial aid steps remain incomplete.

Customer Insights Data



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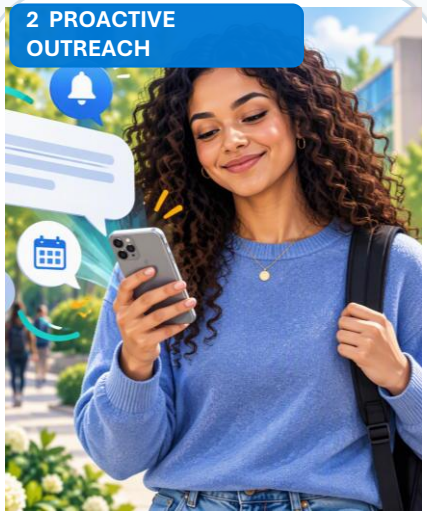
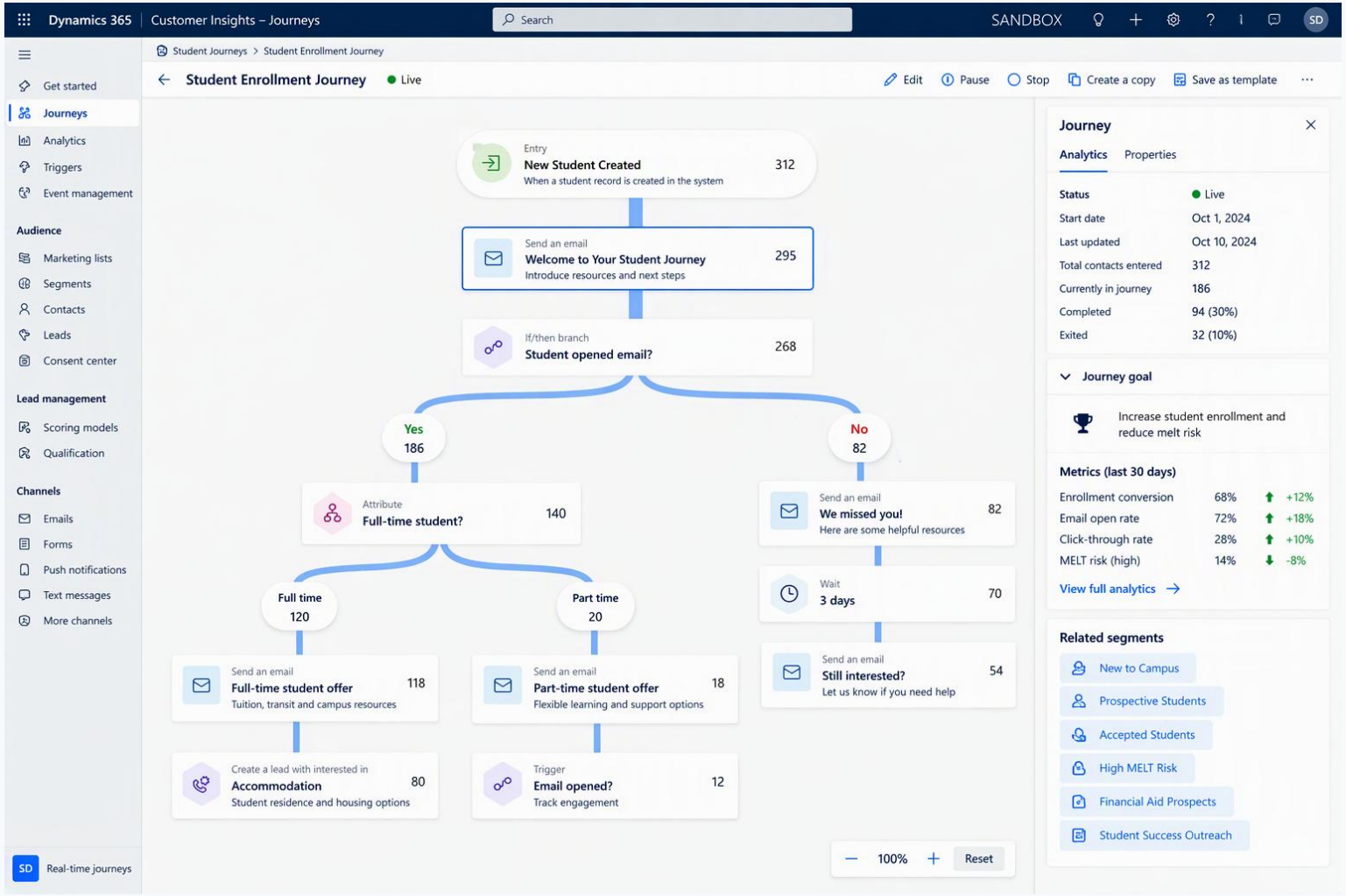
Sarah’s Journey: From At-Risk to Enrolled

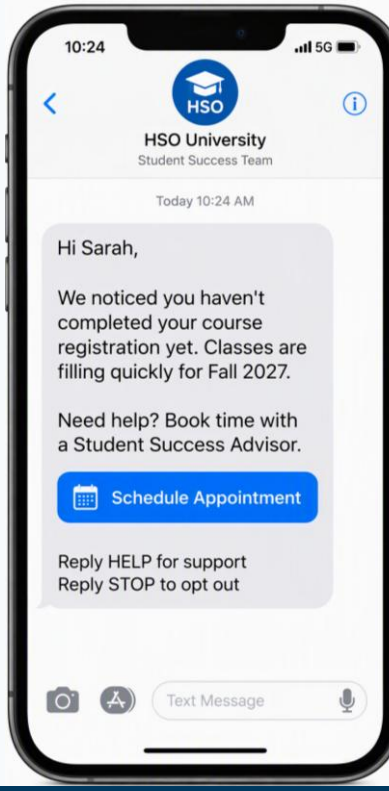
2 PROACTIVE OUTREACH



A personalized message brings Sarah back into the enrollment journey.

Customer Insights Journeys





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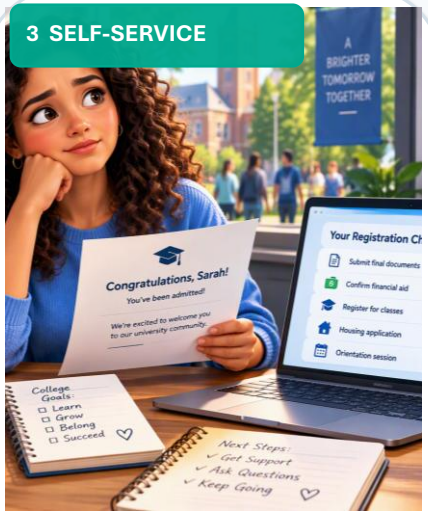
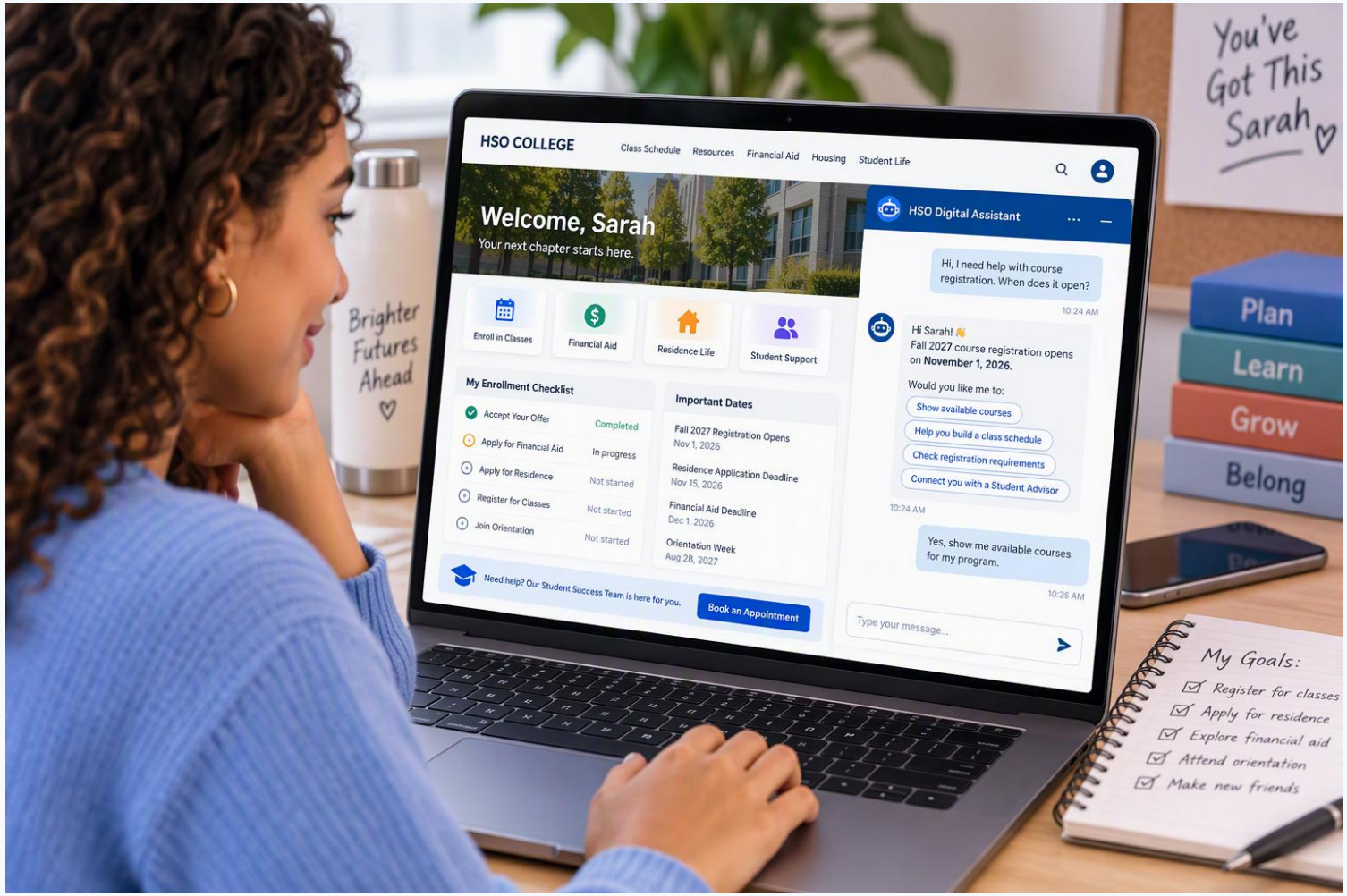
Sarah’s Journey: From At-Risk to Enrolled

3 SELF-SERVICE



Sarah reviews the checklist, uploads information and tries to clear the barrier.

Student Portal (Power Pages)



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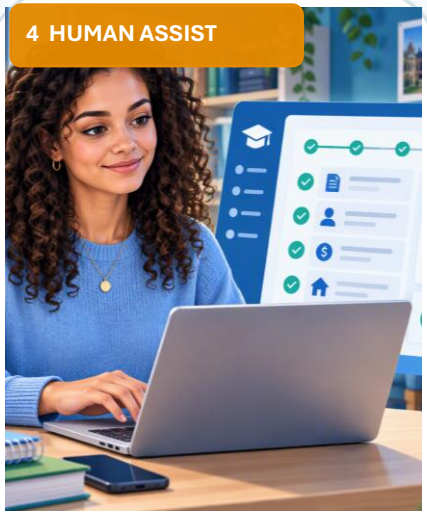
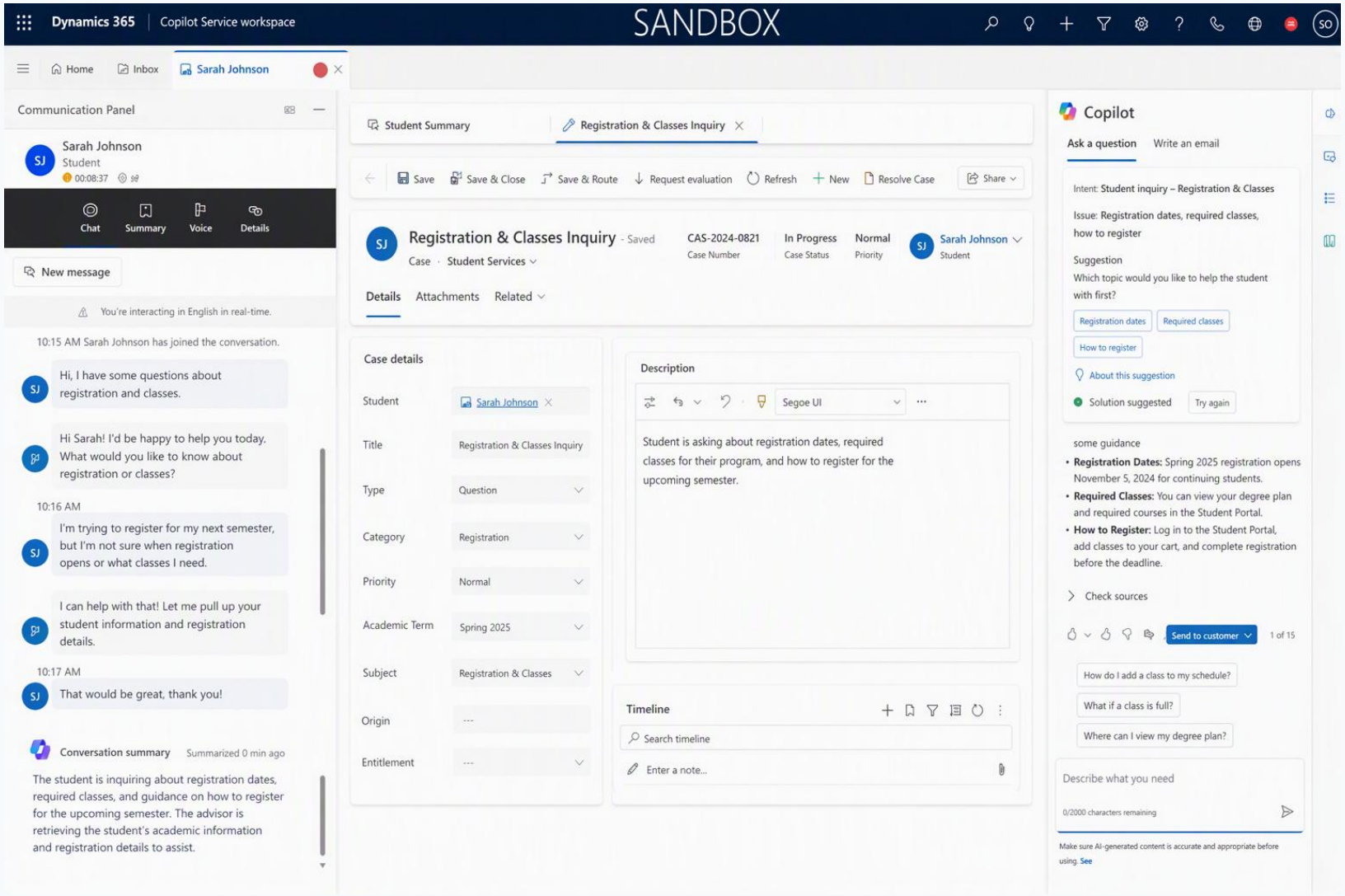
Sarah's Journey: From At-Risk to Enrolled

4 HUMAN ASSIST



The conversation transfers with context to a student service advisor.

Dynamics 365 Contact Center



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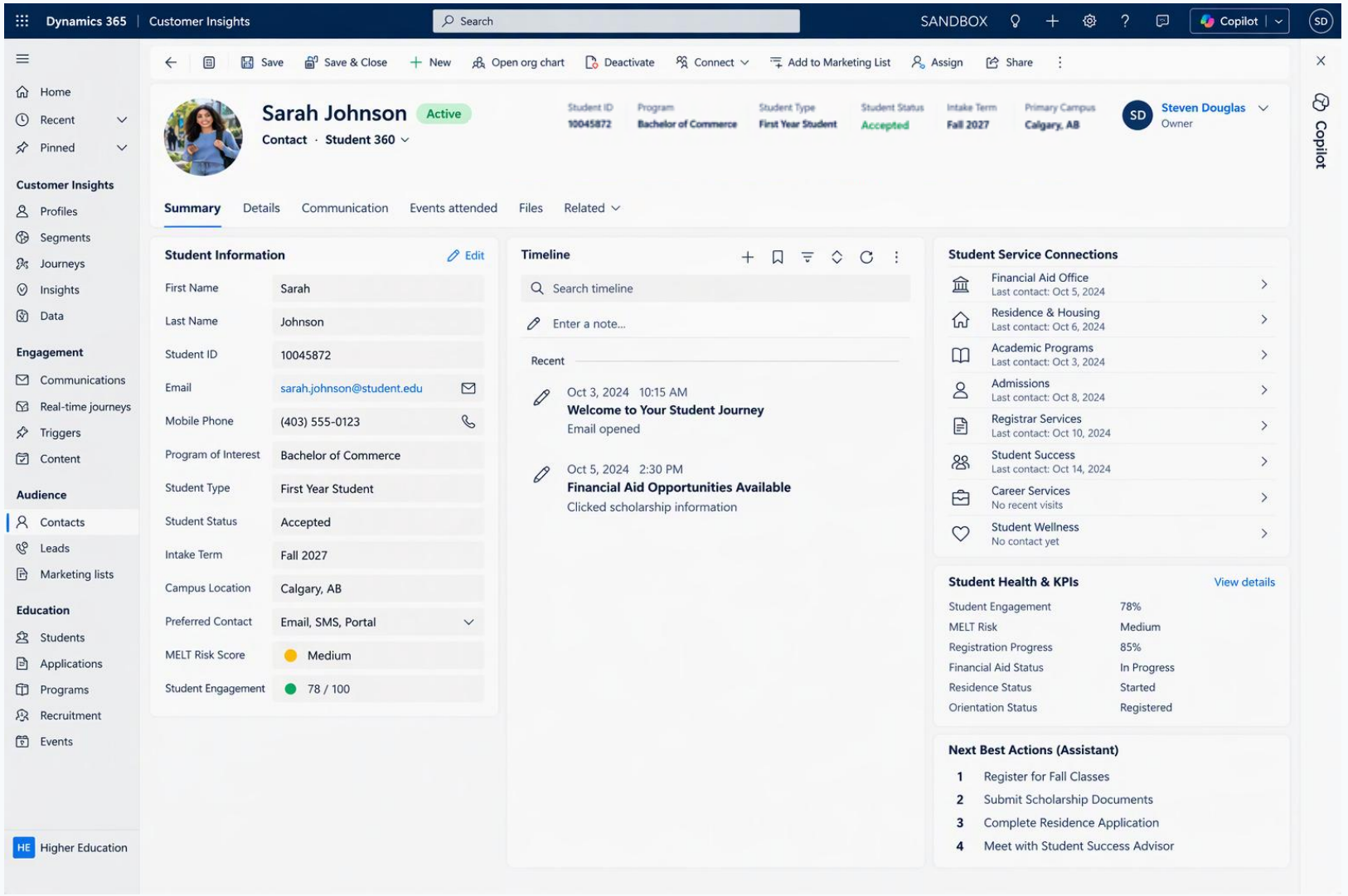
Sarah's Journey: From At-Risk to Enrolled

5 ENROLLED



The issue is resolved. Sarah registers, attends orientation and arrives on campus.

Dynamics 365 Contact



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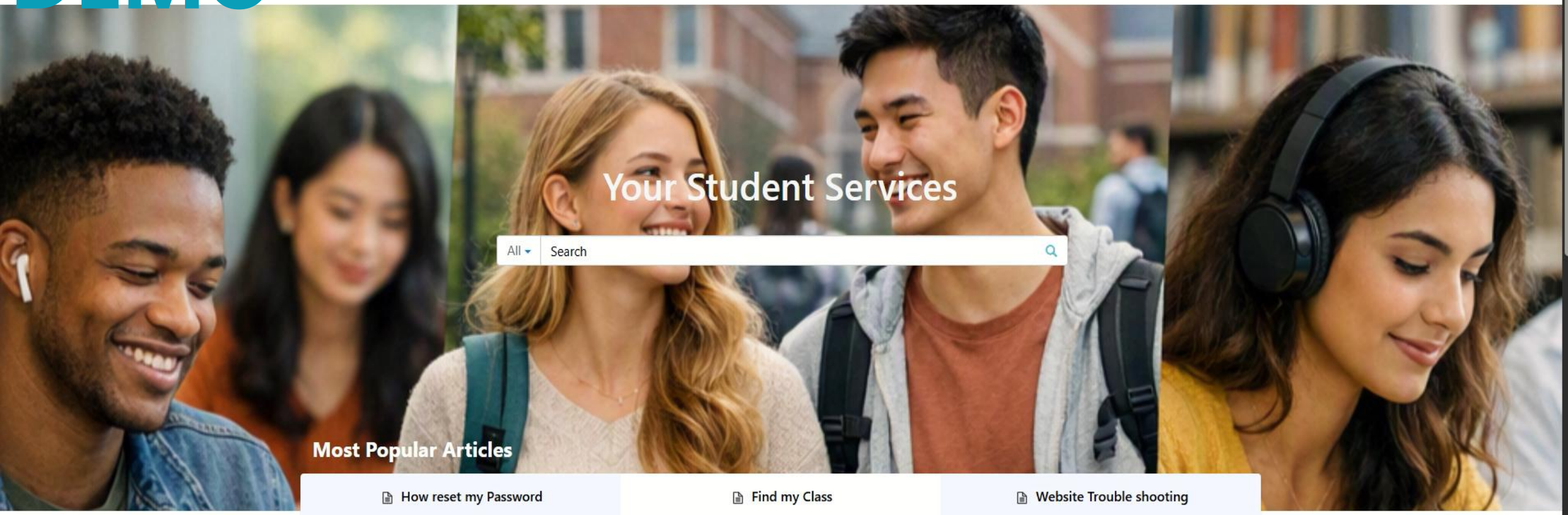
DEMO



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Student Services

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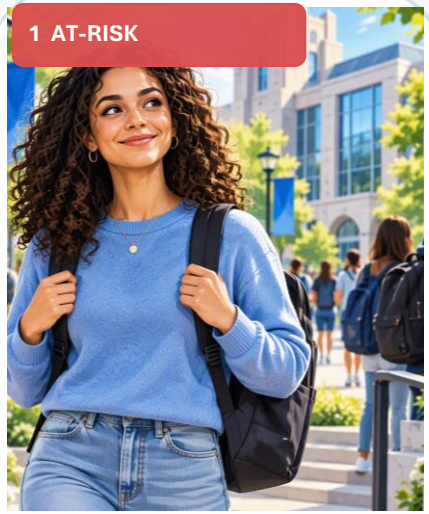
CHAT
With your AI Assist...

Sarah's Journey: From At-Risk to Enrolled

MELT PREVENTION

A five-scene storyboard showing how connected engagement helps prevent student melt.

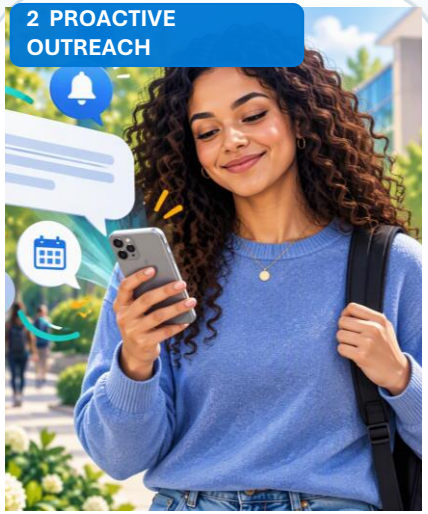
1 AT-RISK



Sarah is accepted, but registration and financial aid steps remain incomplete.

Customer Insights Data

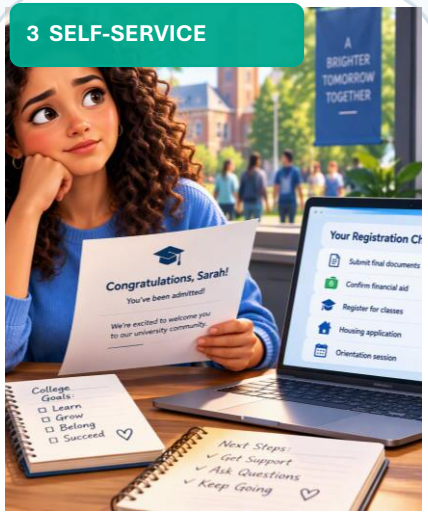
2 PROACTIVE OUTREACH



A personalized message brings Sarah back into the enrollment journey.

Customer Insights Journeys

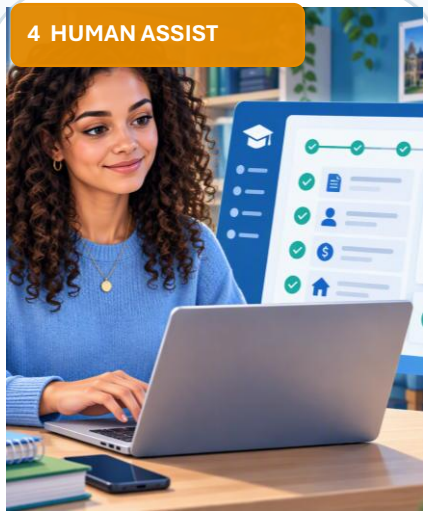
3 SELF-SERVICE



Sarah reviews the checklist, uploads information and tries to clear the barrier.

Student Portal (Power Pages)

4 HUMAN ASSIST



The conversation transfers with context to a student service advisor.

Dynamics 365 Contact Center

5 ENROLLED



The issue is resolved. Sarah registers, attends orientation and arrives on campus.

Dynamics 365

OUTCOME • Sarah moves from a high-risk segment to a completed enrollment and successful campus arrival.

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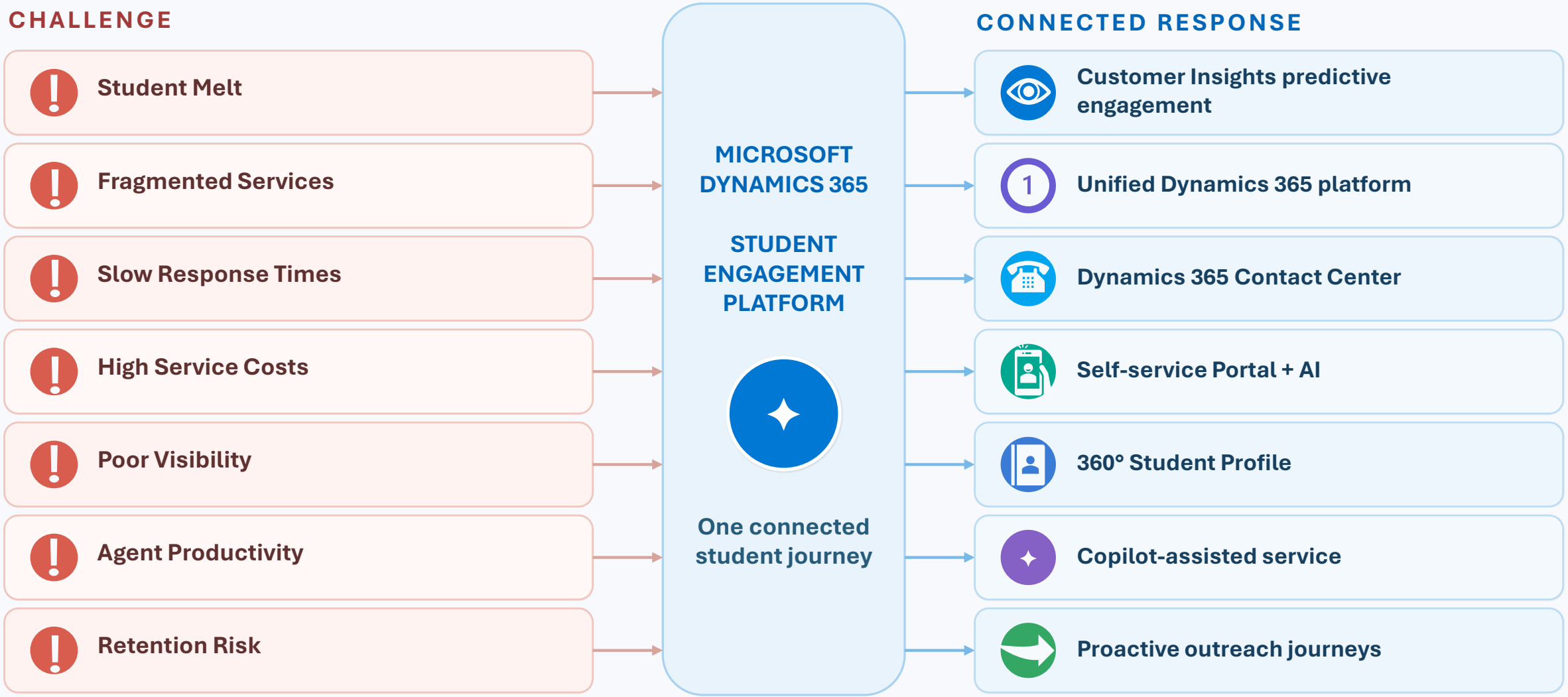
From Student Service Challenges to Connected Outcomes

MELT PREVENTION

Microsoft capabilities connect data, channels and people across the student lifecycle.



OUTCOME • Earlier intervention • Faster resolution • Lower service effort • Stronger enrollment and retention

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DEMO STORY

Sarah's Journey

Student Services, Anytime

A Journey, where Sarah empowers herself to 24/7 to engage with Student Services. Getting Answers now.

1 → 2 → 3 → 4

Need Arise | Act | Confirm | Resolve

OUTCOME Sarah gets university services anytime, through one connected experience.



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Sarah's Journey: Student Services, Anytime

24-7 SELF- SERVICE

After enrollment, Sarah gets the university services needed through connected self-service channels, available 24/7.



SARAH

Enrolled student needing after-hours support

NEED ARISES

Need arises → **Sign in once** → **Ask and act** → **Confirm progress** → **Services complete**

OUTCOME

Sarah gets university services anytime, through one connected experience.

One identity connects portal, AI chat, voice, email and mobile status updates.

Portal enables self-service • AI chat guides next actions • IVR and email confirm progress • Dynamics 365 coordinates fulfillment

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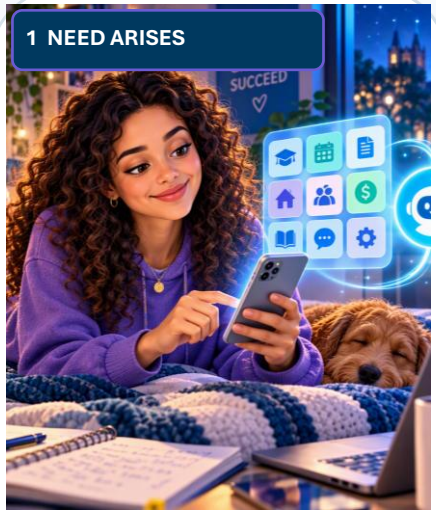
Sarah’s Journey: Student Services, Anytime

24-7 SELF- SERVICE



After hours, Sarah needs help with a course change, a document and an appointment.

Mobile (Power App)



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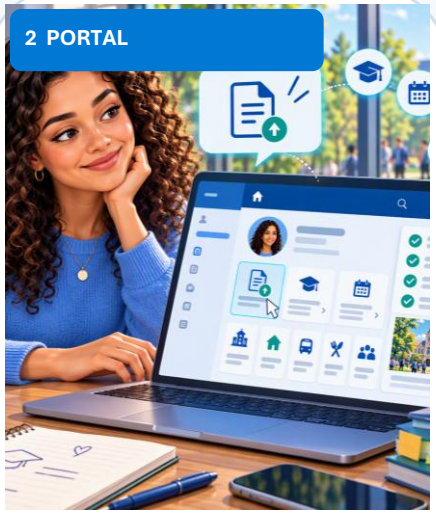
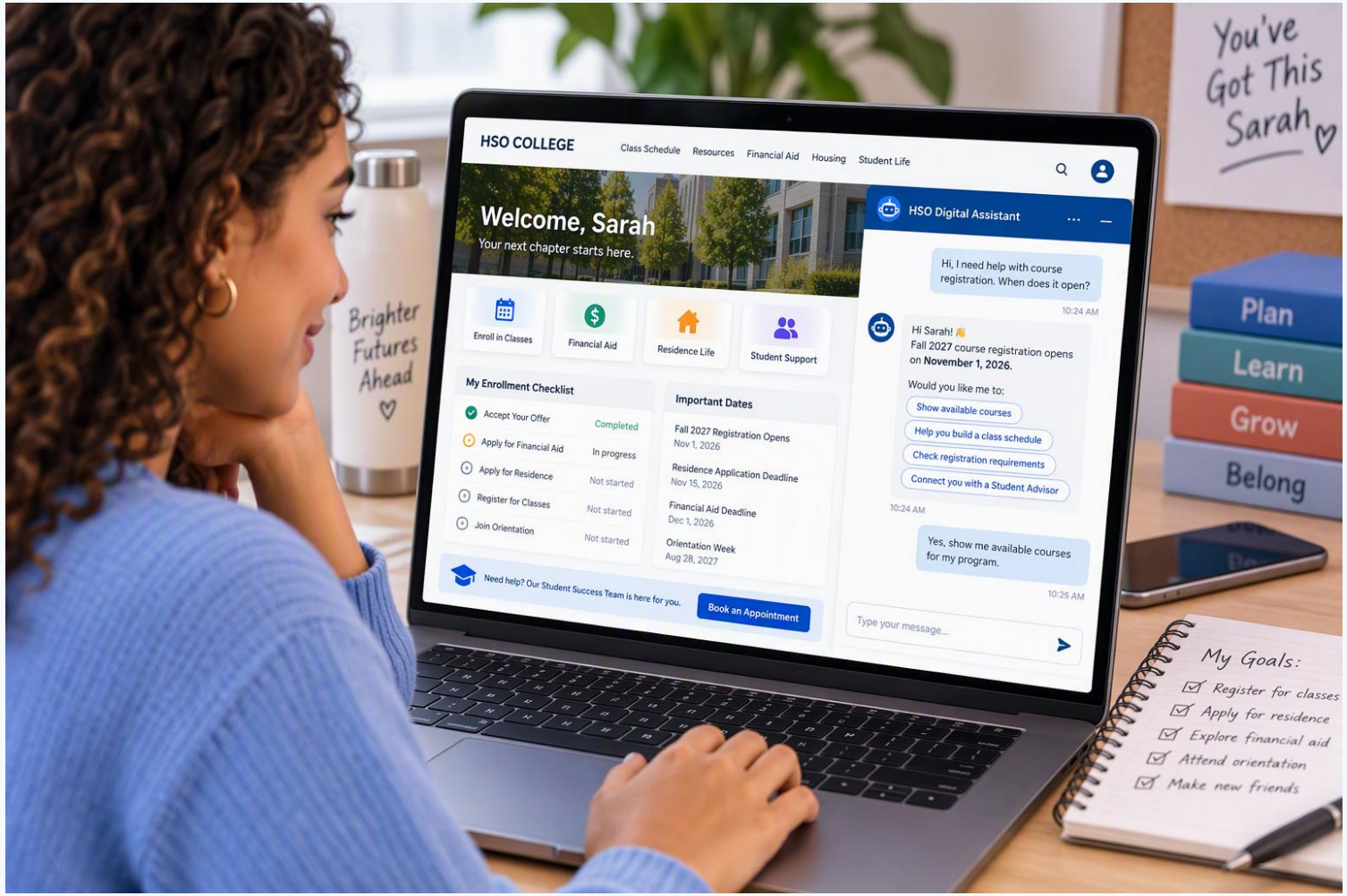
Sarah’s Journey: Student Services, Anytime

2 PORTAL



Sarah signs in once, finds services and submits requests without waiting for an office to open.

Self-Service Portal (Power Pages)



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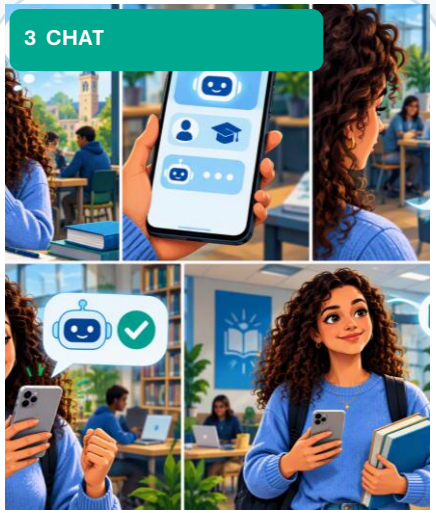
Sarah’s Journey: Student Services, Anytime



The virtual assistant answers questions and guides Sarah through the next best action.

AI Chat (Copilot)



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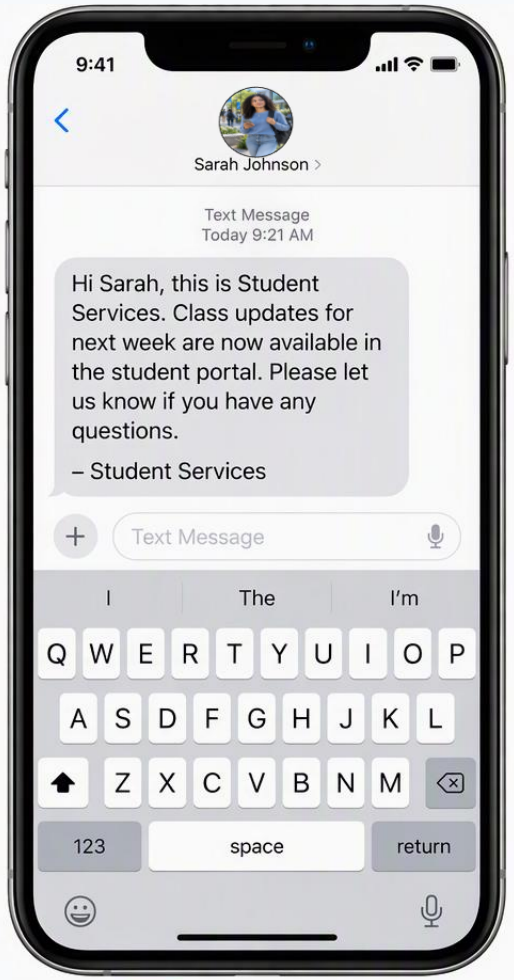
Sarah's Journey: Student Services, Anytime

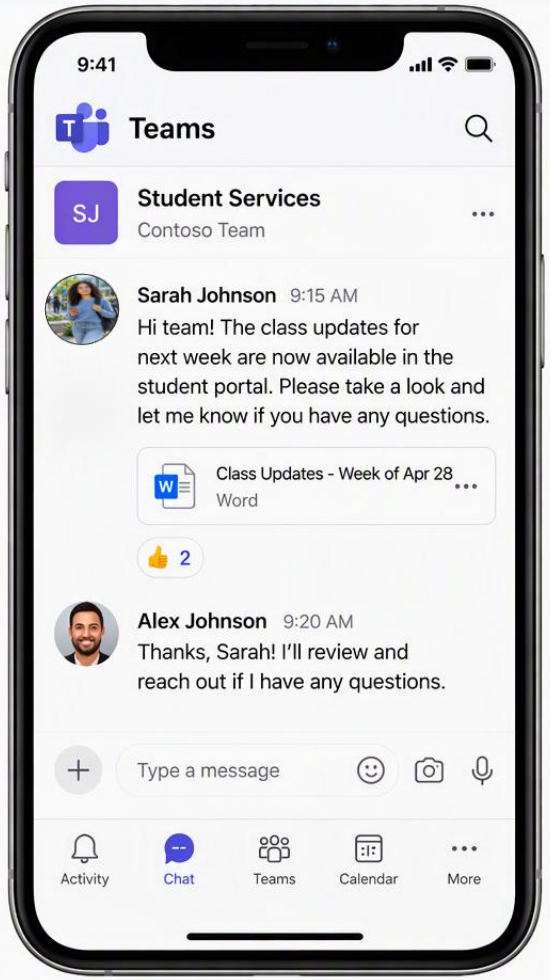


Sarah receives the requested services and status updates across mobile and every channel.

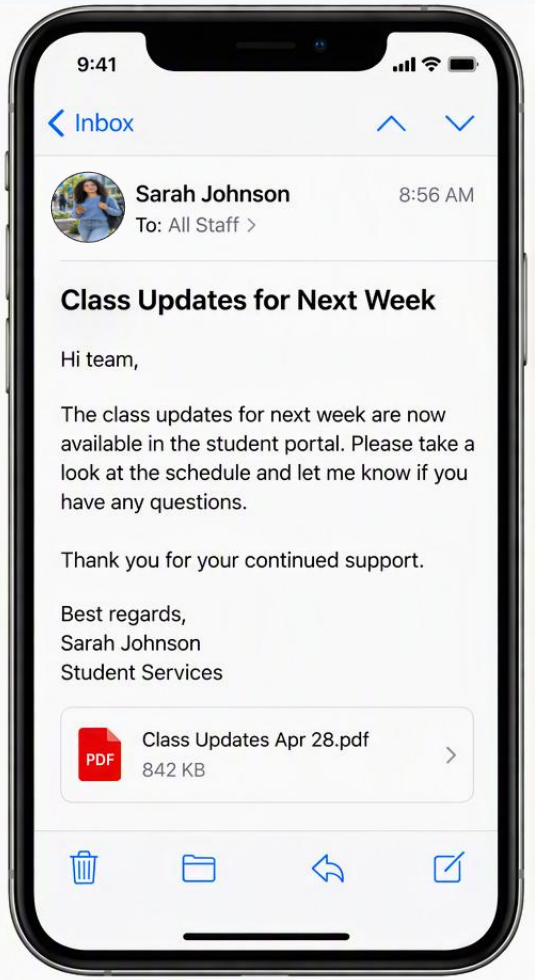
Connected 24/7 Service (Office)



SMS Update



Teams Message



Email

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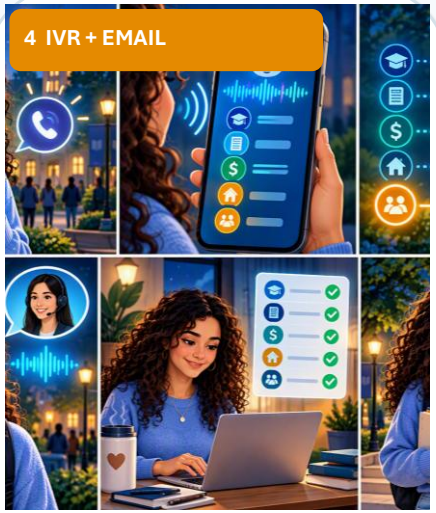
Sarah’s Journey: Student Services, Anytime

After enrollment, Sarah gets the university services needed through connected self-service channels, available 24/7.

24-7 SELF- SERVICE

4 IVR + EMAIL



Voice self-service routes a complex need, while email confirms progress and next steps.

IVR + Email (Copilot)



Autonomous IVR

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Microsoft Contact Center Intelligence for Education

NO RIP-AND-REPLACE

EXISTING CONTACT CENTER



- Voice
- Chat
- Email
- SMS

Works with the platform and desktop teams already know

CCI intelligence layer

- Build Multi Channel Experiences
- Preview, Test and Monitor
- Govern, Deploy and Administrate
- Dashboards and Insights on operations

Microsoft IQ context layer: student profile • case history • knowledge • policies

GA as Nov 18th 2026



EDUCATION EXPERIENCES

- Admissions & enrolment
- Financial aid
- Student services
- IT & campus support

What changes for students and service teams

1. **Faster answers**
   24/7 self-service with seamless escalation
2. **Better advisor support**
   Context and guidance arrive with the interaction
3. **Consistent quality**
   Every conversation can be evaluated at scale
4. **Operational insight**
   Trends reveal demand, risk and service gaps
5. **Improved outcomes**
   More timely, personalized student support

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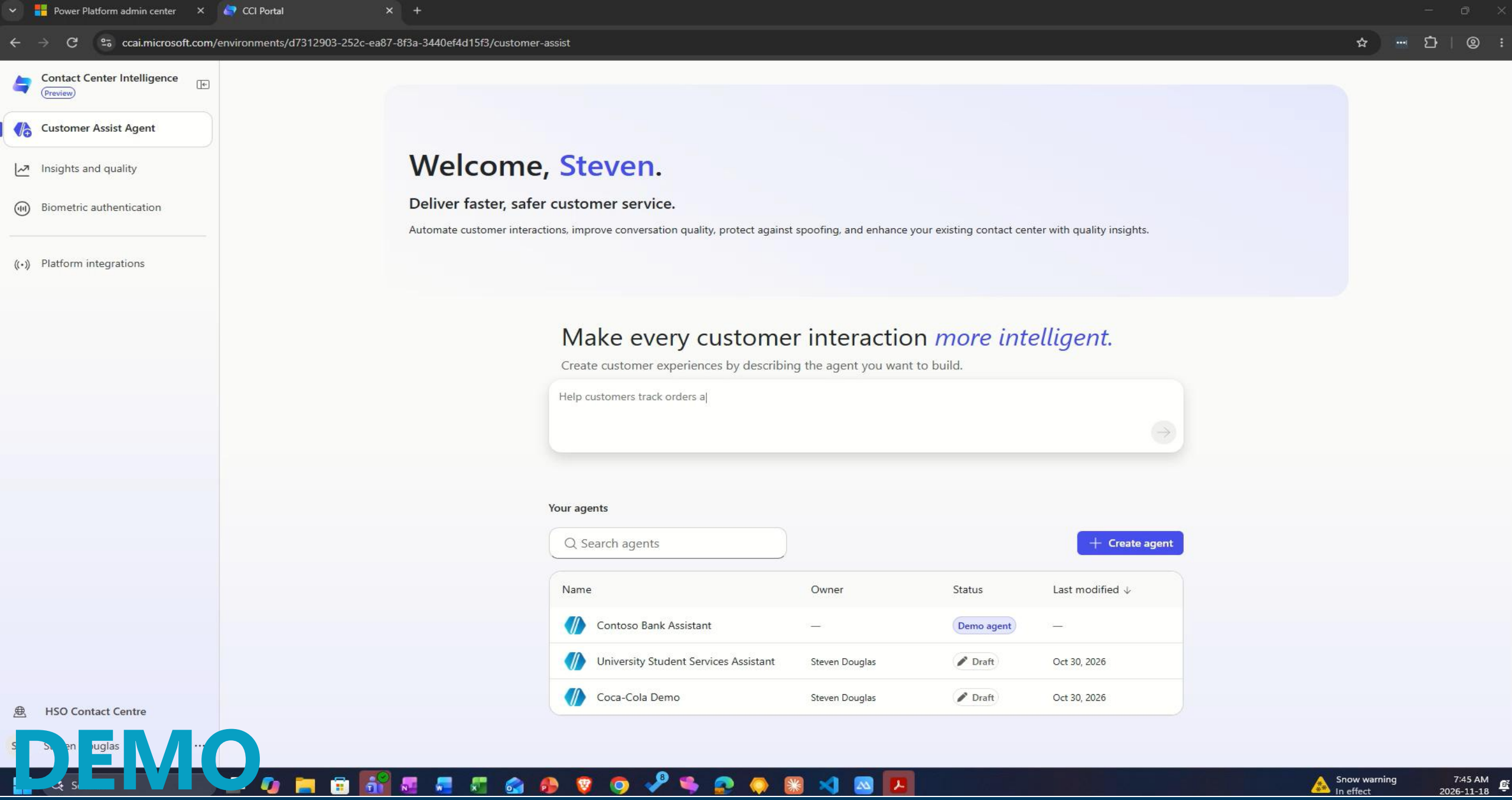

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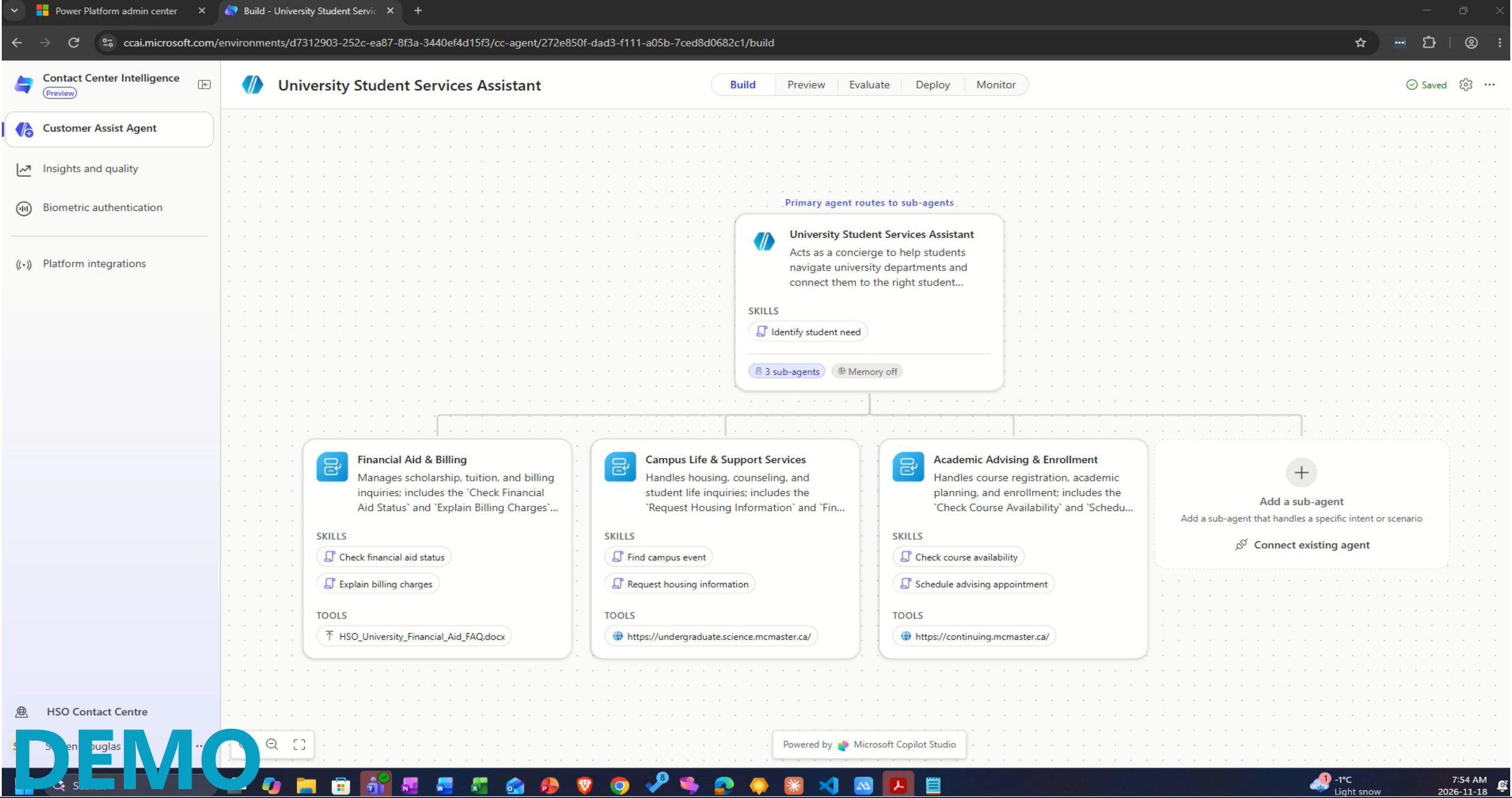

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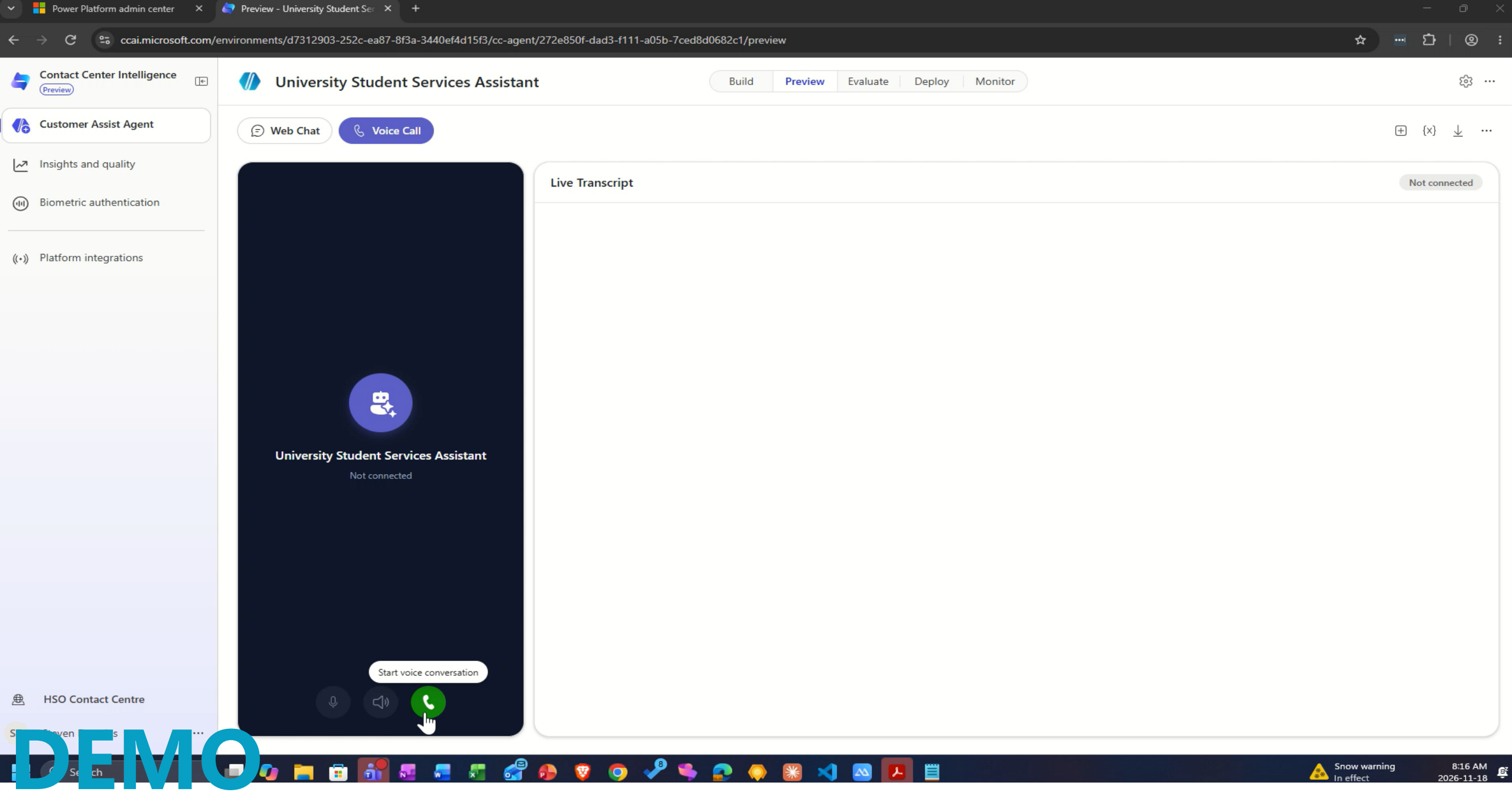

DEMO

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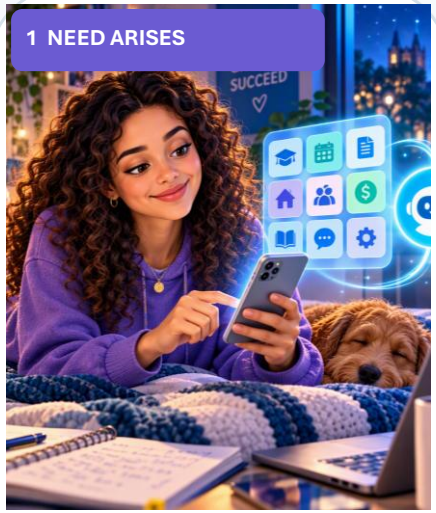
Sarah's Journey: Student Services, Anytime

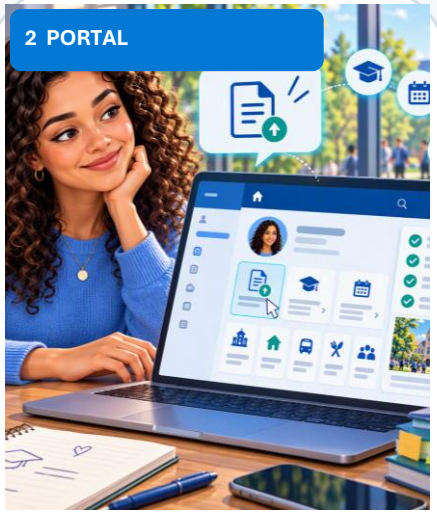
24-7 SELF- SERVICE

After enrollment, Sarah gets the university services needed through connected self-service channels, available 24/7.



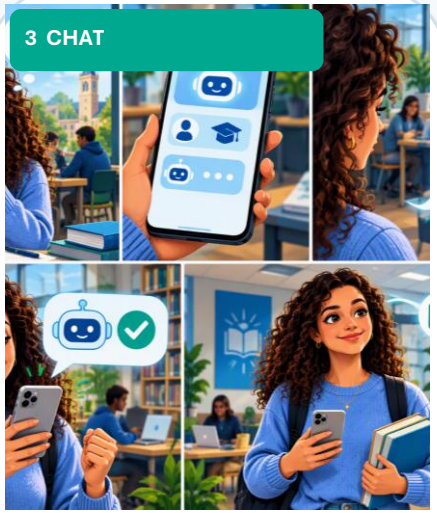
After hours, Sarah needs help with a course change, a document and an appointment.

Mobile (Power App)



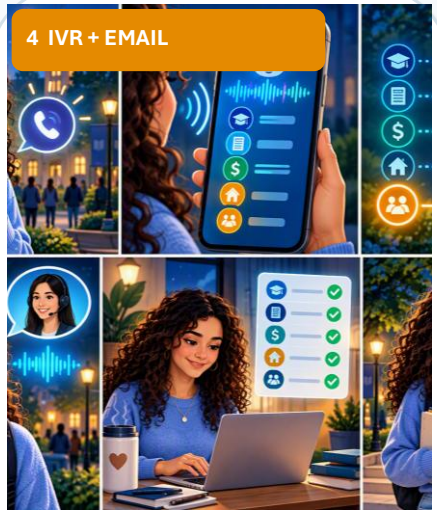
Sarah signs in once, finds services and submits requests without waiting for an office to open.

Self-service Portal (Power Pages)



The virtual assistant answers questions and guides Sarah through the next best action.

AI Chat (Copilot Studio)



Voice self-service routes a complex need, while email confirms progress and next steps.

IVR + Email (Copilot Studio)



Sarah receives the requested services and status updates across mobile and every channel.

Connected 24/7 Service (Copilot Studio)

OUTCOME • One identity • Portal, IVR, chat, email and mobile • Services available whenever Sarah needs them

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From 24/7 Student Service Challenges to Connected Outcomes

24-7 SELF- SERVICE

Microsoft capabilities connect self-service, AI assistance and coordinated fulfillment across every student channel.

CHALLENGE

After-Hours Demand	Students need support when service offices are closed.
Fragmented Channels	Portal, phone, email and mobile requests are disconnected.
Long Wait Times	Routine questions compete with complex service needs.
Repetitive Requests	Staff repeatedly process common forms, documents and appointments.
Limited Status Visibility	Students cannot easily see progress or next steps.
Repeated Explanations	Context is lost when a request moves between channels or teams.
Complex Escalation	High-value needs require coordinated specialist support.

MICROSOFT STUDENT SERVICE PLATFORM

One identity
One connected case
Available anytime

CONNECTED RESPONSE

Self-service Portal	One place to find services and submit requests.
AI Virtual Assistant	Answers questions and guides the next best action.
Natural-language IVR	Understands intent and routes voice requests accurately.
Automated Service Workflows	Handles common requests and routes fulfillment tasks.
Proactive Status Updates	Confirms progress and next steps through email and mobile.
360° Student Profile	Carries identity, history and context across channels.
Dynamics 365 Case Management	Coordinates complex requests and specialist follow-up.

OUTCOME • 24/7 access • Faster answers • Lower service effort • Consistent context • Better student experience

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DEMO STORY

Joe's Journey

AI-Assisted Resolution, Expert Support

A journey where Joe sees the full student context, receives AI guidance, adapts service and brings in the right expert without leaving the conversation.

1. See context
2. Get guidance
3. Choose next step
4. Adapt support
5. Collaborate

OUTCOME Joe resolves student needs faster with confidence, context and expert support.



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Joe’s Journey: From Agent Effort to AI-Assisted Resolution

HUMAN-ASSISTED SERVICE

A connected agent experience that brings context, intelligence and collaboration into every student conversation.



JOE

Student support agent handling complex requests

HUMAN ASSISTED

See context → **Get guidance** → **Choose next step** → **Adapt support** → **Collaborate**

OUTCOME

Joe resolves student needs faster with confidence, context and expert support.

The agent experience shifts from searching and switching tools to guided, collaborative service.

Copilot summarizes context • AI recommends knowledge and next steps • Language and sentiment adapt service • Teams enables collaboration

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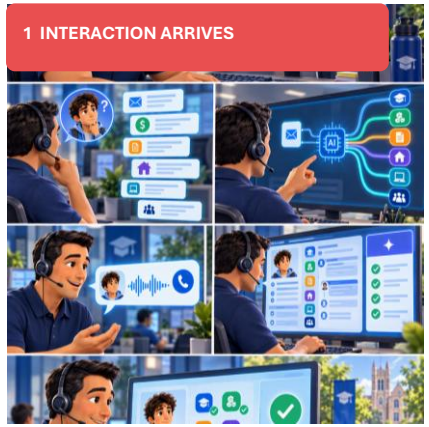
Joe’s Journey: AI-Assisted Student Support

HUMAN-ASSISTED SERVICE

A five-scene storyboard showing how the AI-powered contact center helps agents understand, advise and resolve faster.

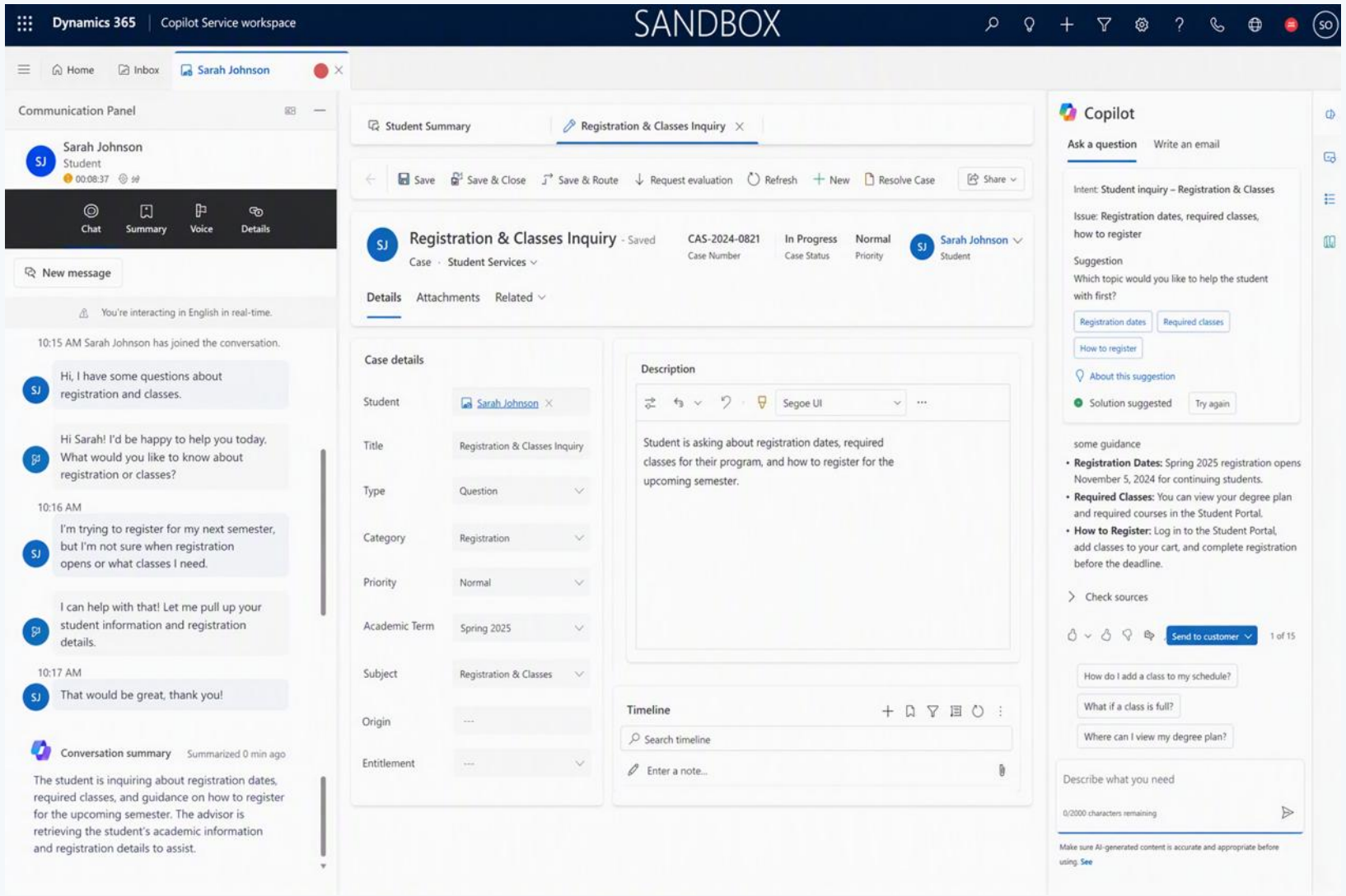
1 INTERACTION ARRIVES



Joe receives the student interaction with a unified profile and the relevant case details already in view.

Unified Student Service Desktop

(Dynamics 365 Contact Center)



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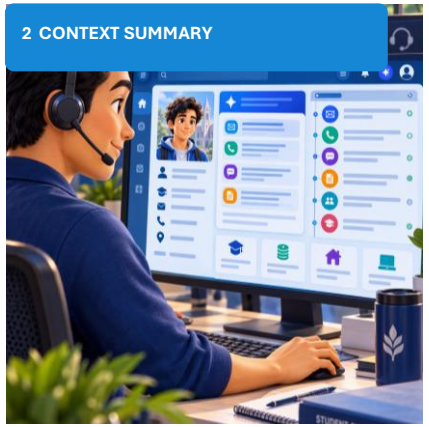
Joe’s Journey: AI-Assisted Student Support

HUMAN-ASSISTED SERVICE

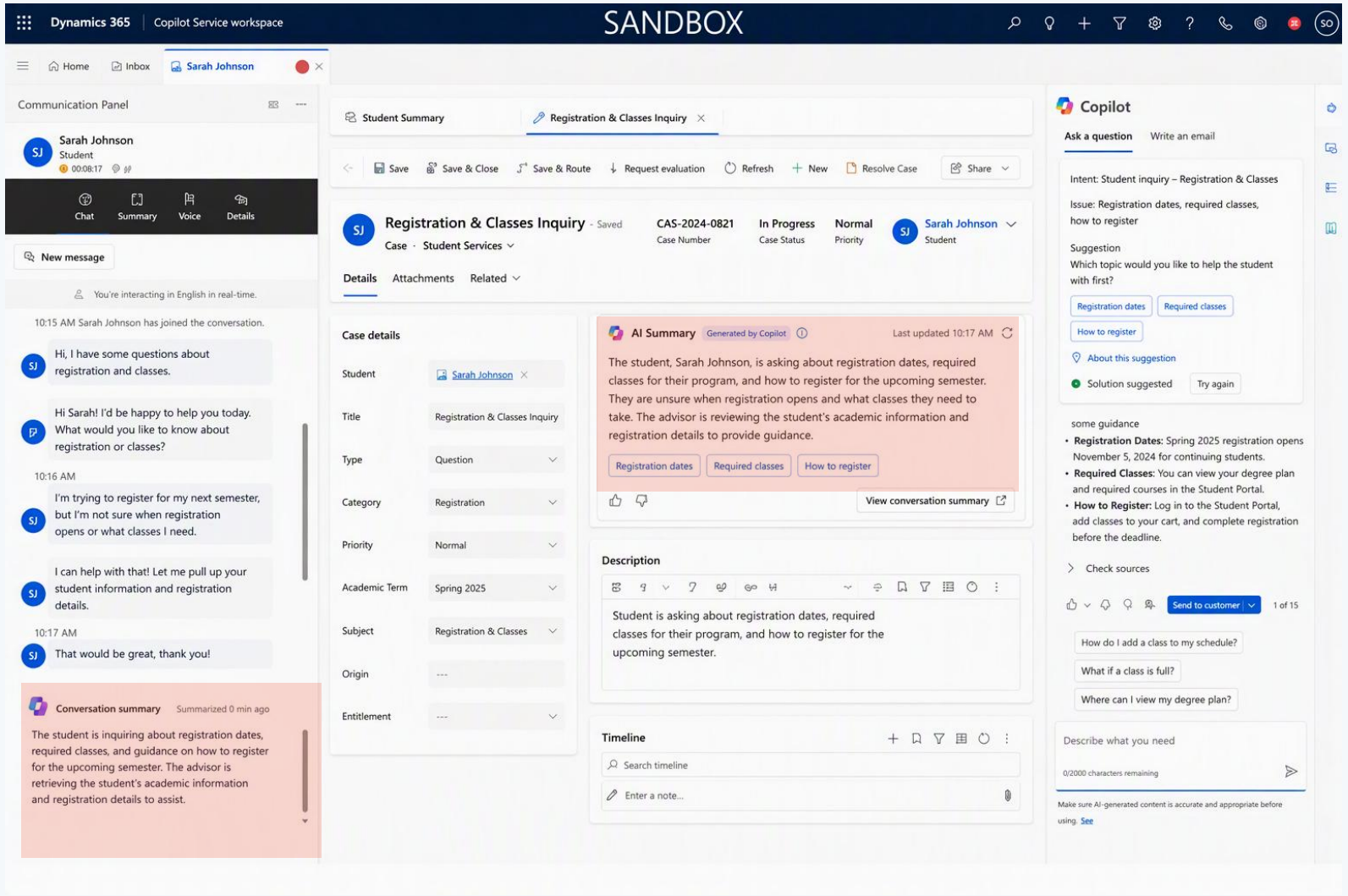
2 CONTEXT SUMMARY



AI summarizes the conversational IVR, previous interactions and student history before Joe responds.

Copilot Summary + History

(Copilot)



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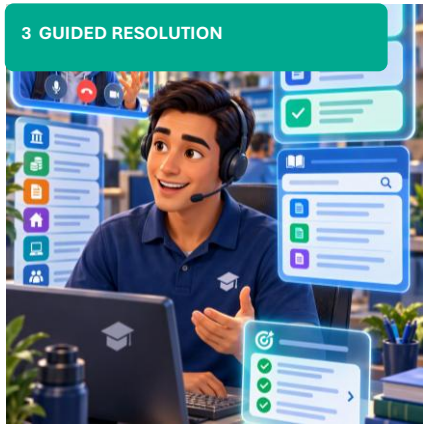
Joe’s Journey: AI-Assisted Student Support

HUMAN-ASSISTED SERVICE

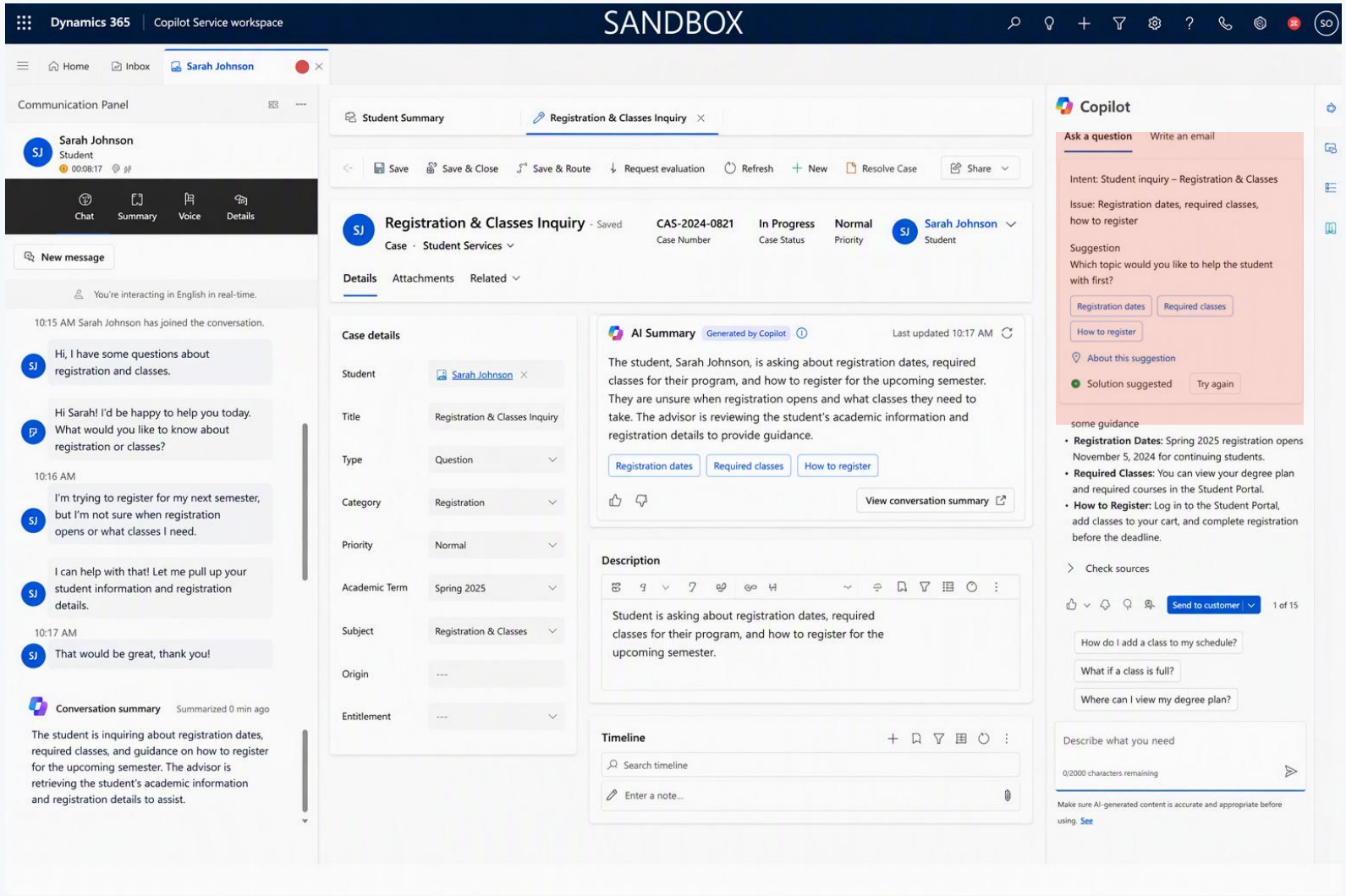
3 GUIDED RESOLUTION



Knowledge suggestions and next-best recommendations guide Joe toward an accurate, consistent response.

AI Knowledge + Next Best Action

(Copilot)



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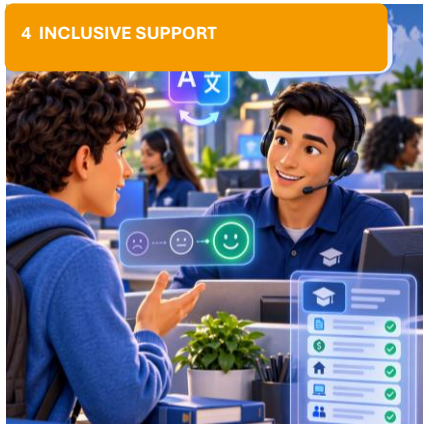
Joe’s Journey: AI-Assisted Student Support

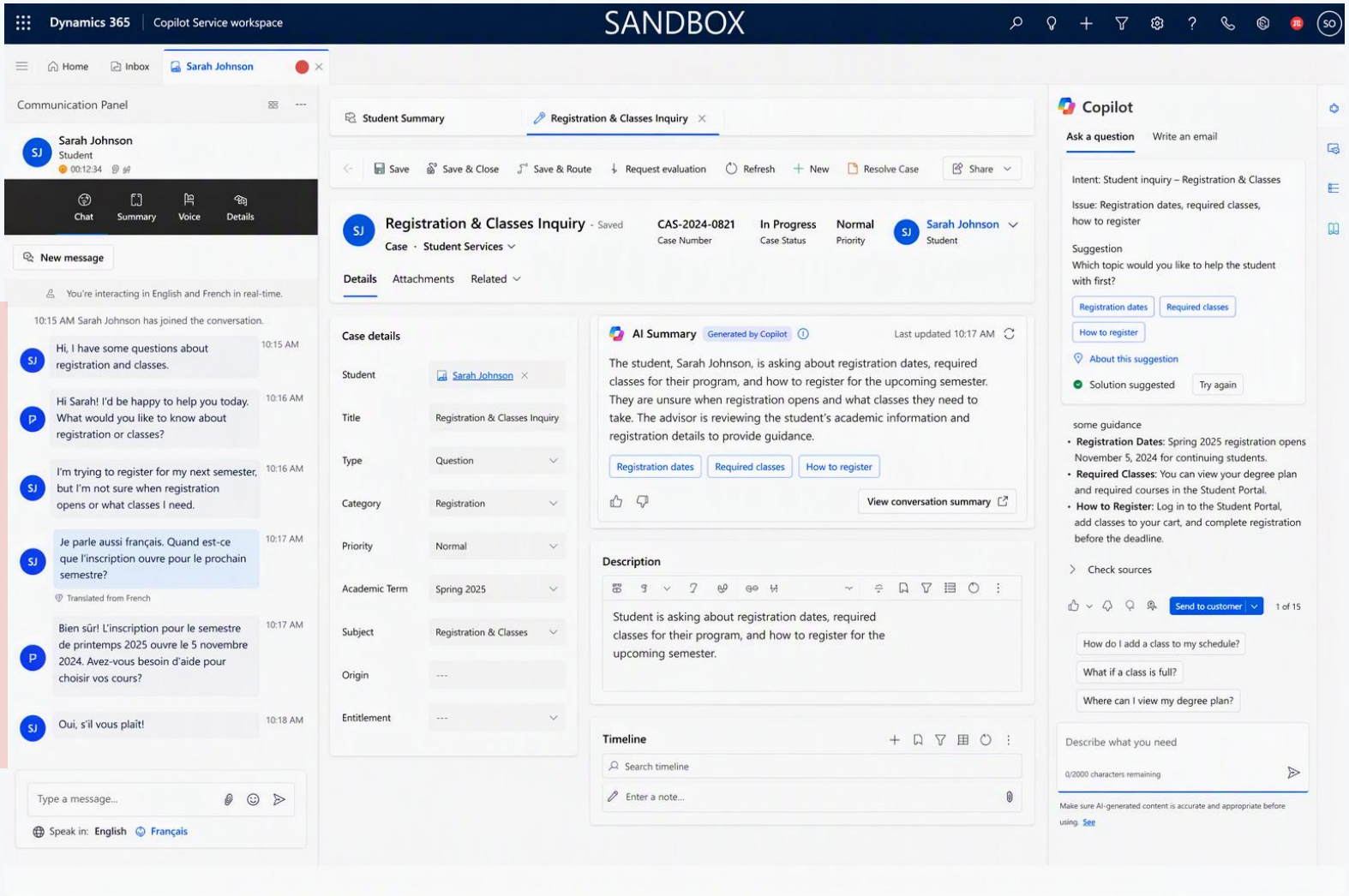
HUMAN-ASSISTED SERVICE

4 INCLUSIVE SUPPORT



Real-time sentiment and multilingual assistance help Joe adapt the conversation and communicate clearly.

Sentiment + Language AI



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Joe’s Journey: AI-Assisted Student Support

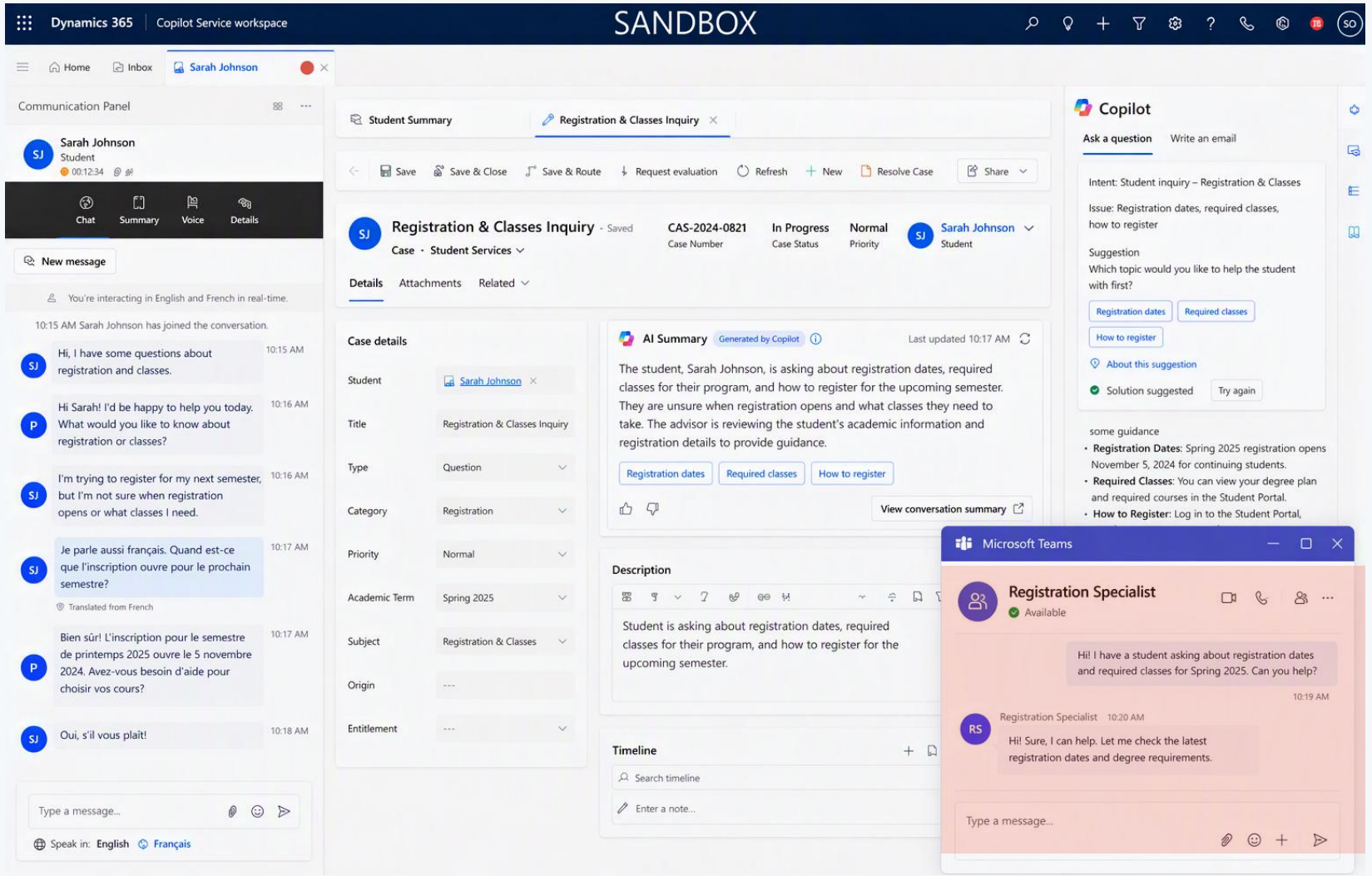
HUMAN-ASSISTED SERVICE

5 COLLABORATE + RESOLVE



Joe brings specialists into Microsoft Teams, coordinates the case and closes the interaction with a clear summary.

Teams + Dynamics 365



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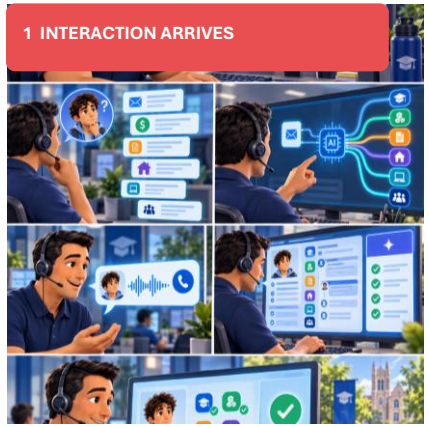
Joe's Journey: AI-Assisted Student Support

HUMAN-ASSISTED SERVICE

1 INTERACTION ARRIVES



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Unified Student Service Desktop

(Dynamics 365 Contact Center)

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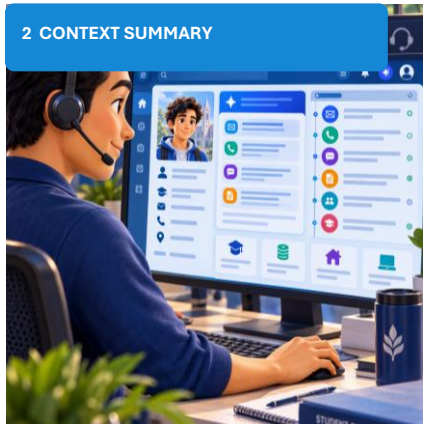

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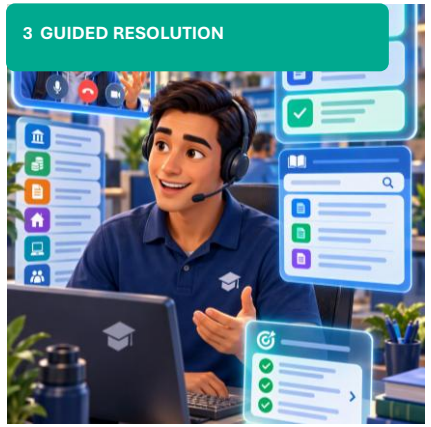
Copilot Summary + History

(Copilot Studio)

3 GUIDED RESOLUTION



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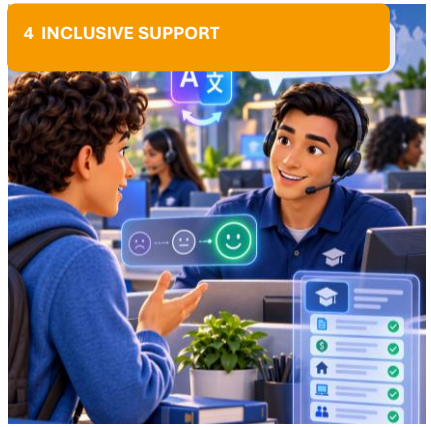
AI Knowledge + Next Best Action

(Copilot Studio)

4 INCLUSIVE SUPPORT



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Sentiment + Language AI

(Copilot Studio)

5 COLLABORATE + RESOLVE



Joe brings specialists into Microsoft Teams, coordinates the case and closes the interaction with a clear summary.

Collaboration

(Teams + Dynamics 365)

OUTCOME • Joe resolves student needs faster with better context, consistent guidance, inclusive communication and expert collaboration.

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From Agent Complexity to AI-Assisted Student Support

HUMAN-ASSISTED SERVICE

Microsoft capabilities bring context, intelligence and collaboration into every student service interaction.

AGENT CHALLENGE

Scattered Student Context	Profile, IVR details and interaction history are spread across tools.
Time-Consuming Research	Agents search multiple sources for the right policy or answer.
Unclear Next Steps	Complex requests make the appropriate action difficult to determine.
Language Barriers	Students and agents may not share the same preferred language.
Changing Sentiment	Agents need to recognize when a conversation requires a different approach.
Specialist Dependency	Resolution often requires expertise from another team or department.
Heavy After-Call Work	Agents manually summarize conversations and document outcomes.

MICROSOFT DYNAMICS 365

AI-POWERED CONTACT CENTER

One workspace
Guided assistance
Connected expertise

AI-ASSISTED RESPONSE

Unified Agent Desktop	Brings the student profile, case and interaction context into one workspace.
AI Knowledge Suggestions	Surfaces relevant knowledge and suggested answers during the interaction.
Next-Best-Action Guidance	Recommends consistent steps to progress and resolve the request.
Real-Time Language Support	Supports clearer multilingual conversations across service channels.
Sentiment Insights	Helps the agent adapt the response as the conversation changes.
Microsoft Teams Collaboration	Connects specialists while preserving the student and case context.
Copilot Summaries	Creates concise interaction summaries and supports case documentation.

OUTCOME • Faster resolution • Less searching • Consistent guidance • Inclusive service • Easier collaboration • Lower after-call effort

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AI Contact Center Jumpstart

Accelerate Your Contact Center Transformation

Let our contact center experts experience a day in the life of your operation so we can help you modernize, optimize, and transform what's possible.

Topic:	Timeline:	Valued:
HSO Contact Center Jumpstart	**7-14 days***	**$6,000 - 20,000 cad**

- ❑ **Questionnaire:** Contact Center preparation checklist
- ❑ Current state overview (complexities, pain points, volumes, telephony, infrastructure)
- ❑ **Workshop:** Goal mapping, mission and value
- ❑ Define KPIs (Wait Time, AHT, Resolution Time, CSAT, ESAT, NPS, Loyalty, FCR, Cost of Service…)
- ❑ **Art of the Possible Demo** of Modern Contact Center
- ❑ Corporate Security, Data and AI Readiness Discovery
- ❑ **Walk through: Walk the floor with Agent, Supervisor and contact center operations.**
- ❑ Contact Center Optimization Assessment
- ❑ Resource, effort and timeline estimation
- ❑ Outcomes and expectation of AI ready
- ❑ **Scorecard:** Readiness Score and Roadmap Presentation



Your TEAM



HSO Contact Center Evaluation TEAM

Funding Support:
- ✓ *Implementation Discount***
- ✓ *Microsoft funding available***

Optimization:
- ✓ *Optimized Licensing*
- ✓ *Optimization Report*
- ✓ *Cost Reductions*
- ✓ *Measurable Success*

Insights:
- ✓ *D365 capabilities*
- ✓ *Roadmap to the future*
- ✓ *Future readiness*

*** all results subject to approvals, may vary and individual results ***

Ready to Start?

Scan below

https://www.hso.com/consultancy-offering/contact-center-jumpstart-offer/

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Thank you for your time and attention!

Driving Improvements in Business Performance