

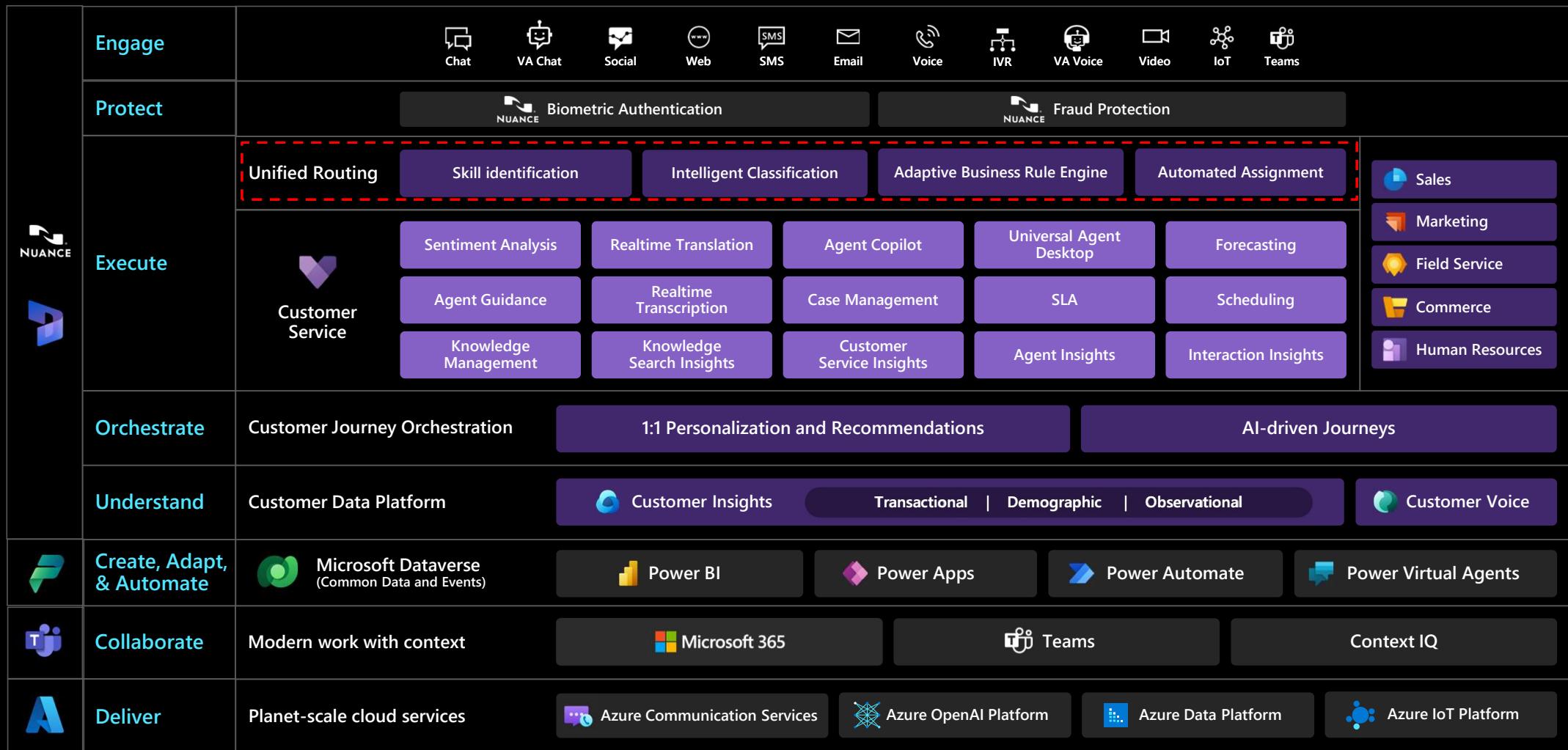


Dynamics 365 Unified Routing

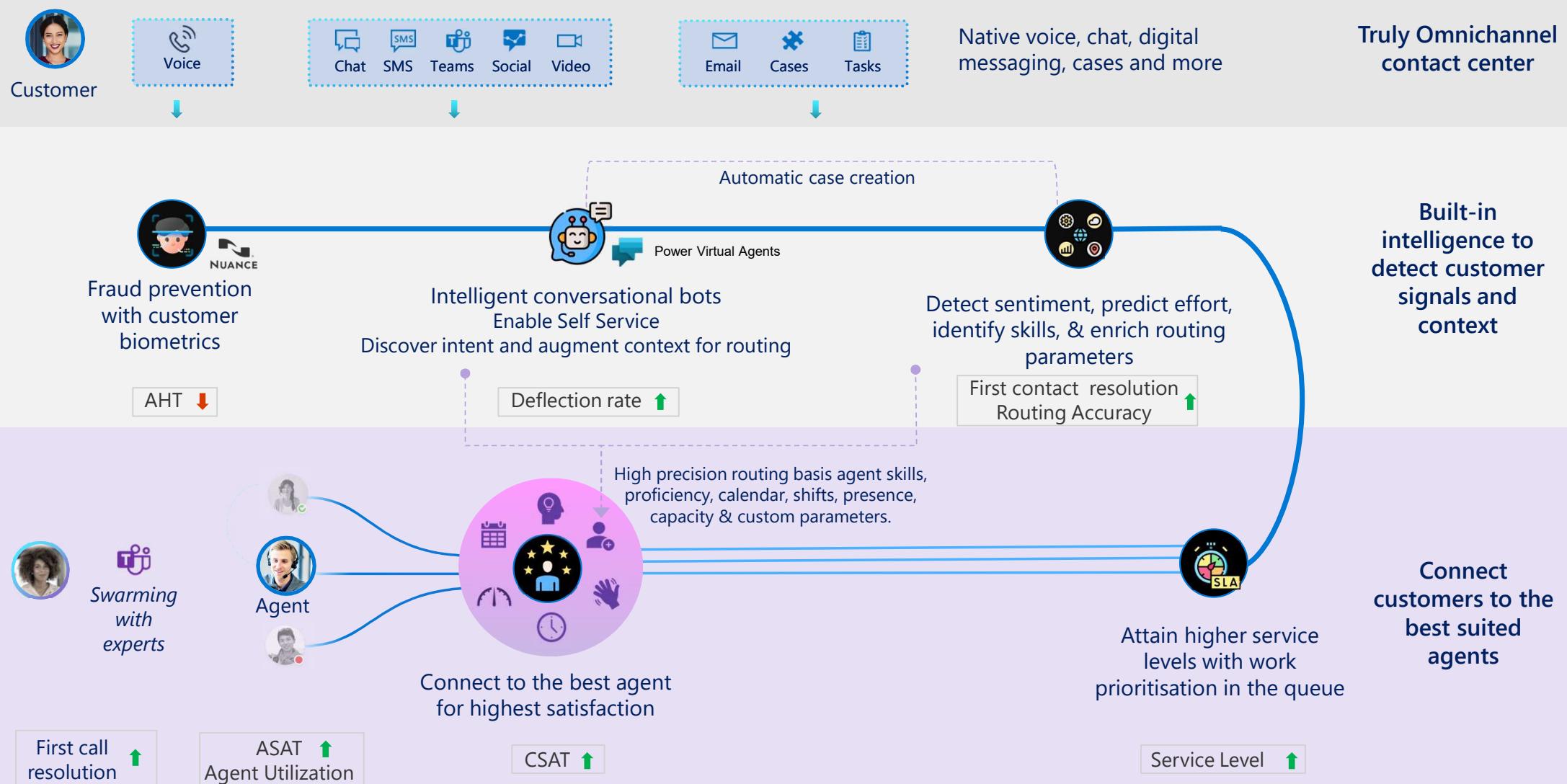


 Microsoft Dynamics 365

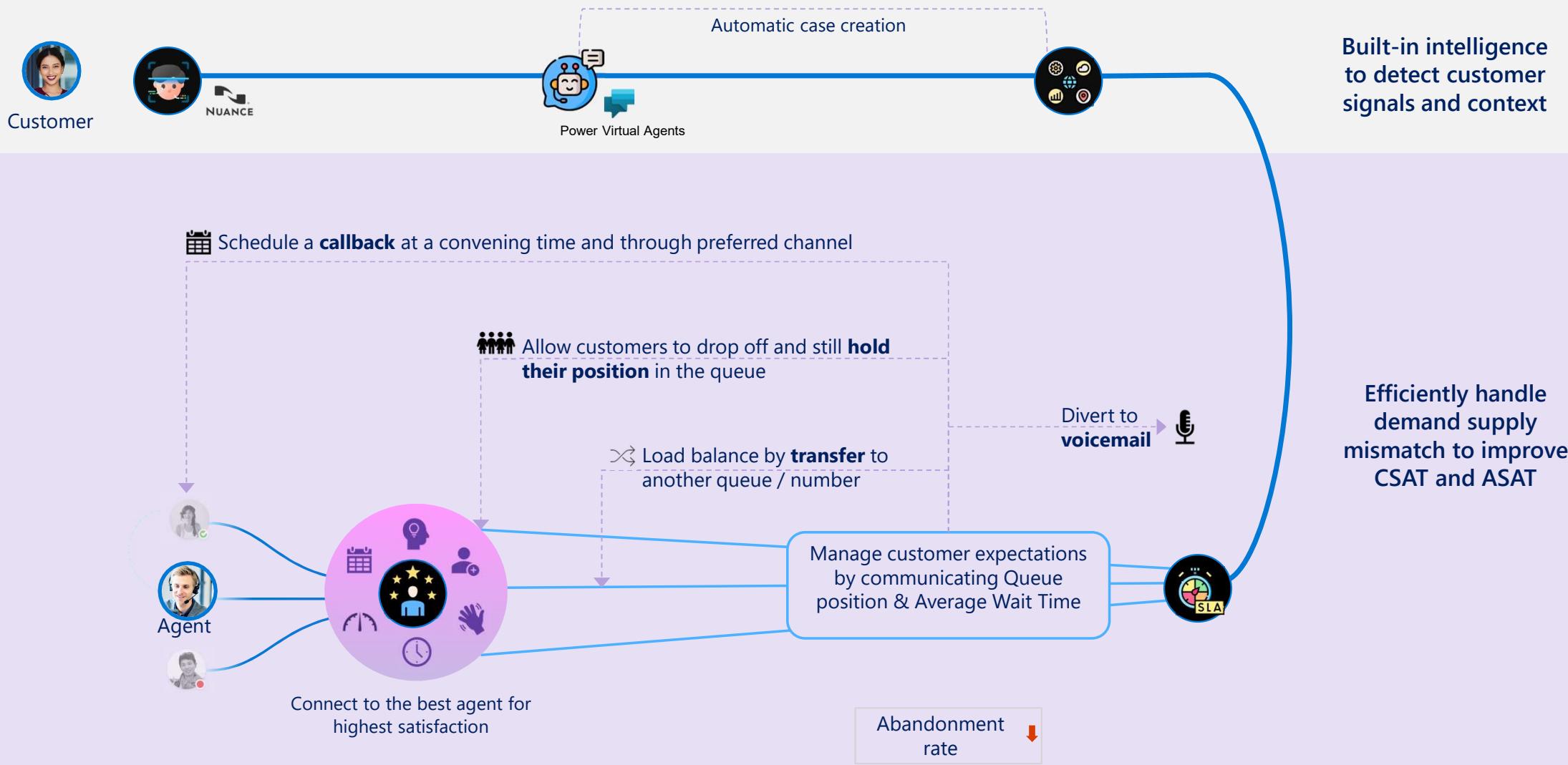
Unified Routing (UR) is a key component of DCCP



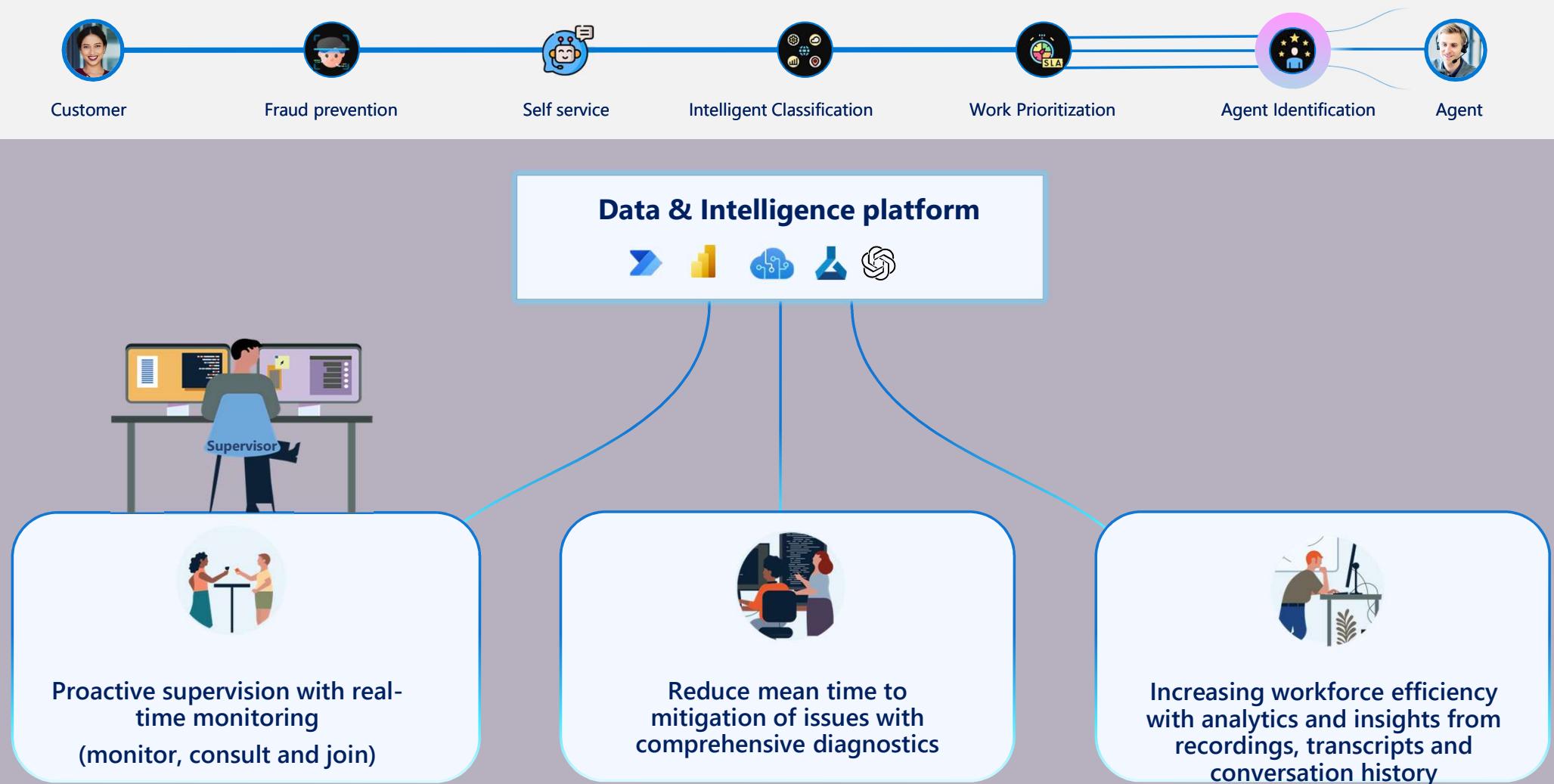
Overview of Unified Routing | Connect Customers to Best Suited Agents



Overview of Unified Routing | Handle Demand Supply Elasticity



Overview of Unified Routing | Maximize operational efficiency through actionable insights



Experience Unified Routing advantage in contact center innovation & expertise

Transforming multichannel complexity into simplicity



Break channel barriers and streamline customer interactions

Comprehensive omnichannel capabilities built alike on native channels and custom channels for **consistent cross channel customer experience**

Leading the intelligence revolution



Conversational AI for natural and effortless interactions

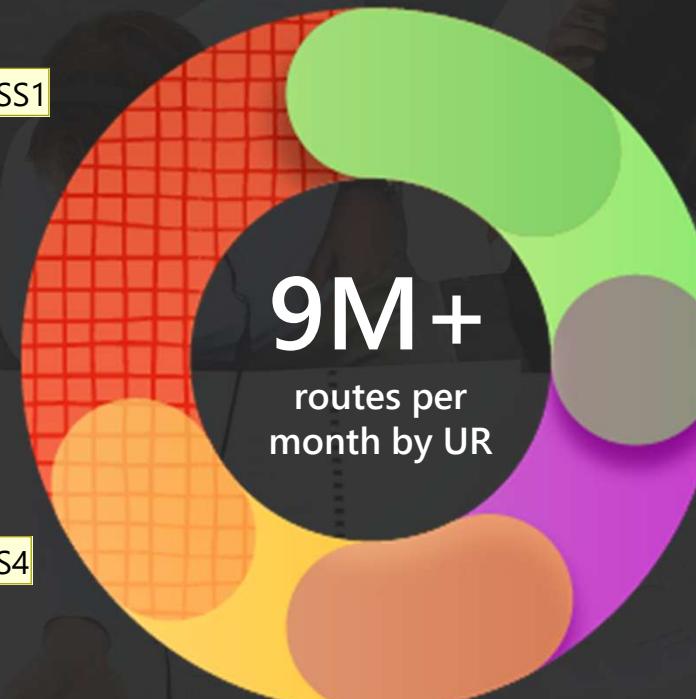
Empower agents, supervisors and customers alike with our feature-rich intelligent solutions for unparalleled operational efficiency and customer experiences

Planet scale capabilities with custom fit



Redefine possibilities and achieve **limitless scalability**

Cater to your bespoke requirements with the **flexibility** to customize operating setup and hyper personalize customer journey



A Fortune 500 technology company with **10k+ agents** provides **5+ channels** for customer connectivity

SS1

A luxury brand uses **voicemail**, hold your position in the queue for **call back & transfer to an external number** to handle surge loads of ~5% for voice calls

SS4

An European bank with 4.5k+ agents leverages **skills and agent schedules** to identify the right agent for ~35k records in 150 mins everyday."

SS2

A large financial institution uses UR to handle **1.5k+ mailboxes** SS3 and routes the emails to **1k+ queues**

SS3

TBD - We support the Microsoft contact center manned by **30k+ agents** handling xx conversation per months across 50+ product offerings and division

SS5

Slide 7

SS1 HP
Satyan S, 2023-06-29T12:34:12.273

SS2 KBC
Satyan S, 2023-06-29T12:34:19.410

SS3 Northern Trust
Satyan S, 2023-06-29T12:34:30.990

SS4 Kering
Satyan S, 2023-06-29T12:34:39.022

SS5 [@Prathmesh] - can you help validate / update the numbers for DfM ?

cc: [@Saurabh Jain]
Satyan S, 2023-09-18T07:01:03.330

Master list of current capabilities

Channels	Omnichannel	Chat	PVA Chat	Social	Web	SMS	Email	Tasks	Records	Voice	PVA Voice	Video	IoT	Teams
Intelligent Classification	Adaptive Rule Engine	Classification Rules Bot Context Mapping	Skill identification Percentage Based Routing	Machine Learning	Intelligent Skills Finder Effort Estimates Sentiment Detection	Workflows	Manage							
Automatic Assignment	SS1	Connect to best agent Ordering among matched agents	Exact Skill match Custom Skill match Bull's Eye Closest skill match Round Robin	Available Capacity Agent calendars Preferred Agent Agent Proficiency Highest Capacity	Agent Presence Custom attributes Agent Affinity Custom ordering Most Idle	Work Prioritization Operating Hours Overflows Callback Voicemail	Ongoing work management Intraday monitoring Operational Analytics Diagnostics Transfer and assign							
Workforce	Real time presence	Capacity	Calendar/Schedule	Skills and proficiencies	Custom Attributes									
Platform	Dataverse	AI Builder	Azure	Power BI	Azure Communication Services									

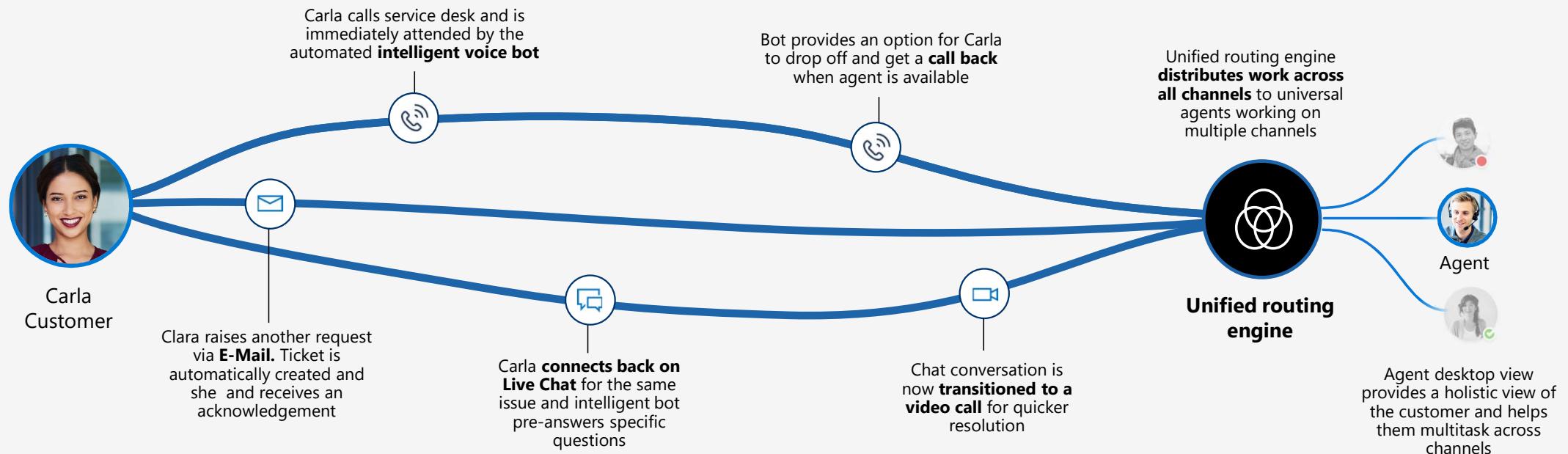
SS1 To Do

make the feature names self explanatory

Satyan S, 2023-06-27T17:14:14.630

Omnichannel routing engine

Meet your customer in the channel of their choice



Hyper personalization with channel specific journeys

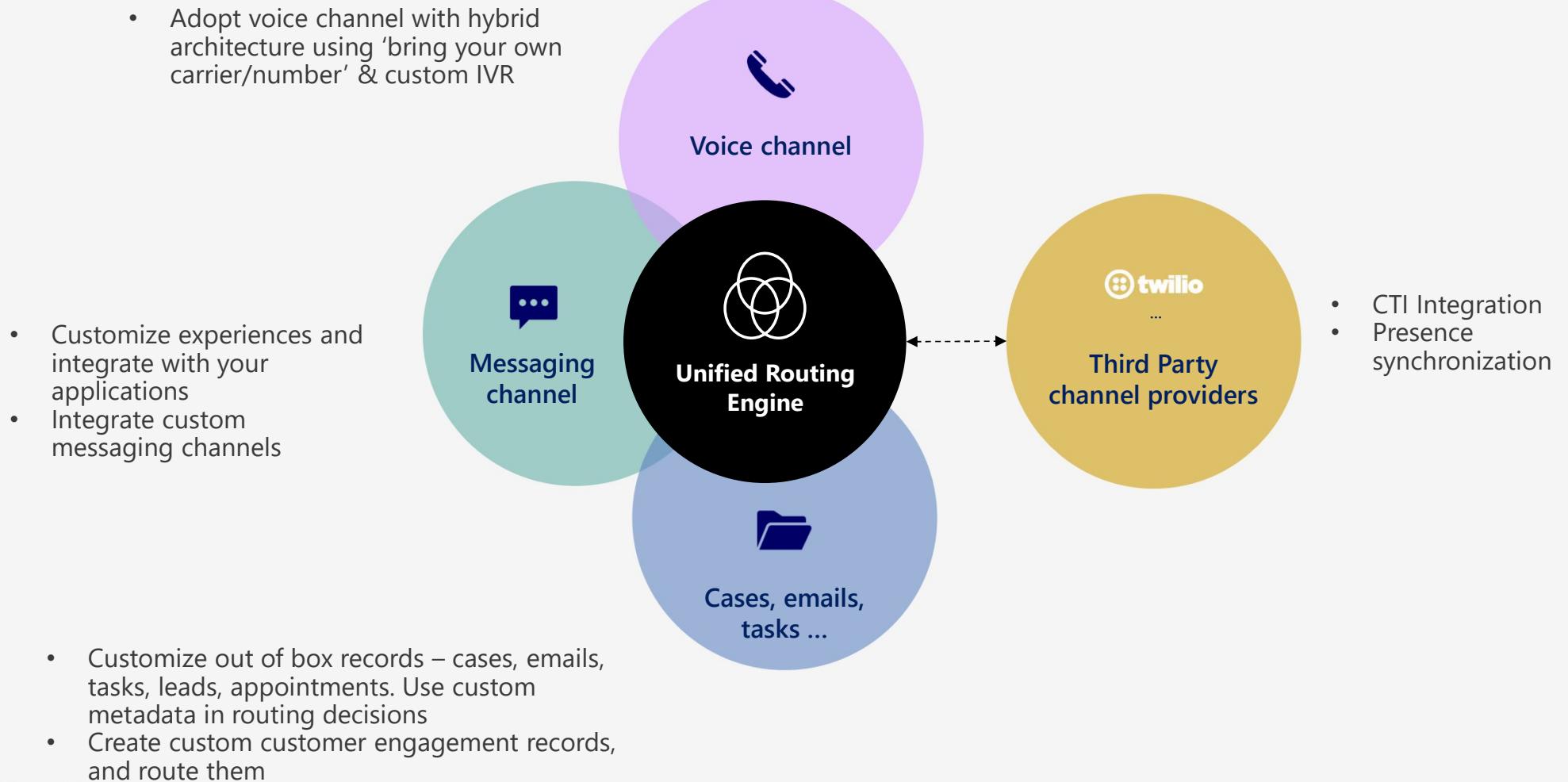


Seamless transition between channels



Unified engine maximizes agent utilization across channels

Tailor your contact center solution with channel extensibility



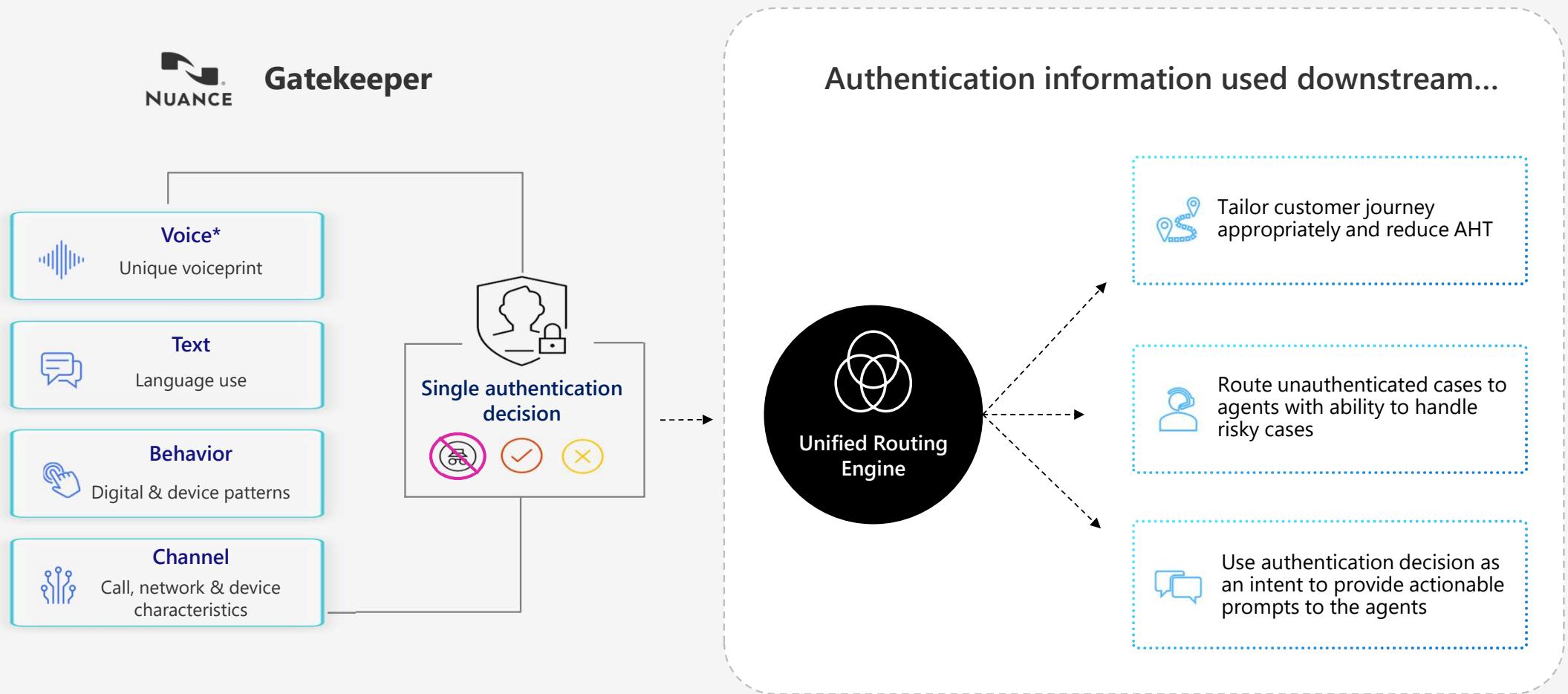
SS1

WIP talking points

Satyan S, 2023-06-28T19:37:24.643

Fraud prevention with customer biometrics

SS1



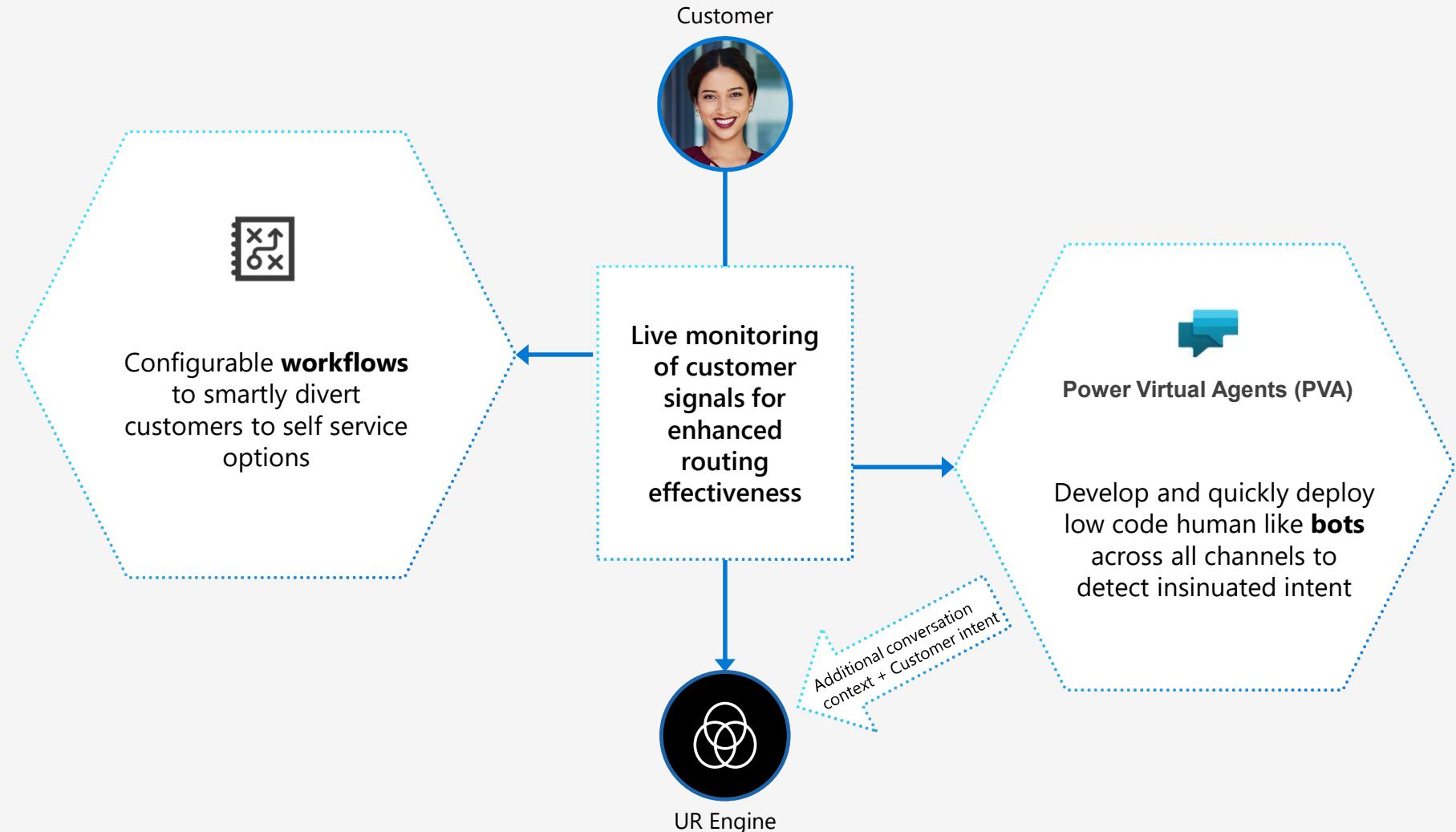
*Ready integrations with UR as of June '23

SS1 WIP talking points

Satyan S, 2023-06-28T21:41:01.522

Enhance deflection rates with self service

SS1

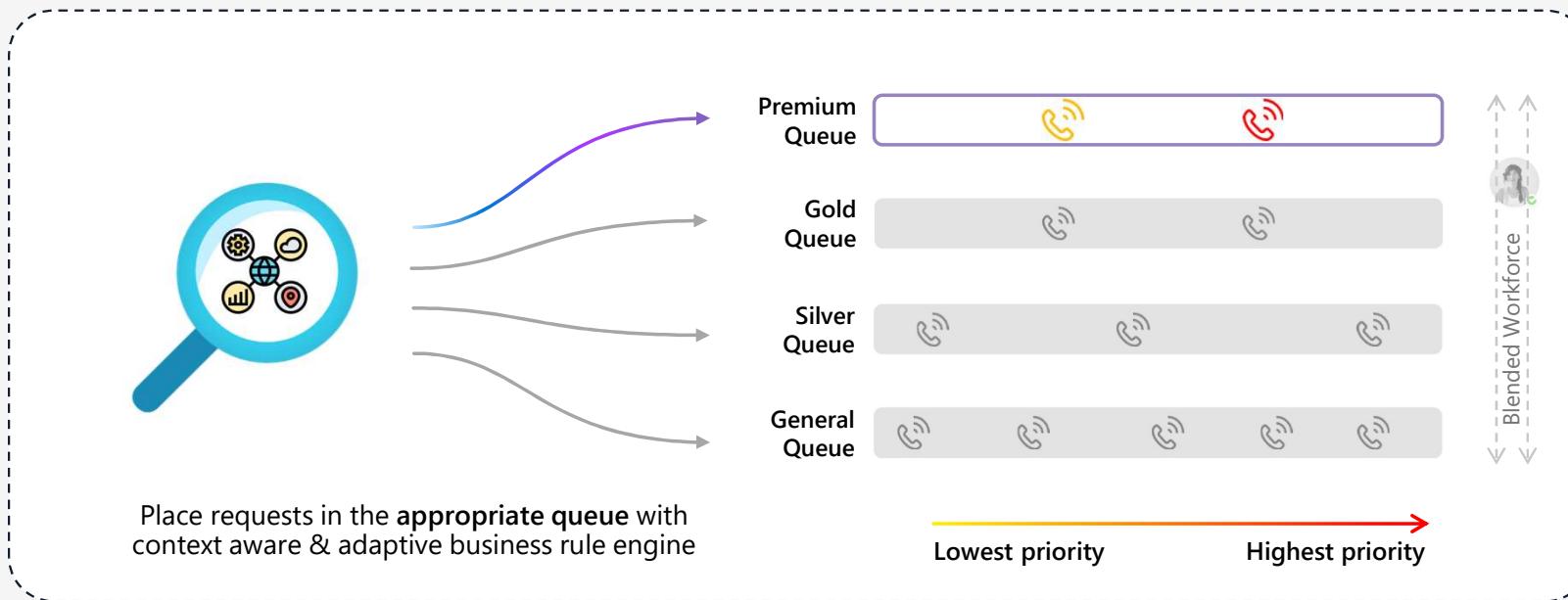


Slide 12

- SS1** WIP talking points
Satyan S, 2023-06-28T10:44:43.292
- KA1 0** [@Satyan S] This does not clearly depict the fact that we hand off content from PVA to UR.
Kumar Ashutosh, 2023-07-10T08:44:36.550
- SS1 1** Got it - will change the illustration
Satyan S, 2023-07-11T05:25:53.355
- SS1 2** [@Kumar Ashutosh (ASHU)] - added details
Satyan S, 2023-07-25T18:49:42.316
- SS1 3** [@Kumar Ashutosh (ASHU)] - Please review the changes when you find time.
Satyan S, 2023-08-31T05:58:45.076

KA1

Prevent SLA breaches with work prioritization



Tailor routing logic with **intelligent** customer signal recognition¹ and **custom** business logics



Prioritize important customers in **real-time** to honor SLA commitments



Flexible work force management with **cross queue agents** working across multiple channels

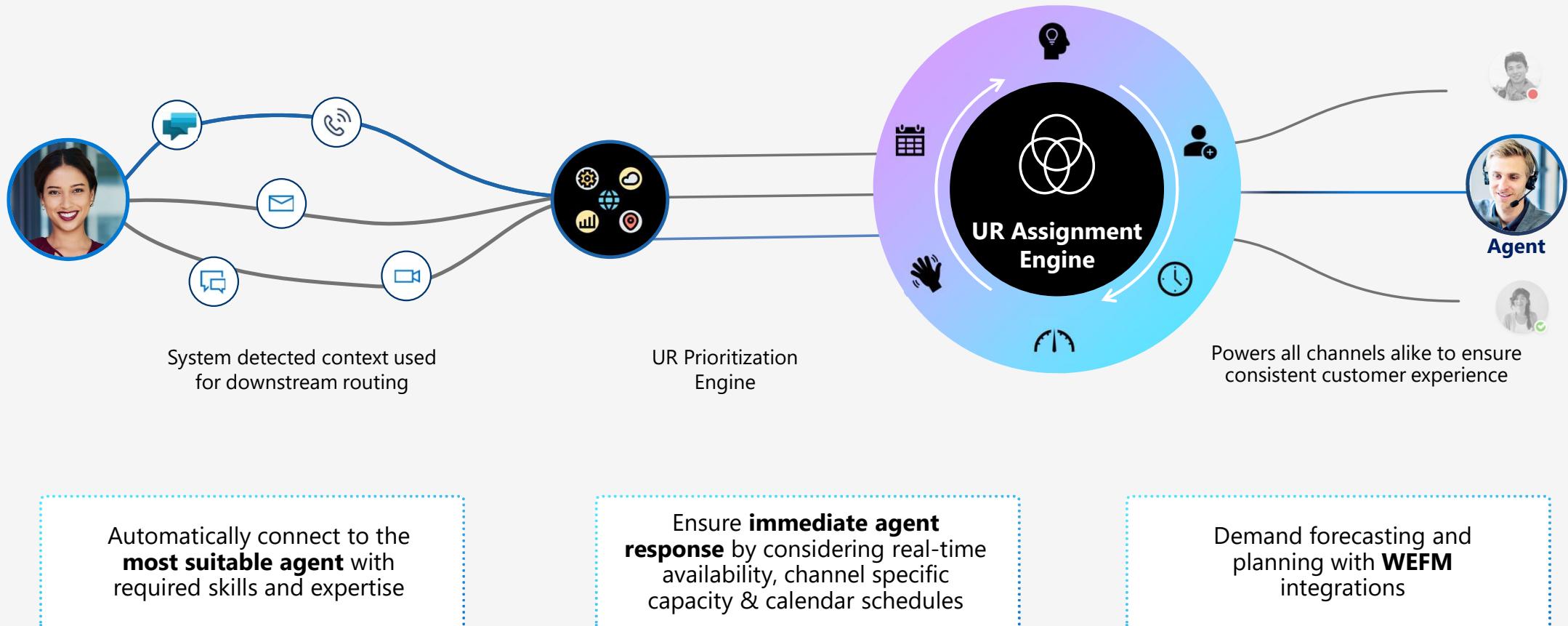
Classified 1. Realtime sentiment detection to quickly alleviate customer pain ; Effort estimation to assign to agent with right bandwidth; Intelligent skill finder for best match with agent capabilities

Slide 13

- KA1** [@Satyan S] This needs better representation. Prioritization that we offer is far more powerful than the three highlights below
Kumar Ashutosh, 2023-07-10T08:46:50.349
- SS1 0** [@Kumar Ashutosh (ASHU)] - I have removed the redundant points and added USPs
Satyan S, 2023-07-25T18:50:11
- SS1 1** [@Satyan S] - do we have a version with gradual relaxation of rules?
Shivani Sugandha, 2023-09-18T04:23:41.532
- SS1 2** Added to the talking points in the next slide (assignment slide)
Satyan S, 2023-09-18T07:08:47.769

KA1

Single engine caters to all channels for allocating the best agent

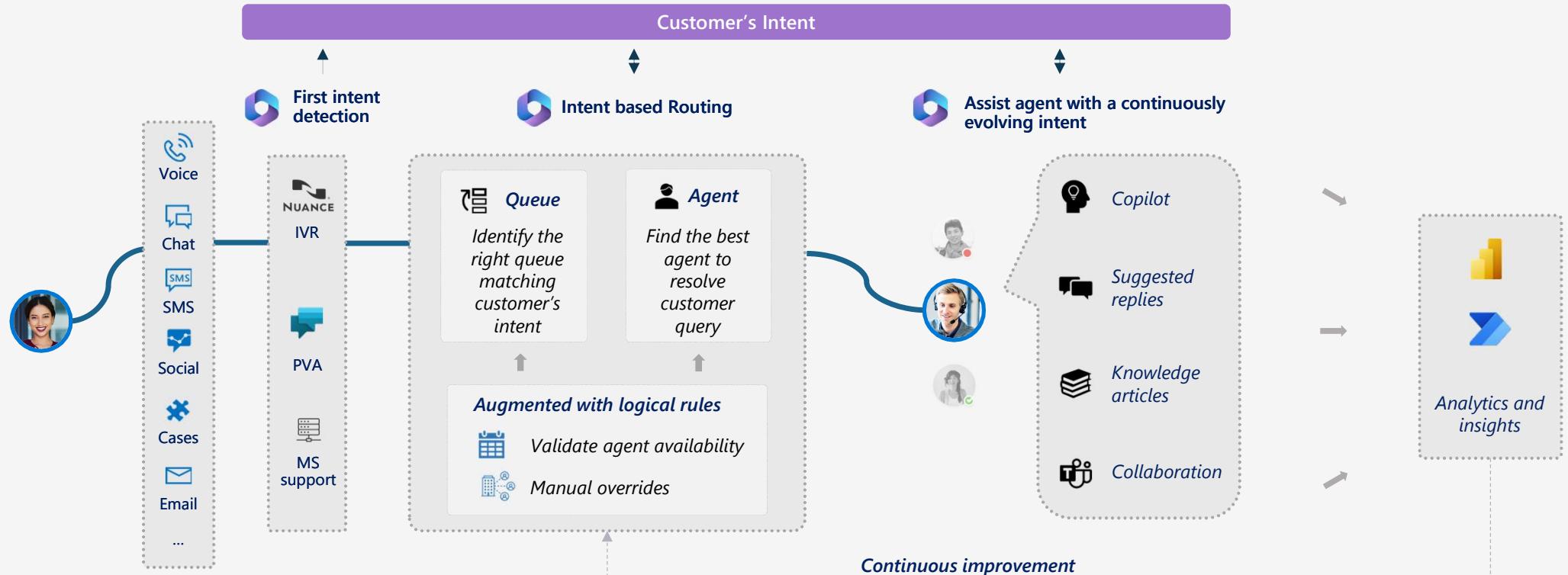


Slide 14

KA1 This should be the assignment slide. This is the most powerful slide. Needs work.
Kumar Ashutosh, 2023-07-10T08:47:56.854

SS1 0 [@Kumar Ashutosh (ASHU)] - I have enriched this slide
Satyan S, 2023-07-25T18:51:00.068

Intent based Customer service journey



Omnichannel interaction

- Intent is first detected after the first interaction from the customer
- On escalation, intent is passed on to the next stage

Intent based Routing

- Intent is matched with queue descriptions and agent profiles to identify right queue and best agent
- Logical rules can be augmented to override AI prediction

Agent productivity

- Intent continues evolving with the agent-customer dialogue
- Intent helps improve agent productivity through Co-pilot, knowledge search, etc.

Operational efficiency

- Help management identify areas/opportunities for improving efficiency
- Reporting and analysis in-tune with customer needs

SS1 Logos:

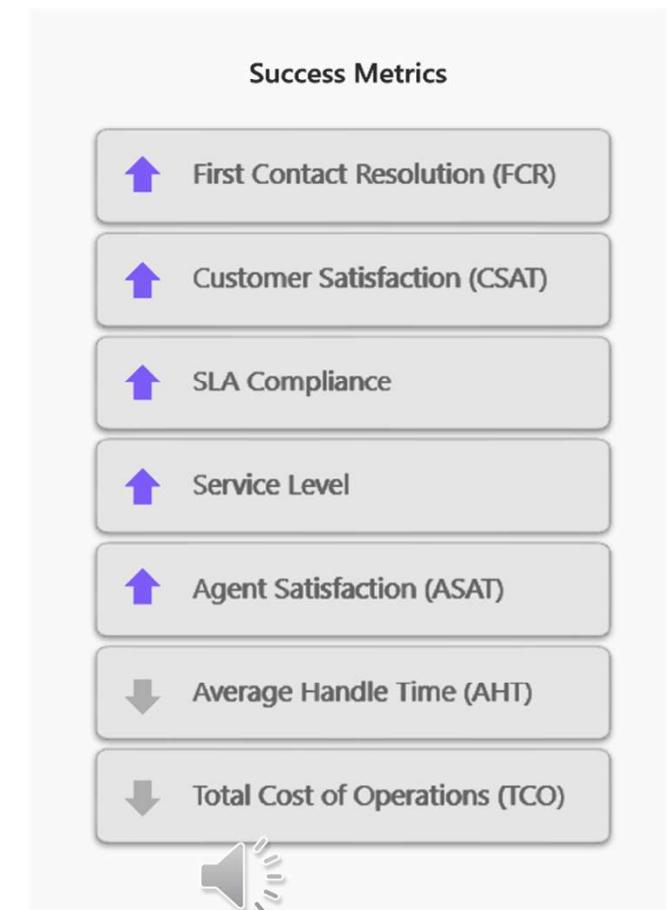
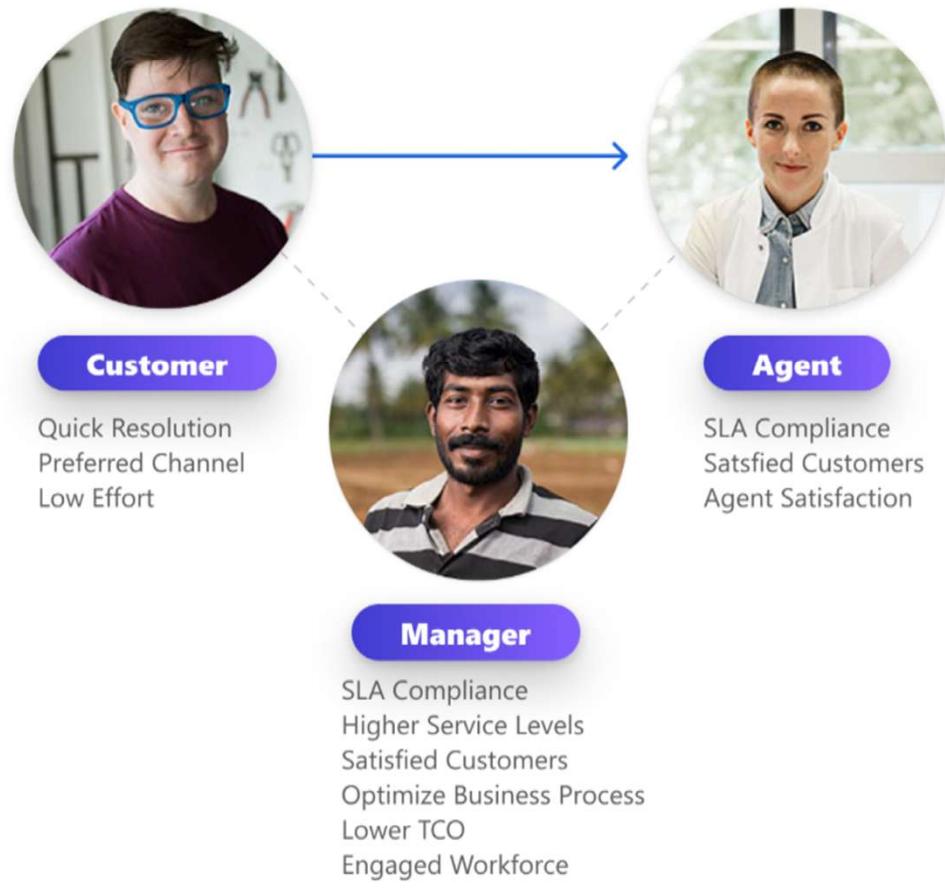
Power automate
Power BI
Azure cognitive services
Azure machine learning
Azure Open AI

Satyan S, 2023-06-08T20:30:42.793

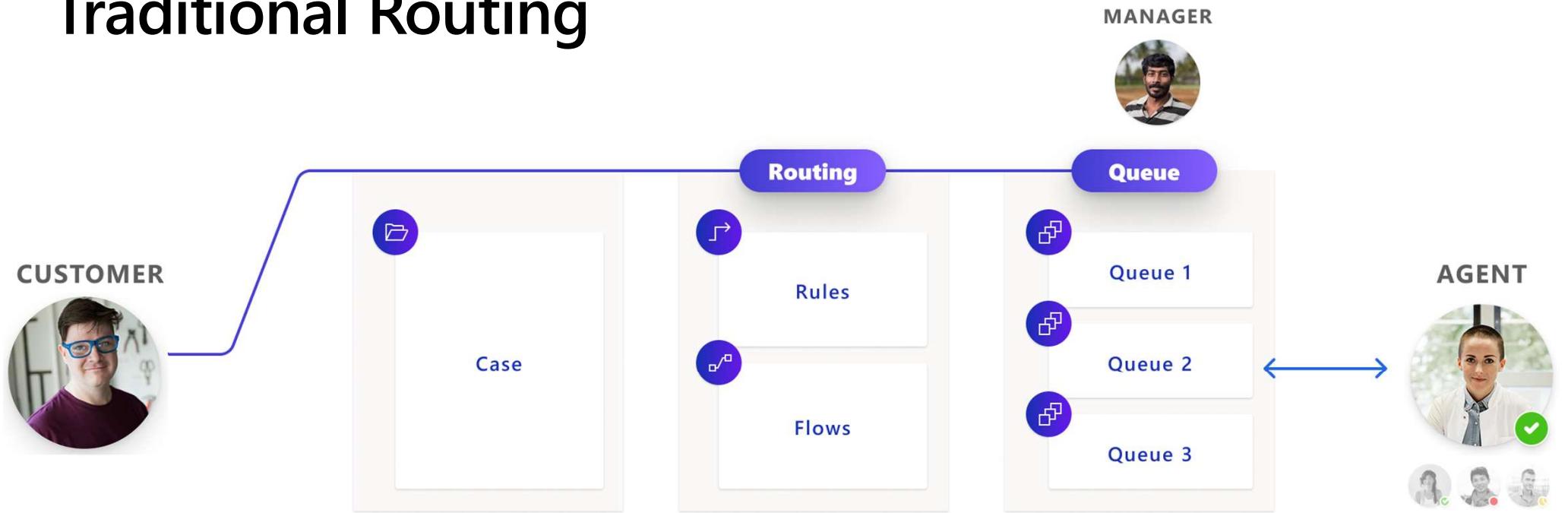
SJ1 0 [@Satyan S] want to use this slide, is there anything pending here?

Saurabh Jain, 2023-06-29T04:28:38.750

Motivations by Stakeholder



Traditional Routing



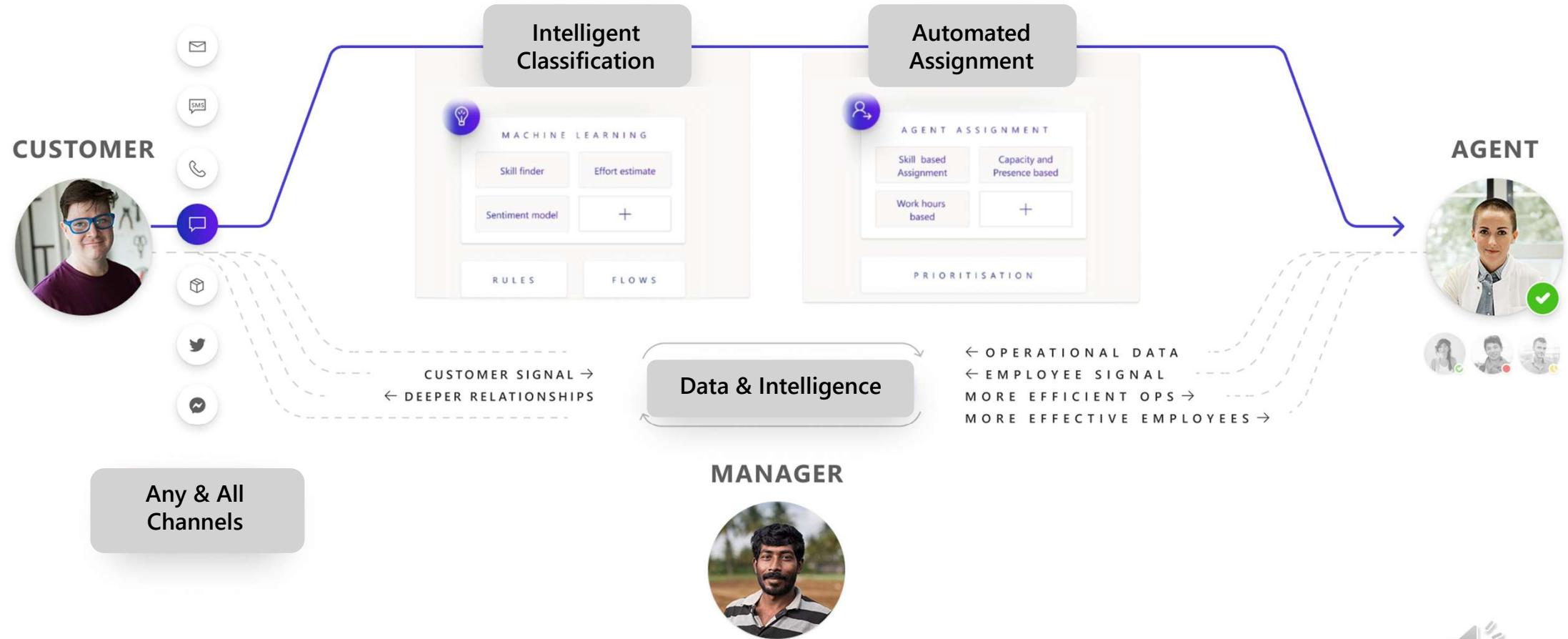
Manual queue-based routing leads to:

- **High TCO** due to Queue Explosion, Manual assignment and constant queue supervision
- **Lower SLA** attainment and lower First contact resolution(FCR) due to manual 'cherry picking' by agents
- **Customer Dissatisfaction** due to Error prone work distribution



Unified Routing in Dynamics 365

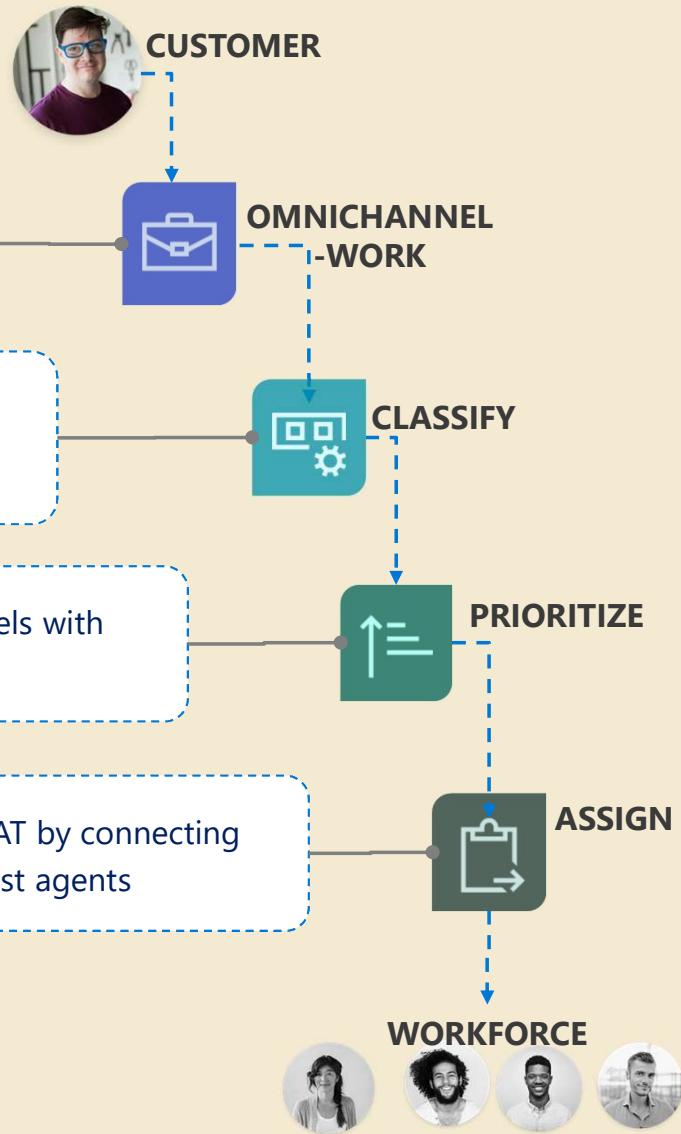
An **omnichannel** and **intelligent** routing and assignment service that can assign incoming work items to the **best-suited** worker or queue.



Any & All
Channels



CONNECT CUSTOMERS ON ALL CHANNELS TO BEST AGENT



POWERED BY DATA AND INTELLIGENCE

Diagnostics and analytics



Enhance operational efficiency with insights from analytics and diagnostics.

Intelligent Skills Finder



Boost contact center performance with intelligent skills-based routing.

Effort Estimation



Achieve higher employee satisfaction with effort and schedule-based routing

Sentiment Detection



Retain customer loyalty with real-time sentiment-based routing

★★ Embellish

Service requests may originate from social media, a direct message, a phone call, or an email. To ensure that the work is assigned to the most appropriate agent, work items must include the right details

💡 Rules + ML

Use logical rules + ML models to achieve better classification

↗️ Multi-stage

Classify in stages to use the output of one step as an input to the next

Improve routing precision with multi-stage classification.

↑ Move up ↓ Move down ⚪ Edit 🗑 Delete 📁 Copy ruleset 🕒 Paste ruleset below

#Contoso commercial coffee work stream

← Work classification

Order	Ruleset name	Type	Description
1	Set case support centre based on country	Manual - Decision List	Set case support centre based on country
2	Set case category Premium basis account name Woodgrove	Manual - Decision List	Set case category Premium basis account name Woodgrove
3	Set the case priority basis case type	Manual - Decision L...	Set the case priority basis case type
4	Set skill basis case title	Manual - Decision List	Set skill basis case title
5	Set skill using ML - case description	Machine learning m...	Set skill using ML - case description

Multiple classification stages in an ordered fashion

Classify using machine learning or logical rules





Omnichannel

Unified routing powers all the first party channels; i.e., voice, live chat, async messaging channels, records e.g., cases and leads, and activities like emails and tasks



Blended workforce

Agents today are expected to multitask
Unified routing provides real-time presence and enhanced capacity management for the work assigned to these “blended” agents on all channels.

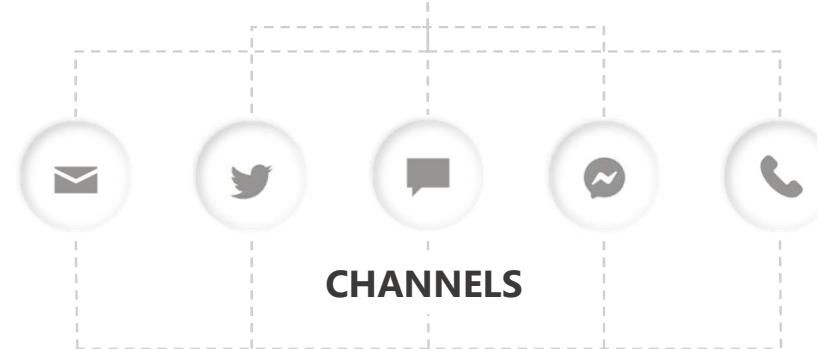


Extensibility

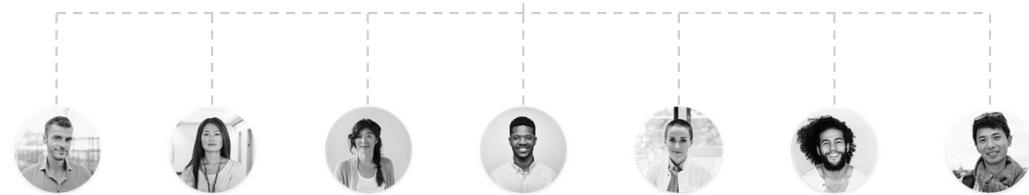
Unified routing supports routing of custom records and custom messaging channels

Achieve higher employee engagement with omnichannel work distribution.

CUSTOMER



CHANNELS



BLENDED AGENTS



→ Prioritize important items

Ensure that work is assigned in order of organization specific priorities. For example, you can author rules to prioritize service requests for premium customers

▲ Priority buckets and order

Work items are put into a priority bucket inside the queue, and then those buckets are sorted.

⟳ Priority Updates

If you change any attributes of the work item, such as the priority of the case, that change will be considered during the next assignment cycle.

Attain higher service levels with Work Prioritization.

Prioritization ruleset Prioritization ruleset Edit				System Admini Owner
cision list				+ Create rule Refresh Search
Order	Rule name	Condition	Order by	
1	High priority and premium	(Conversation.Case.Priority equals High AND Conversation.Case.Category equals Premium)	First in first out	
2	Premium cases and any priority	Conversation.Case.Category equals Premium	First in first out	
3	High priority	Conversation.Case.Priority equals High	Conversation.Case.First Response By ascending	
4	Normal priority	Conversation.Case.Priority equals Normal	First in first out	
5	Low priority	Conversation.Case.Priority equals Low	Conversation.Case.First Response By descending	

Multiple priority buckets to identify the items as per their priority

Order the items in the same priority bucket



→ Prioritize important items

Ensure that work is assigned in order of organization specific priorities. For example, you can author rules to prioritize service requests for premium customers

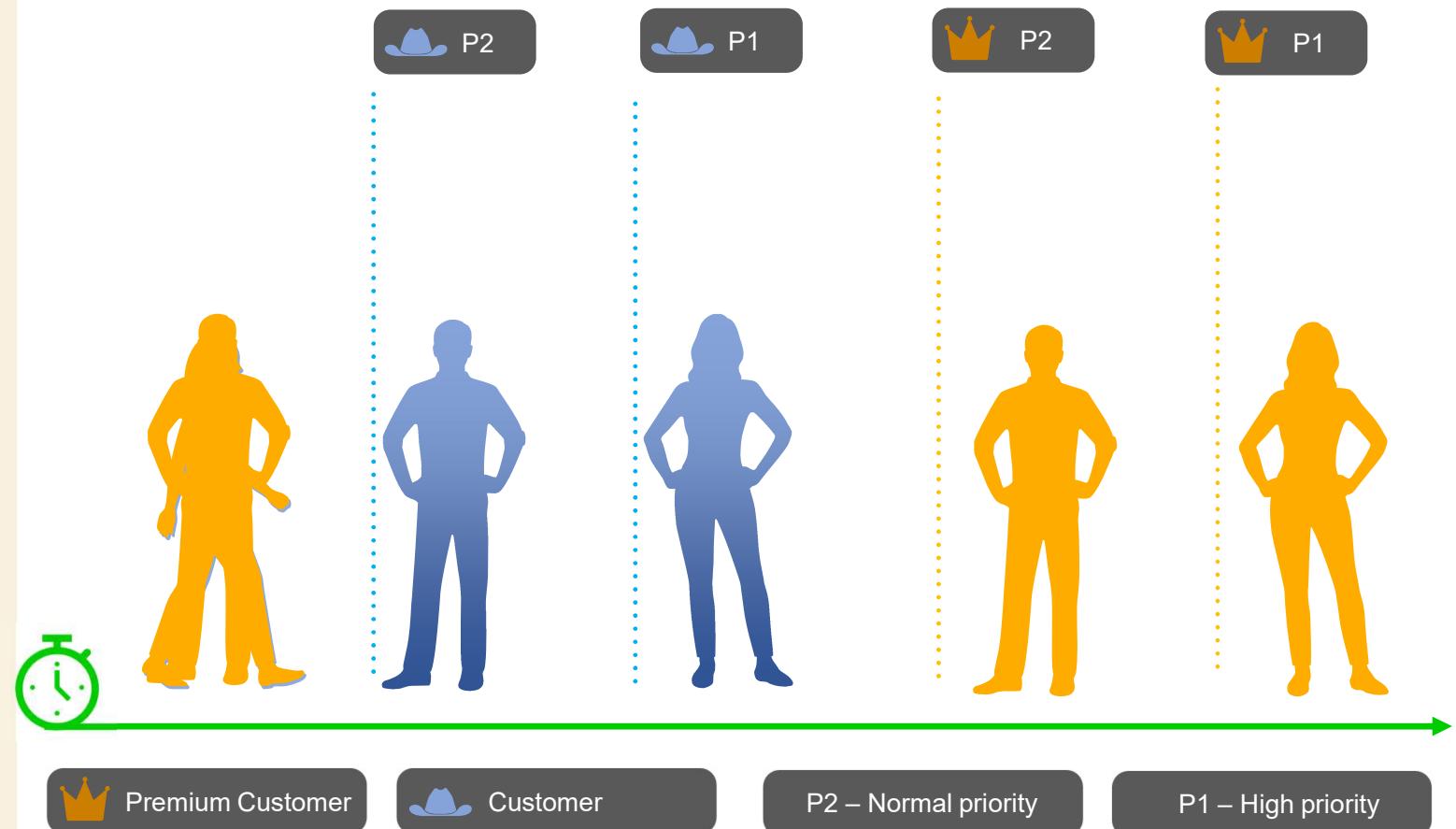
▲ Priority buckets and order

Work items are put into a priority bucket inside the queue, and then those buckets are sorted.

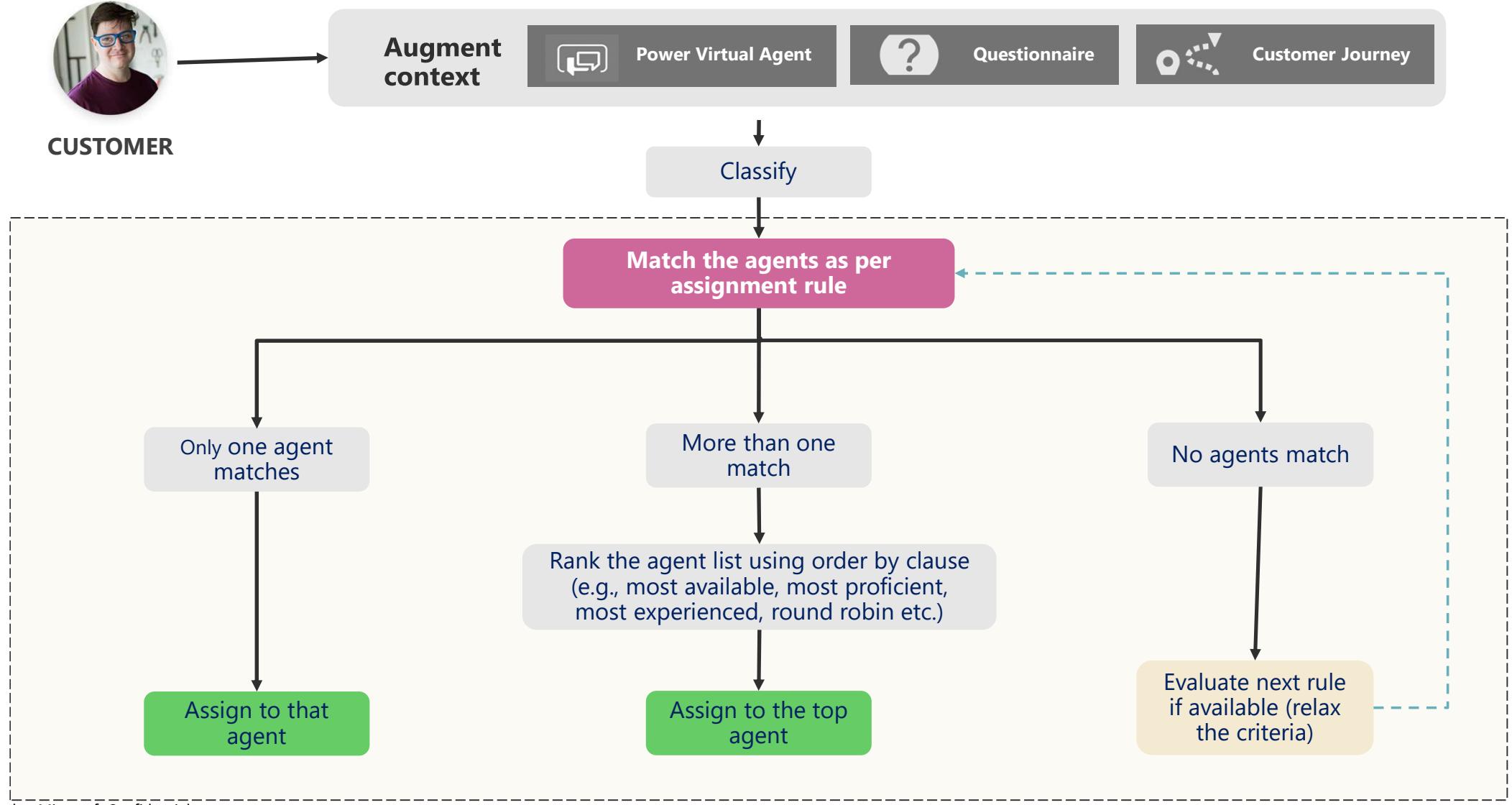
⟳ Priority Updates

If you change any attributes of the work item, such as the priority of the case, that change will be considered during the next assignment cycle.

Attain higher service levels with Work Prioritization.



Drive higher CSAT by connecting customers to best agents using automatic assignment.





Customer's context

Match aspects of work (e.g., virtual agent interactions, customer context etc.) to the attributes of the agents



Skills and proficiency

Find the agents with exact or nearest skill matches and order them by their proficiency rating



Real time availability

Assign work on basis of real time presence, capacity and schedules



Custom Matching

Extensible to match custom attributes on work item and agents

Drive higher CSAT by connecting customers to best agents using automatic assignment.

Conditions

And

Country/Region Equals USA

User skills Custom match Customer Language contains Conversation • Custo...

Calendar schedule Is working

Find agents as per their calendar schedule

Available capacity Is greater than 50

Presence status Equals Available × Busy ×

Look for the agents based on available capacity

Identify the agents based on their presence status



Default Assignment Methods

Start quickly with out of box assignment methods – Round Robin and Most available agent.

Agent ordering

Order your agents by different attributes i.e., capacity, proficiency, seniority etc.

Dynamic Matching

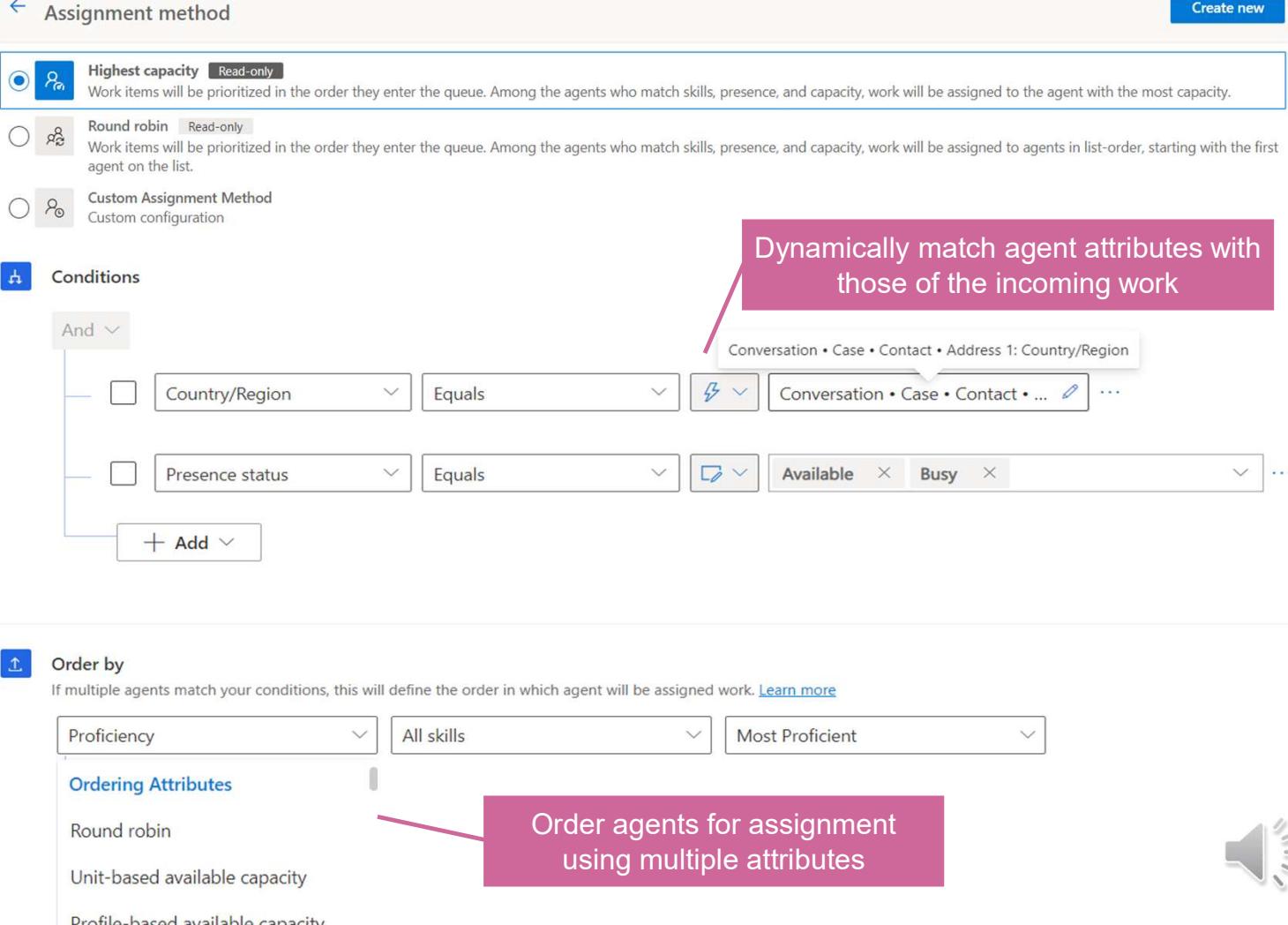
Express your matching criteria in terms of metadata matches

Gradual relaxation of constraints

Bull's eye matching to find the best available agent

Classified as Microsoft Confidential

Drive higher CSAT by connecting customers to best agents using automatic assignment.



The screenshot shows the 'Assignment method' configuration page. At the top, there are three options: 'Highest capacity' (selected), 'Round robin', and 'Custom Assignment Method'. Below this is a 'Conditions' section with an 'And' operator. It contains two conditions: 'Country/Region Equals Available' and 'Presence status Equals Busy'. A callout box points to this section with the text 'Dynamically match agent attributes with those of the incoming work'. Below the conditions is an 'Order by' section with dropdowns for 'Proficiency', 'All skills', and 'Most Proficient'. A callout box points to this section with the text 'Order agents for assignment using multiple attributes'. The bottom of the page shows ordering attributes: 'Round robin', 'Unit-based available capacity', and 'Profile-based available capacity'. A speaker icon is in the bottom right corner.

← Assignment method Create new

 Highest capacity Read-only
Work items will be prioritized in the order they enter the queue. Among the agents who match skills, presence, and capacity, work will be assigned to the agent with the most capacity.

 Round robin Read-only
Work items will be prioritized in the order they enter the queue. Among the agents who match skills, presence, and capacity, work will be assigned to agents in list-order, starting with the first agent on the list.

 Custom Assignment Method
Custom configuration

 Conditions

And

Country/Region Equals Available  Conversation • Case • Contact • Address 1: Country/Region

Presence status Equals Busy  Available  Conversation • Case • Contact • ... 

+ Add

 Order by

If multiple agents match your conditions, this will define the order in which agent will be assigned work. [Learn more](#)

Proficiency All skills Most Proficient

Ordering Attributes

Round robin
Unit-based available capacity
Profile-based available capacity

Dynamically match agent attributes with those of the incoming work

Order agents for assignment using multiple attributes

Drive higher CSAT by connecting customers to best agents using automatic assignment.



CONNECT CUSTOMERS ON ALL CHANNELS TO BEST AGENT



POWERED BY DATA AND INTELLIGENCE

Diagnostics and analytics



Enhance operational efficiency with insights from analytics and diagnostics.

Intelligent Skills Finder



Boost contact center performance with intelligent skills-based routing.

Effort Estimation



Achieve higher employee satisfaction with effort and schedule-based routing.

Sentiment Detection



Retain customer loyalty with real-time sentiment-based routing





Operational analytics

Track the routing efficiency using
Unified routing analytics.

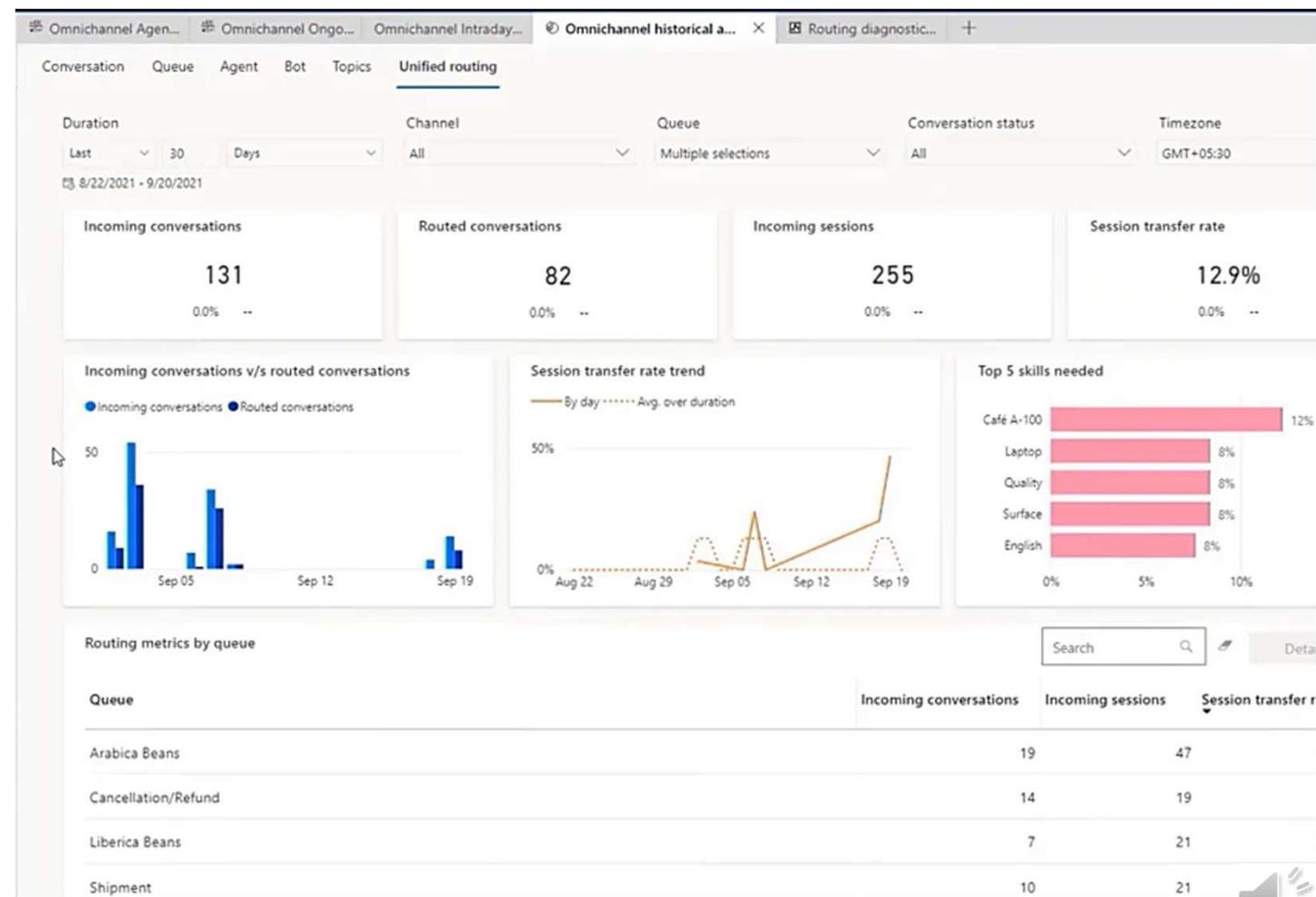
Analyze Queue performance

Get Queue level insights to identify
and improve the performance of
performance of the same

Discover inefficiencies

Track the incorrectly routed work
items and configurations and correct
them to improve the routing
effectiveness and thereby customer
satisfaction.

Analyze routing performance with insights from unified routing analytics





Diagnostics Dashboard

Unified view of all routing diagnostic activities in the organization



Diagnose Errors

Identify and understand the system errors that led to misroutes or delayed assignment



Identify misconfiguration

Identify misconfigurations in routing and queue setup



Diagnose Assignment issues

Get insights into why certain work items are taking longer to assign or getting assigned incorrectly, what was the criteria and current assignment status along with Last 3 assignment attempts details**.

Quickly mitigate misroutes and assignment delays with Unified Routing Diagnostics

The screenshot shows the Dynamics 365 Omnichannel Administration Diagnostic interface. A specific entry for 'Printer not working' is selected. The 'Assignment ruleset' tab is active, showing a table with the following data:

Status	Order	Rule name	Condition	Order by
Processed	1	Azure storage	Case.title equals 'Azure' And LWI.workstream name ...	Order by Available capacity
Processed	2	Azure storage	Case.title equals 'Azure' And LWI.workstream name ...	Order by Available capacity
Processed	3	Azure networking	Case.title equals 'Azure' And LWI.workstream name ...	Order by Available capacity
Processed	4	Azure networking	Case.title equals 'Azure' And LWI.workstream name ...	Order by Available capacity
Processed	5	Azure compute	Case.title equals 'Azure' And LWI.workstream name ...	Order by Available capacity
Processed	6	Azure networking	Case.title equals 'Azure' And LWI.workstream name ...	Order by Available capacity
Processed	7	Azure compute	Case.title equals 'Azure' And LWI.workstream name ...	Order by Available capacity

Annotations highlight the 'View' and 'Get details into which sine attributes were matched and why assi failed' sections, and the 'Get details on why your work Identify stages where the routing suffered an error and then dig deeper as expected' section.

** Last 3 assignment attempts is not released yet



Consolidate Your Queues

You can consolidate queues to minimize supervision. Work items are assigned to agents in the same queue based on their skills and



Power of ML

Uses custom category classification model models identify the skills needed to fulfill incoming work items



Feedback and retraining

The precision of the model increases with agent feedback



Data upload support

Quickly import training data from excel or existing CRM data

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Boost contact center performance with intelligent skills based routing



Contoso Printers
Skill finder model

Configuration Training data Training history

Contoso Printers
Skill finder model

Configuration Training data Training history

Data loading status

Attributes (Required)
Select the attributes that you would want to select for the skill

Filters
Apply filters to conditionally select relevant records

Load range
Select the time span for which the records would be loaded

Training data

Pending training

Input fields

Approved status

Approve all

1 Case Pending
1 Case Pending
1 Case Pending
1 Case Pending

1 - 2 of 14



Average order shipment time (sample)

Case DETAILS

Case Title: Average order shipment time (sample)
Customer: UWare, Inc. (sample)
Subject: information
Priority: Normal
Case Status: In Progress
Product:
Description:

- Hi, I work at ...
- Hi, I work at ...
says that he's ...

AI Builder

Published Model status

Flow

See associated records

Simple admin configuration
Includes input attribute selection, custom filtering, training data cleaning and approval

16 6/3/21 6:43 AM
0 5/17/21 9:20 PM

Agent

Agent feedback loop



You're ready, we recommend approving all rows before you train your model. [Learn more](#)

Augments existing rule-based skill identification

Case data is pushed into the skill model and the case is routed to an agent

100 machi... Heating,Café A+100 Electrical,Refund

100 machi... Electrical,Café A+100 Heating,Refund

I't take mu... ---

Skills

Add skill

Refund X 99% Heating X 99% Electrical X

Approv:

Pending

Pending

Pending

Predicted skills are displayed in the case for agents to provide feedback



Published Model status

Agent

Skills

Add skill

Refund X 99% Heating X 99% Electrical X

Approv:

Pending

Pending

Pending



Real-time sentiment

Real time sentiment for all channels.
Leverages state-of-the-art language detection & text embedding models

Pre-trained ML Models

Uses the learnings from the rich and diverse data from Microsoft support.

Configurable Inputs

You can specify the inputs for detecting sentiment, e.g., pre-chat questions, bot interactions, case description

Dry run

Quickly import training data from excel or existing CRM data

Classified as Microsoft Confidential

Retain customer loyalty with real-time sentiment-based routing

The screenshot illustrates the AI Builder process for sentiment-based routing. It shows three main windows:

- AI Builder (Top Right):** Shows a list of workstreams, one of which is "Azure sentiment prediction". A user "Leo Miller" is listed as the owner. A large orange arrow points from this window down to the "Rule execution and assignment to route work item to agent" window.
- Sentiment prediction (Left):** An "Admin" user profile is shown. The "Workstreams" section is selected, displaying a card for "Sentiment prediction". The card details an input attribute ("Issue (Case)"), output attributes ("Sentiment score" and "Sentiment category"), and a condition ("Is greater than 80").
- Rule execution and assignment to route work item to agent (Bottom Right):** An "Agent" user profile is shown. A "rule" card is displayed, defining a condition based on the sentiment score and category, and specifying the output target as a work item.

Annotations on the right side of the screenshot provide additional context:

- Simple admin configuration**: Includes opt-in & dry run, input configuration for prediction on each workstream.
- Sentiment predicted on incoming record or message work item data**: Points to the "rule" card in the bottom-right window.
- Rule execution and assignment to route work item to agent**: Points to the "rule" card in the bottom-right window.



Identify Complex items

Identify the complex and time taking items and strategize to tackle them separately



Power of ML

Uses historical data of existing conversations & records to predict effort.



Retraining

The model become more precise with usage by accommodating feedback from the effort on new items



Dry run

Quickly import training data from excel or existing CRM data

Classified as Microsoft Confidential

Achieve higher employee satisfaction with effort and schedule-based routing

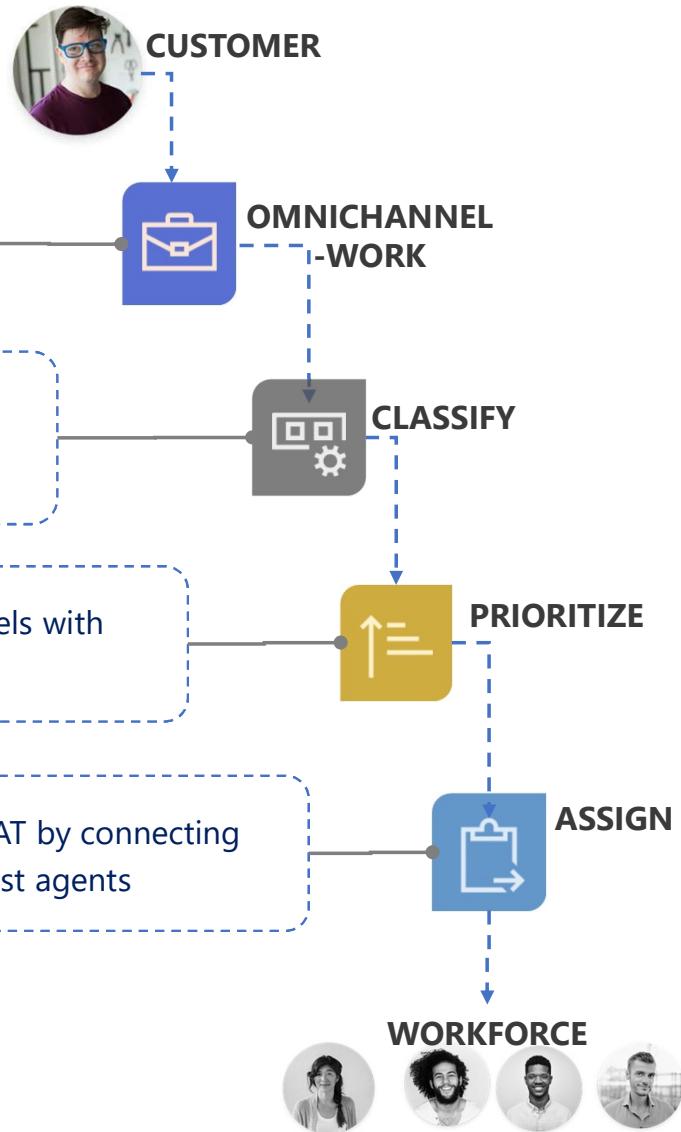


The screenshot illustrates the AI Builder workflow across four main stages:

- Simple admin configuration:** The Admin interface shows the selection of data requirements (Issue (Case) fields for Categorical and Detailed descriptions, and Start/End times for Actual effort calculation). A callout notes: "Includes training data selection and approval, input configuration for prediction on each workstream".
- Effort estimated on incoming record or message work item data:** The Customer interface shows a case record with various details like Case Title, Customer, and Priority. A callout highlights: "Effort estimated on incoming record or message work item data".
- Rule execution and agent assignment:** The AI Builder interface shows the creation of an assignment rule based on effort estimates. A callout notes: "Rule execution and agent assignment Based on agent calendar".
- Agent:** The Agent interface shows a user in a headset, indicating the final step where the assigned work is executed.



CONNECT CUSTOMERS ON ALL CHANNELS TO BEST AGENT



POWERED BY DATA AND INTELLIGENCE

Diagnostics and analytics



Enhance operational efficiency with insights from analytics and diagnostics.

Intelligent Skills Finder



Boost contact center performance with intelligent skills-based routing.

Effort Estimation



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Sentiment Detection



Retain customer loyalty with real-time sentiment-based routing

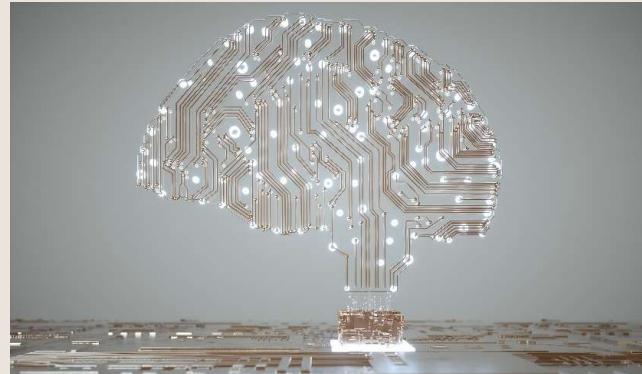


The Unified Routing Difference



Omnichannel By Design

Unified Routing is aware of all the aspects of agent workload, skills, and schedule across the conversational channels and traditional case management and can take the best decision for work assignment.



Powered By Intelligence And Insights

Power your routing using different AI models to identify skills, detect customer sentiment, and estimate effort. Optimize your business processes using detailed insights.



Built for Enterprise

Gives you the flexibility to customize the workforce, manage customer journey and use that for enacting bespoke assignment scenarios. The system scales up to the needs of an enterprise contact center



How customers get Unified Routing

Base application

Customer Service
Enterprise

Entitlements:

- Unified routing – 50 records per user/month, pooled at tenant level



Additional capacity (5/1)

Unified routing add-on

Entitlements:

- 10k records/tenant/month, pooled at tenant level (excluding Chat and Digital Messaging conversation records)



Additional applications

Chat for
Customer Service

Digital Messaging

Incoming conversation records (chat, call, text message) can be routed within an organization without additional capacity requirements



Dynamics 365 Unified Routing



Channels	Omnichannel	Chat	PVA Chat	Social	Web	SMS	Email	Tasks	Records	Voice	PVA Voice	Video	IoT	Teams
Intelligent Classification	Adaptive Rule Engine	Classification Rules Bot Context Mapping	Skill identification	Machine Learning	Intelligent Skills Finder Effort Estimates Sentiment Detection	Workflows	Manage							
Automatic Assignment	Agent Matching	Exact Skill match Custom Skill match Bull's Eye	Available Capacity Agent calendars Preferred Agent	Agent Presence Custom attributes Agent Affinity	Work Prioritization Operating Hours Overflows Callback Voicemail	Ongoing work management Intraday monitoring Operational Analytics Diagnostics Transfer and assign								
Workforce	Real time presence	Capacity	Calendar/Schedule	Skills and proficiencies	Custom Attributes									
Platform	Dataverse	AI Builder	Azure	Power BI	Azure Communication Services									

Unified Routing > Skills based routing



Channels	Omnichannel	Chat	PVA Chat	Social	Web	SMS	Email	Voice	PVA Voice	Video	IoT	Teams	Tasks	Records
Intelligent Classification	Adaptive Rule Engine	Classification Rules	Queue identification Rules					Machine Learning	Intelligent Skills Finder				Manage	
		Context Mapping	Skill Identification Rules						Effort Estimates	Sentiment Detection				
Automatic Assignment	Work Prioritization		Agent Matching	Exact Skill match	Available Capacity	Agent Presence			Ongoing work management					
				Custom Skill match	Agent calendars	Custom attributes			Intraday monitoring					
				Gradual Relaxation of Constraints	Dynamic matching				Operational Analytics					
	Operating Hours		Agent Ordering	Closest skill match	Agent Proficiency	Custom ordering			Diagnostics					
	Queue Overflows			Round Robin	Highest Capacity	Most Idle			Transfer and assign					
Workforce	Real time presence	Capacity	Calendar/Schedule	Skills and proficiencies	Custom Attributes									
Platform	Dataverse	AI Builder	Azure	Power BI	Azure Communication Services									

Appendix

Unified Routing – Blogs and videos

Blogs

- [Increase customer satisfaction and agent productivity with unified routing - Microsoft Dynamics 365 Blog](#)
- [How to approach your routing and assignment transformation with unified routing - Microsoft Dynamics 365 Blog](#)
- [Use analytics and reporting to improve routing of customer service requests - Microsoft Dynamics 365 Blog](#)
- [Use intelligence to transform routing of service delivery requests - Microsoft Dynamics 365 Blog](#)
- [Use diagnostics to optimize unified routing for your call center - Microsoft Dynamics 365 Blog](#)

Videos

- [Classify incoming work items with effort estimation in Unified Routing – YouTube](#)
- [Identify customer sentiment for use in work item classification in Unified Routing – YouTube](#)
- [Dynamics 365 Customer Service unified routing intelligent skill finder – YouTube](#)
- [Dynamics 365 Customer Service unified routing historical analytics – YouTube](#)
- [Dynamics 365 Customer Service unified routing diagnostics – YouTube](#)





Intelligent Routing To CS Agent

D365 Customer Service
Customer Care Applications

