



AI-enhanced CX and EX are powering retail success

6 use cases and examples

See how AI-enhanced CX and EX with Microsoft 365 Copilot create retail success.



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AI is breathing new life into the retail industry

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CX+EX with AI = a winning formula

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AI is breathing new life into the retail industry

AI is optimizing operations and creating exciting new ways to connect with customers. It's elevating customer experiences (CX) and making interactions more personalized and efficient than ever.

Through recent innovations, more retail organizations are benefiting from AI-powered tools that can help automate routine tasks, improve the handling of customer inquiries and foster seamless collaboration among employees.

But AI doesn't just help drive better CX: we are also seeing powerful ways it can be used to transform workplaces for both head-office and in-store staff, taking the employee experience (EX) to the next level and boosting productivity, job satisfaction and retention.



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Transform your retail business with NTT DATA and Microsoft 365 Copilot

To fully leverage the capabilities of AI, businesses should collaborate with trusted technology leaders that understand the technology and how to use it to get business results.

This is where the partnership between NTT DATA and Microsoft becomes a game changer. By combining our expertise, we've helped many businesses access and customize the latest innovations, as well as understand how best to leverage them to get the outcomes they wish to achieve – whether it's improved productivity, decision-making or establishing a technological path to success.

You are probably familiar with the comprehensive array of **Microsoft** tools, like Microsoft Teams, the Microsoft 365 Productivity suite and Microsoft 365 Copilot, which uses generative AI to unlock productivity in new ways. In addition, Microsoft Copilot Studio and Microsoft Power Platform are introducing new ways to design and build custom AI agents and experiences for employees and customers. And with Copilot capabilities within the Queues app and Dynamics 365 Contact Center, generative AI is empowering organizations to effectively and efficiently manage customer engagements across every channel.

Recognized by Microsoft as a trusted advisor and solution partner, **NTT DATA** was selected as one of the first partners to launch offers for their AI-powered productivity tool. Our expertise, particularly in cloud voice and professional services, means we are a key player in the development of modern-work solutions. Together with Microsoft, we have helped businesses around the globe make the most of generative AI tools by enabling calling, building customized and industry-specific bots, and more.

Partnering with us gives you access to cutting-edge AI technologies and tools, enabling you to deliver outstanding service to customers, boost retail operations and improve the workplace for your employees.



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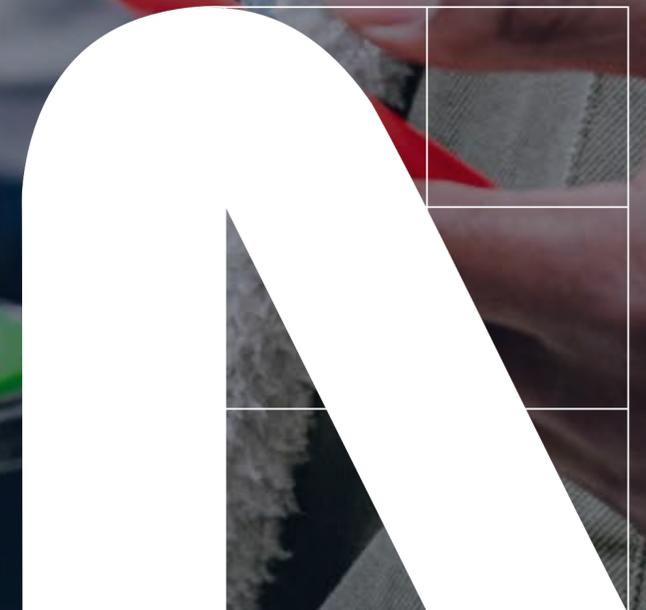
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6 uses cases for using AI in retail

By integrating AI into both customer and employee experiences, retailers can unlock new levels of efficiency and satisfaction. We look at six use cases where the NTT DATA and Microsoft partnership can make a significant impact.

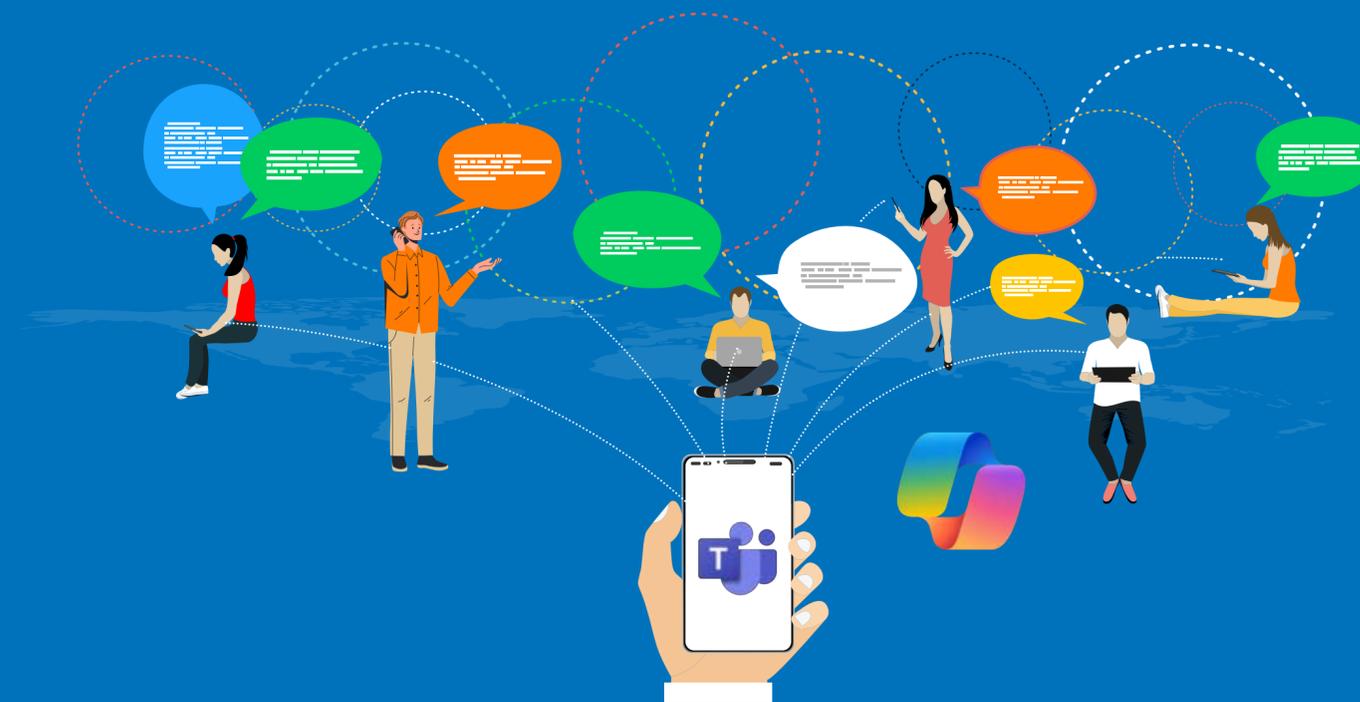
Supercharging the employee experience

1. Boost team collaboration with AI-integrated communication tools

Organizations that use Microsoft Teams as their main communication and collaboration tool can easily enable seamless, integrated calling and audioconferencing with Operator Connect in their Teams environment. Through the Teams administration portal, they can activate NTT DATA's user numbers and calling plans quickly and get access to the world's most comprehensive telephony coverage with fully regulated telco compliance and emergency services support.

We are proud to be the number 1 Microsoft Operator Connect partner and top performer for Teams telephony. The integration of Microsoft 365 Copilot's generative AI capabilities with calling and meeting experiences can significantly improve business outcomes.

Retail use case for calling and meeting tools



The head-office employees of a retail organization need to collaborate in multiple locations – in the office and on the road, when visiting store locations. Each employee has their own business number, so they can make telephone calls within their Microsoft Teams environment and work from anywhere on their mobile device.

And, by activating Copilot during calls and meetings, they can improve their individual productivity and efficiency as well as those of their teams by using Copilot to summarize discussion points, suggest follow-up questions, generate meeting notes and list action items.



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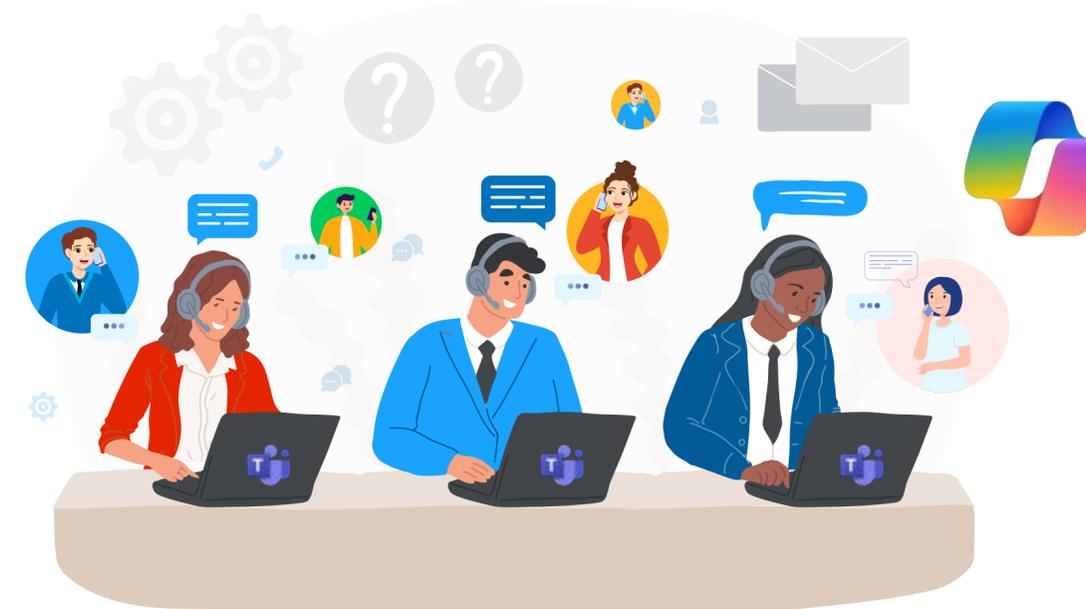
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2. Streamline employee interactions with advanced call management

Microsoft and NTT DATA's latest technologies and AI capabilities can improve communication flows for specific employee roles or teams who oversee frequent incoming and outgoing calls. Microsoft's Queues app is a Teams-native solution that empowers organizations to efficiently manage calls through collaborative call-handling and resolution features, comprehensive analytics and real-time and historical reporting.

NTT DATA offers service numbers in over 100 locations through a highly resilient network which can help manage surges in capacity, cope with peak traffic and be integrated seamlessly into the Queues app for an improved, high-performing end-to-end calling workflow.

Retail use case for advanced call management



To enable employees in any location to easily contact head-office reception, a service hotline number can be established in the retail organization's head office.

A service number can be integrated with the Queues app, so a team of receptionists using it can better manage and handle all incoming calls. Still within the familiar interface of Teams, they can easily opt-in or out of call queues, receive call notifications and see the profile information of the caller upon acceptance of the call. They can also leverage Copilot to summarize call notes and save time between engagements.

Call controls like call transfer, front and center speed up the process of directing calls to the appropriate internal department or reaching out to others when expert advice or escalation is needed.



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3. Increase retail productivity with managed IT services

Retail organizations often face a very common challenge of needing to decrease costs without sacrificing innovation. Faced with this increasing demand for cost-reduction strategies, tight IT budgets, talent shortages and ongoing legacy skill gaps, and a business push to adopt high-priced technologies like AI, it's no wonder that managing retail IT is more difficult than ever.

NTT DATA's industry-leading global EX Managed Services provides lifecycle support across collaboration, communications and productivity workloads, with service models tailored to meet unique business needs.

To help them maintain control of their estate, organizations can opt for our Essentials service, which offers comanaged support and managed services while partnering with our cloud specialists who work alongside internal IT staff. Or they can choose to offload the management and operation of their workloads to us, by selecting our Premium service for fully managed 24x7x365 support and managed services, freeing up their employees to focus on their core retail business.

With support for Copilot for Microsoft Teams and Microsoft 365 Productivity included in both, businesses no longer need to deal with the pressures of keeping up with and managing constantly emerging and evolving AI innovation. By simply choosing the right managed IT services, they get access to extensive experience, certified expertise and escalation paths to leading technology providers like Microsoft.

Retail use case for managed IT services



Retail IT management can benefit from these services by choosing the right provider to take care of the ongoing support and management of their technology.

IT managers using NTT DATA's Managed EX Premium leave it to our experts to handle software updates, service requests and troubleshooting for the entire Microsoft ecosystem, including the latest Microsoft 365 Copilot capabilities as they are introduced. NTT DATA's team of L1, L2 and L3 engineers also handle any incident resolutions with Microsoft and help escalate any incidents for Copilot for Microsoft Teams and Microsoft 365 Copilot.



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Elevating the customer experience

4. Customize customer service with GenAI-powered industry bots

The latest AI technologies are enabling retailers to revolutionize customer engagement. With customized and automated AI assistants, customers experience a new level of service – and reach new levels of loyalty.

NTT DATA's expertise in Copilot Studio and Power Platform means we can help organizations design and build customized or industry-specific bots that can handle a variety of customer-service tasks. Using GenAI capabilities, these bots can have conversations with customers, automate tasks triggered by interactions and help connect customers with the right human agents. This introduces greater efficiency to the customer journey, shortens wait times, and reduces the workload of human agents while enhancing overall customer satisfaction.

Retail use case for GenAI bots

An international retail organization's website lists a customer-service helpline number, which is actually an NTT DATA service number set up to receive all incoming customer inquiries. When a customer calls that number, their call is answered by a custom bot that can engage in a conversation with them in their chosen language (as the bot has live language translation capabilities).

The customer might ask a frequently asked question, like "Where is my closest store and what are its trading hours?" The bot can automate the response to this request by extracting the information from its knowledge base, and can answer the question in a conversational manner, ultimately streamlining workflows.

The customer might then ask for help with a task that requires the assistance of a human agent. For example, they might be enquiring about a faulty item they received, or they need to confirm whether their nearest store location has a certain item in stock. Using its GenAI capabilities, the bot can identify the right department and respective service number to transfer the call to, so that they customer can speak with the right person.



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5. Improve customer satisfaction by integrating AI into contact centers

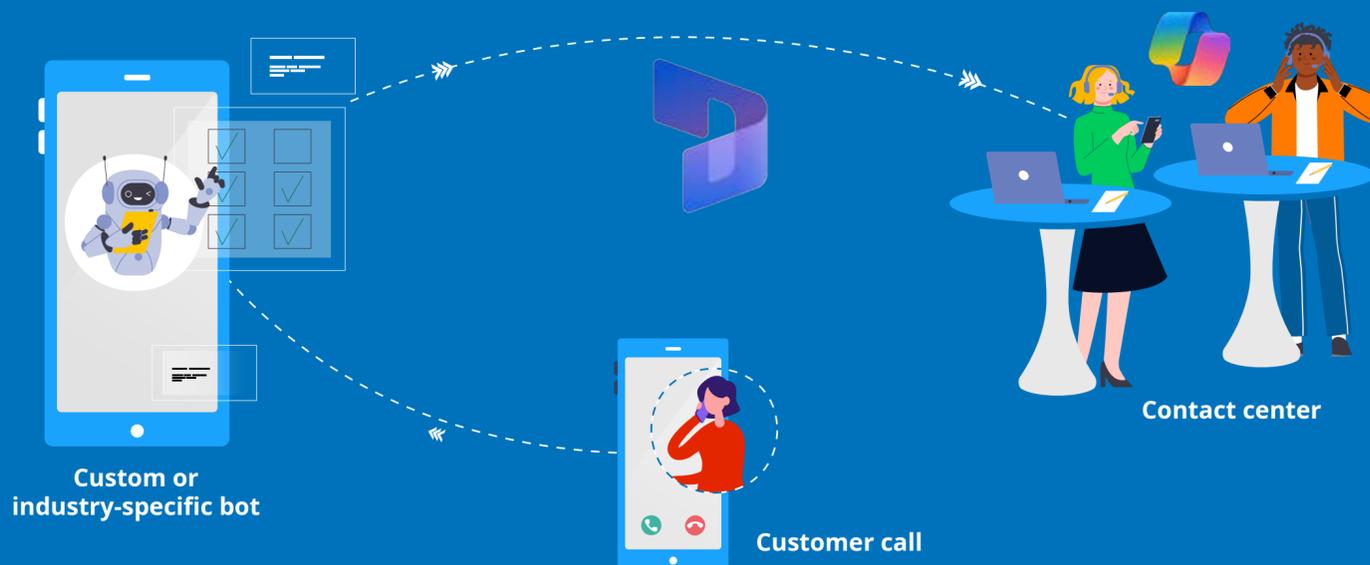
Shifting their contact center to the cloud can be a significant advantage to retail companies, as it gives them the flexibility to respond dynamically to fast-changing consumer needs. Cloud contact centers allow businesses to manage their customer and employee interactions effectively across various communications channels. And the best ones in the market today are those that can help deliver personalized omnichannel engagement, remote workforce optimization, and make use of leading AI innovation and workflow automation.

Microsoft Dynamics 365 combines customer relationship management (CRM) and contact center functionalities to deliver a Copilot-first contact center that is scalable, comprehensive and infused with enterprise-grade GenAI.

NTT DATA's integrated voice services are available with Dynamics 365 Contact Center, which means businesses can integrate service numbers in over 100 countries, allowing them to maintain a local presence and provide a seamless service regardless of where customers are making contact from.

Combining these solutions with NTT DATA's CX Managed Services allows them to bridge gaps in skills, knowledge and capabilities in CX management by providing quick and direct access to our support teams. And all of this can be connected with a tailored bot for improved customer-query handling and workflow-process automation.

Retail use case for AI in contact centers



After a bot answers a customer call, it determines through natural conversation that the customer needs help with returning a faulty item – a task that requires the assistance of a human agent at the customer-service contact center. The bot transfers the call with the full context of the customer inquiry to a service number that is integrated into Dynamics 365 Contact Center.

An agent using Dynamics 365 Contact Center then sees this inquiry appear in their queue, with the full context provided in real time. The agent can also easily access all the customer's information and history from the platform. This saves them time in getting up to speed so they can provide a personalized and efficient experience when they answer the call to speak with the customer. They can also use Copilot to help them with tasks like responding to questions, composing emails, drafting chat responses, summarizing cases and more.



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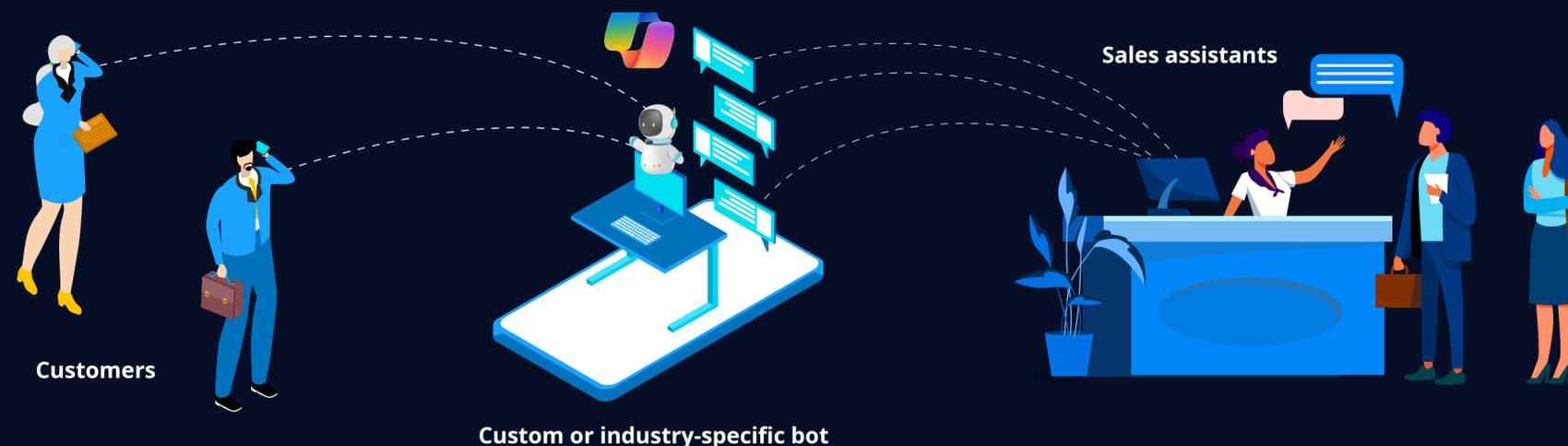
6. Drive efficiency with AI, advanced call management and queuing features

When it comes to customer engagement, some retail businesses might find a comprehensive contact center solution is not best suited for all their scenarios. They may want to introduce customer-engagement tools for other employees in their workplace through collaboration platforms they are already using, like Microsoft Teams. This is where Microsoft's Queues app comes in.

This Teams-native solution has advanced call-management capabilities integrated within the familiar Teams interface. Employees using Queues get a 360 view of their call queue performance. They can handle calls collaboratively with other colleagues and access real-time and historical reporting for better and speedier decision-making. Through integration with Copilot, there is potential for even more accelerated productivity and efficient customer interactions.

NTT DATA can also help integrate Queues app solutions with other value-add capabilities, like service numbers and custom and industry-specific bots, for an optimized end-to-end experience.

Retail use case for integrating queue functionality



A retail business can empower sales assistants across their retail store locations with the Microsoft Queues app for incoming calls.

When a customer calls the customer-service helpline number on the company's website, a bot answers their call. Through natural conversation, the bot determines that the customer wants to confirm whether their nearest store has a certain item in stock – a task that requires help from a sales assistant. The bot identifies the store location and forwards the call with the full context of the customer inquiry to the respective service number for that location.

Because the service number is integrated into the Queues app, the sales assistants in that store see the inquiry appear in their shared queue and determine who is best suited to answer it (as some may be serving other customers in store at the time). The sales assistants can see the full context in real time, so they can respond quickly and provide a more personalized shopping experience when they answer the call to speak with the customer.



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Here are just some of the many tangible benefits GenAI can offer your retail business:

With NTT DATA and Microsoft's end-to-end Copilot ready capabilities, you can:

Tangible benefits:



Supercharge employee experiences (EX)

- Cost reduction
- Simplified technology, no IT infrastructure needed
- Improved productivity and collaboration
- Scalable, predictable costs
- Enhanced employee experience with AI-driven tools
- Automated routine tasks, freeing up time for strategic activities
- Improved receptionist productivity



Elevate customer experiences (CX)

- Fewer calls for human agents
- Improved agent productivity
- Shorter wait times
- Better customer service
- Enhanced customer satisfaction with personalized interactions
- Real-time assistance for customer-service representatives



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AI offers potentially lucrative ways to streamline retail operations, keep up with the competition and delight customers. The technology is versatile enough to benefit any retail business, including yours. The key is to identify which AI applications will deliver the most significant return on investment, then build and customize them to suit your needs and leverage them to increase revenue.

With trusted partners like NTT DATA and Microsoft, you can integrate AI solutions into your retail operations with confidence and ease.

[Contact us](#)

See how you can fully leverage AI to optimize your retail business.



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