

How to make customer experience

AI ready



Solgari



Contents

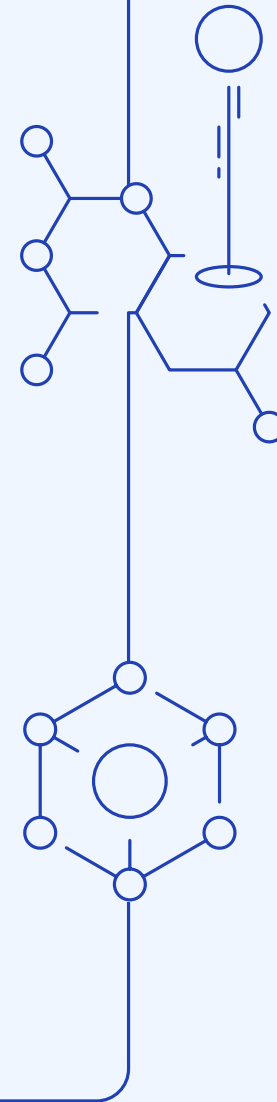
03	Introduction
04	Part One Demystifying AI for CX
06	Part Two The importance of data
09	Part Three Unleashing AI
12	Conclusion

Introduction

At Solgari, we are proud to be at the forefront of innovation within the customer experience sector, pioneering new technologies at speed and scale, to the benefit of organizations across the world.

The Solgari application captures all customer interactions from every channel in a 360-Degree Data Hub and unleashes the next generation of Artificial Intelligence, empowering organizations to deliver exceptional customer experiences.

In this short guide, we will look at the fundamental steps every organization must take to capitalize on the potential for Artificial Intelligence to transform customer experience.



Part one

Demystifying AI for CX



All new technologies go through hype cycles, but few have faced the scrutiny of Artificial Intelligence (AI). Once the stuff of dystopian nightmares, it has steadily moved from theory to practice, with many tangible use cases that address and improve business operations.

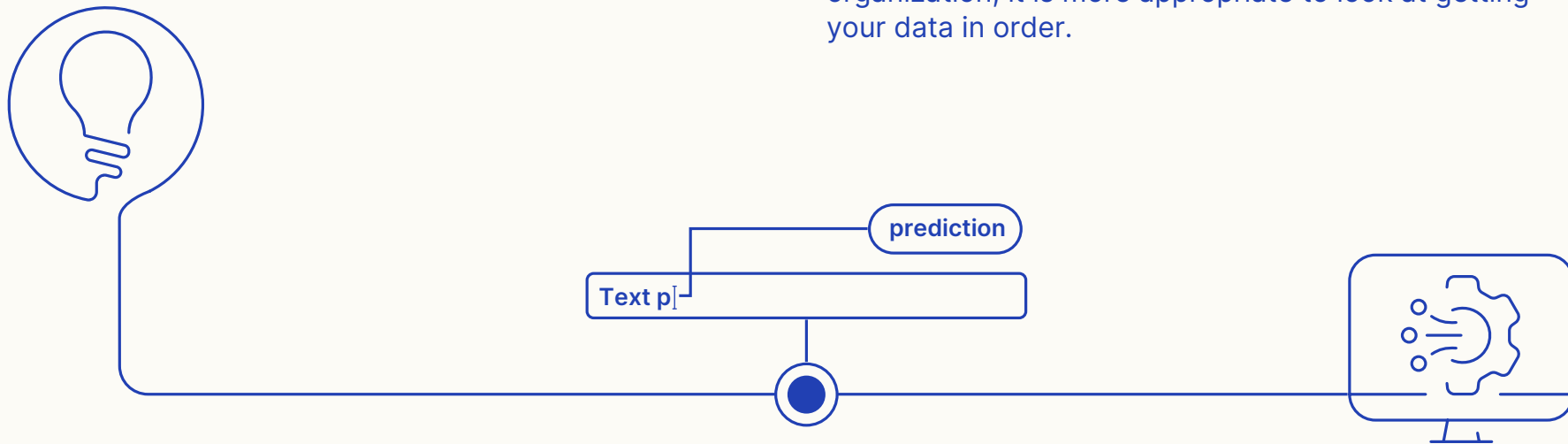
It is here that AI is starting to show return on investment, which is where mass adoption among organizations truly begins.

Take Microsoft Copilot as an example, which combines the power of large language models (LLMs) with data across Microsoft 365 applications to improve productivity. A basic example of this might be suggestions of words or phrases to complete an email.

The customer experience (CX) sector is well positioned to benefit in the near-term from AI. Where once it was about transactional, reactive interactions, AI will enable proactive, relationship-driven engagements, to the benefit of both the organization and its customers.

A very real example of this are AI Agents, which even within the innovative world of Artificial Intelligence are gaining particular interest. Autonomous agents are able to operate more independently and can be configured to complete tasks without the need for human approval. For example, to perform follow-ups if responses to an email are expected but not received.

However, it is not simply a question of 'switching on' AI. It will only ever be as valuable as the data that feeds it. So before looking at what AI can do for your organization, it is more appropriate to look at getting your data in order.



Part two

The importance of data

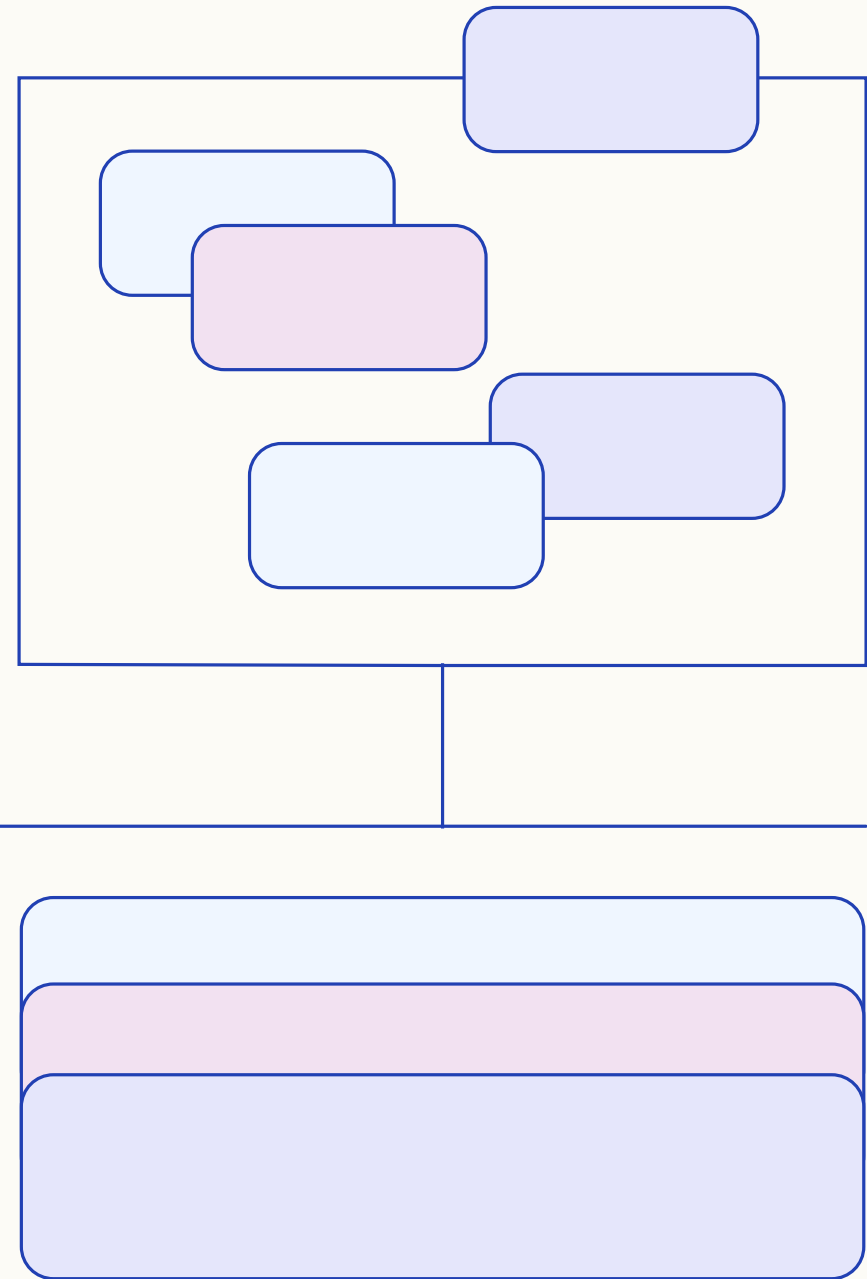


2

The customer experience sector must deal with a huge variety of data, in a huge variety of formats, from an ever-increasing variety of channels. This typically comes in the form of unstructured data, such as voice calls, email communication and chatbot interactions, as well as structured data, found in the rigid columns and rows of CRM systems.

Many speak of gaining a 'single view of the customer' but look to achieve it by layering on software tool upon software tool – and in so doing move further away from their initial aim. The focus must be on consolidation, bringing data together on a single platform.

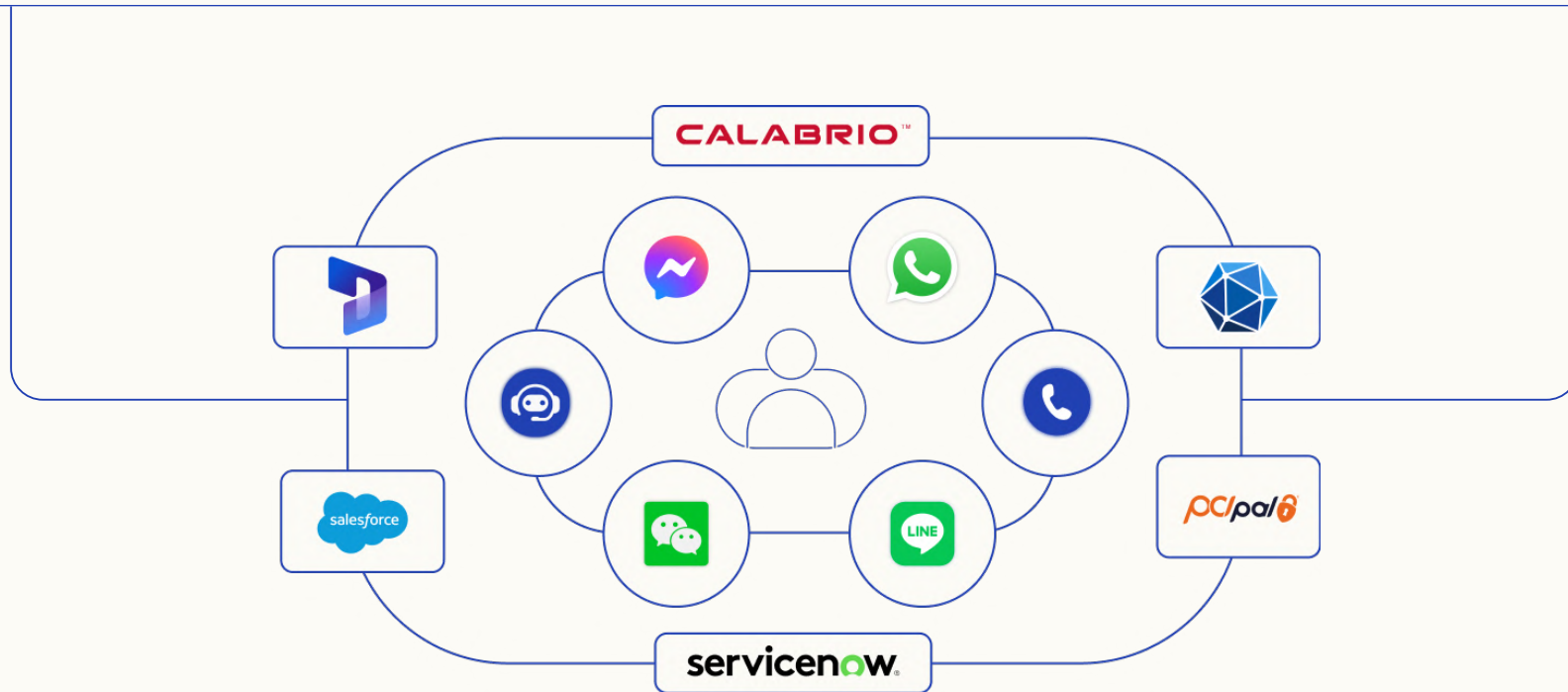
Take Microsoft Teams as a notable example. The dominant force in collaboration, Teams has more than 320 million monthly users. It is little wonder then, that so many organizations are seeking to extend the capabilities of Teams to include customer experience as well.



2

The Solgari app delivers all communication channels pre-integrated within Teams. This means that all customer conversations, whether structured or unstructured data, are added and stored in the organization's CRM system, in the correct timeline, with ease. If the organization doesn't have a CRM system, then it is stored directly in Cosmos DB, Microsoft's flagship database.

This functionality comes 'out of the box' with Solgari, meaning there are no lengthy and expensive installation projects. Built natively on Azure, this means that organizations have a true view of their customer. And this is where the fun begins.



360-Degree Customer Data Hub

Part three

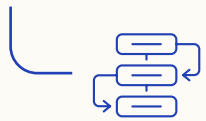
Unleashing AI



3

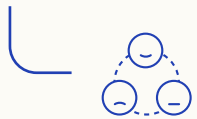
We know that organizations have large IT ecosystems, many of whom are actively developing AI solutions. To do so from sharded, siloed or incomplete data will set them up to fail. By contrast, a comprehensive, transcribed dataset enabled by Solgari means it is now possible for CX teams to unleash any kind of Artificial Intelligence to improve customer experiences.

Take Solgari as an example. As of today, we offer a number of AI capabilities, including:



Real-time text translation:

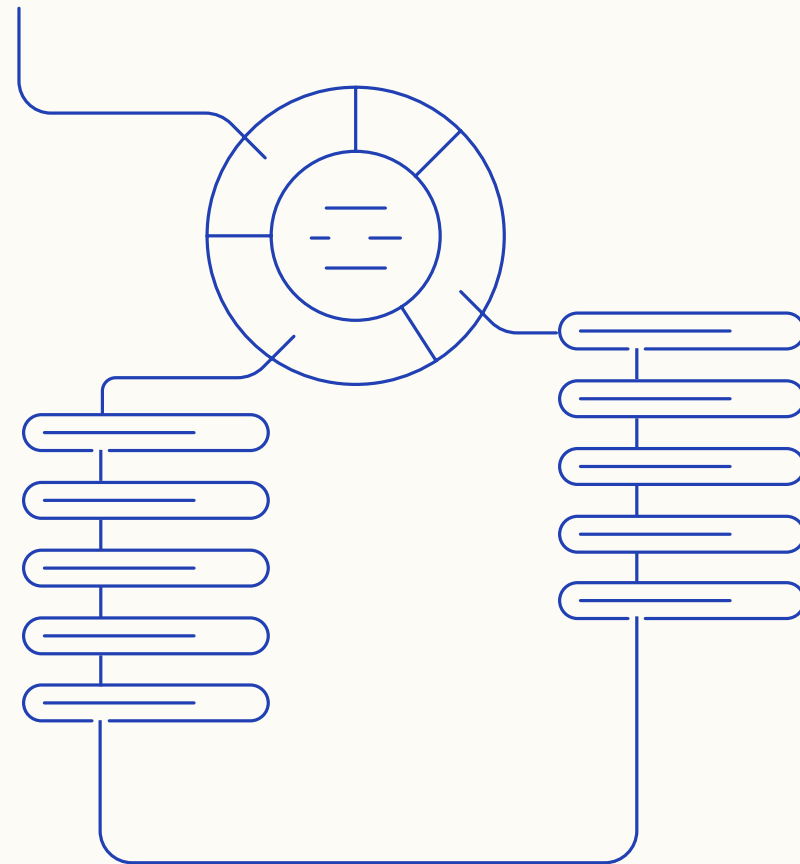
Which supports written communication (e.g. SMS, chat and social messages). Customers can communicate in their preferred language and AI translates the text in real time for the agent – and vice versa.



Transcription and sentiment analysis:

All voice and text-based interactions are transcribed, while AI summarizes the conversation and provides sentiment analysis. This gives insights into customer emotions, enabling agents to understand sentiment and context quickly.

These practical AI use cases are helping customers achieve significant productivity benefits. There are plenty more use cases in development. Through this dataset, CX teams can access other AI tools from across their technology stack. Salesforce, for instance, is another company at the cutting edge of AI that will help drive significant innovation in customer experience.



Future of AI and Autonomous Functionality

Solgari is also paving the way for organizations to leverage generative AI and AI Agents effectively. Examples of this include:

Specialized AI Agents:

In the future, organizations will deploy numerous AI agents tailored to specific tasks or vertical needs. These agents will be able to access and analyze all customer interaction data.



Generative AI for Business Insights:

Businesses can use generative AI to ask questions in natural language (e.g., identifying trends or areas of customer dissatisfaction). With comprehensive access to transcribed data, AI will provide deep insights and actionable recommendations.



Vertical-Specific AI Applications:

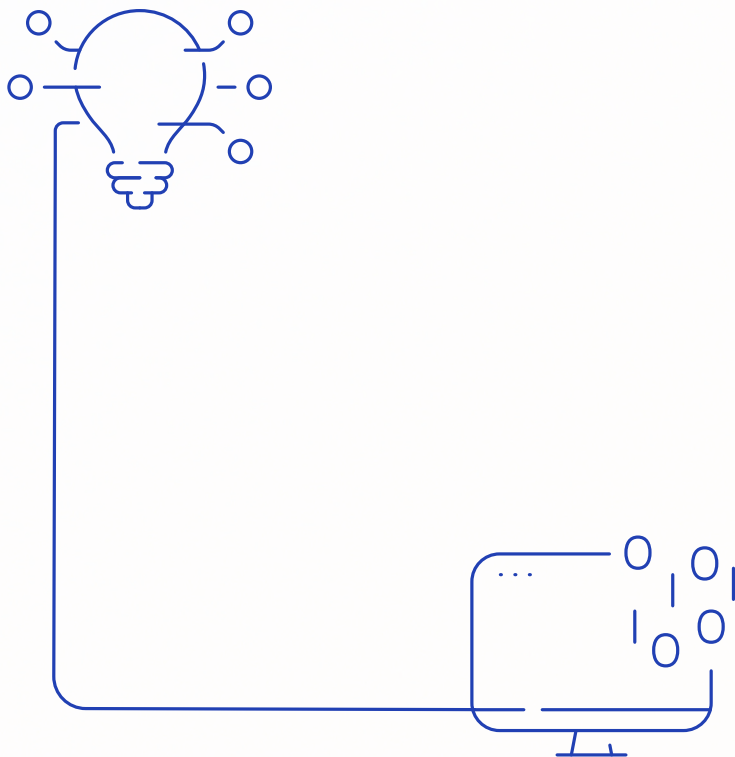
As AI capabilities evolve, specialized agents developed by industry experts will offer tailored automation and enhancements, unlocking new efficiencies and value.



Conclusion

Artificial Intelligence will only be as good as the data that feeds it.

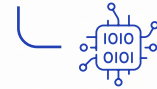
At Solgari, we are committed to making customer experience teams AI ready.



About Solgari

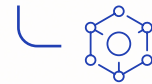
Solgari transforms Microsoft Teams into the world's best customer engagement platform.

This is achieved through:



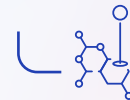
Omnichannel out of the box:

Through the Solgari app, all customer service channels including voice, SMS, social, chat and email are delivered pre-integrated into Microsoft Teams. This enables organizations to quickly realize the benefits of Teams for customer service or sales.



Creating a 360-degree customer data hub:

The Solgari app consolidates customer interactions from every channel, integrating structured data from CRM systems like Dynamic 365 and Salesforce with unstructured data such as call recordings and chat logs. It is also pre-integrated with core business systems including ServiceNow for case management, Calabrio for workforce management and PCI Pal for secure payments.



Unleashing the power of AI:

Through Customer Engagement Copilot and AI Agent integration, Solgari democratizes customer service by empowering employees across all departments with the tools and data they need to deliver a more personalized service. This ensures organizations can connect customer queries with the right internal solution, reducing response times and improving satisfaction.

Contact Us



sales@solgari.com



[Request a call back](#)



[Request a demo](#)