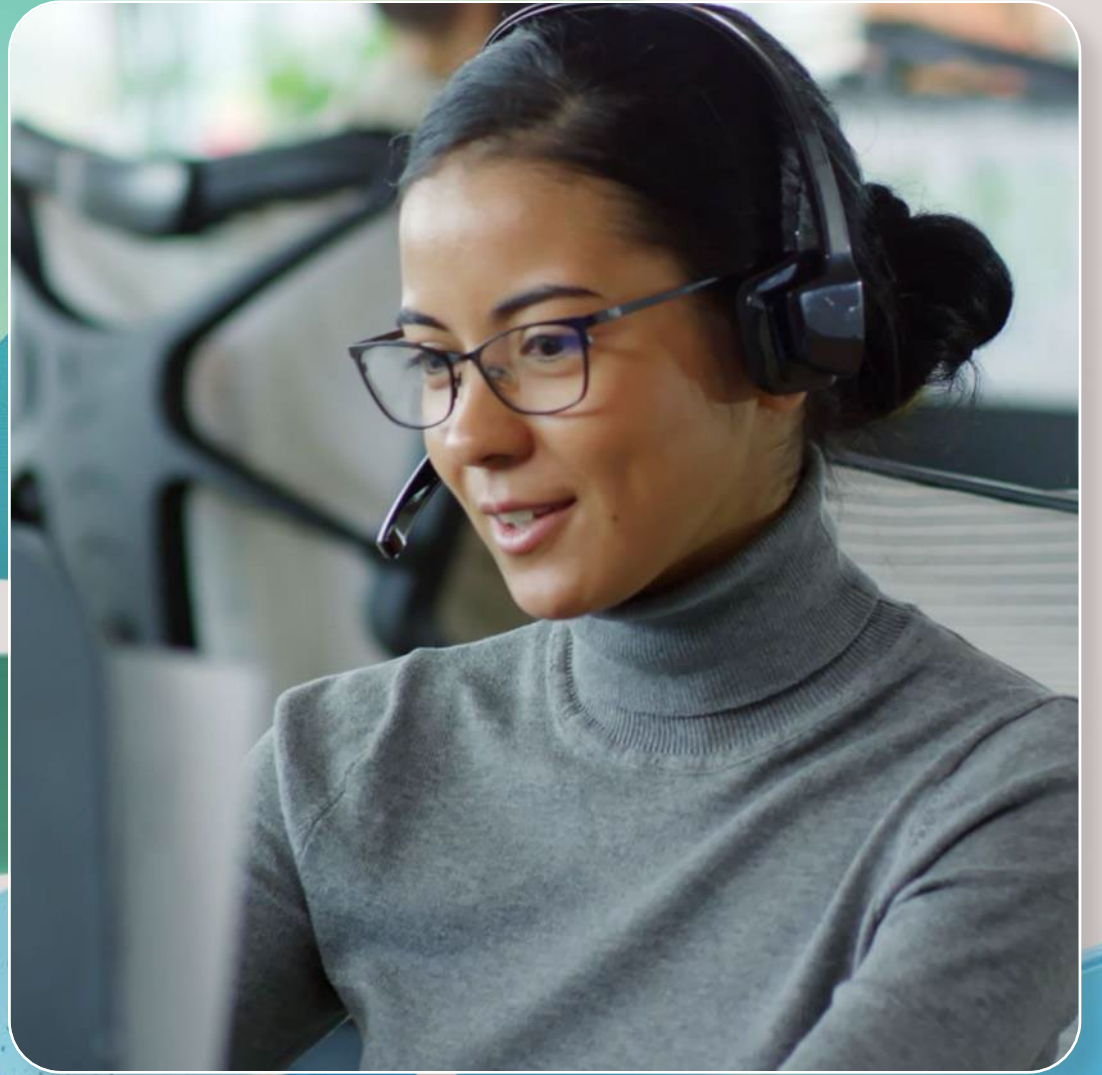




Copilot scenarios for Sales



KPI – Improve customer retention

Copilot Workshop
Request information on the Copilot for Microsoft 365 online Workshop



Keeping customers happy after a sale is a team effort. The efforts by the customer success team and product team to resolve any issues in a timely manner are critical. Follow up by the sales team is helpful and can lead to additional sales.

How Microsoft Copilot can help improve customer retention

Improve quality of customer-facing materials

- Improve marketing content with clear value propositions
- Improve quality of proposals and RFP responses
- Improve quality of emails and chats

Improve customer meetings

- Prepare for the meeting
- Focus during the meeting
- Generate follow up communications

Respond to a customer complaint

- Respond quickly
- Access customer records
- Gets answer fast

Roles

Customer retention can require input from:

- | | |
|-----------------|------------------|
| Account Manager | Product teams |
| Technical Sales | Customer Success |
| Product support | |

Microsoft AI solutions

- Copilot for Microsoft 365
- Copilot in Dynamics 365 Sales
- Copilot for Sales

LOOK