

AI Optimisation Playbook for Contact Centre Leaders

A 5-step framework to an
AI-Enabled Customer Experience



85%



**of Service Leaders will explore
conversational Gen AI in the next 12 months***

While most CX leaders see AI as essential,
Australia faces a critical value gap. Adoption
is soaring, but true value remains elusive

*Source: <https://www.gartner.com/en/articles/customer-service-ai>

**The focus must shift
from simply ‘having AI’
to scaling AI’s capability.**

This playbook provides a clear, **five-step framework** to bridge the gap, transforming your AI investment into a powerful engine for both customer satisfaction and operational excellence.

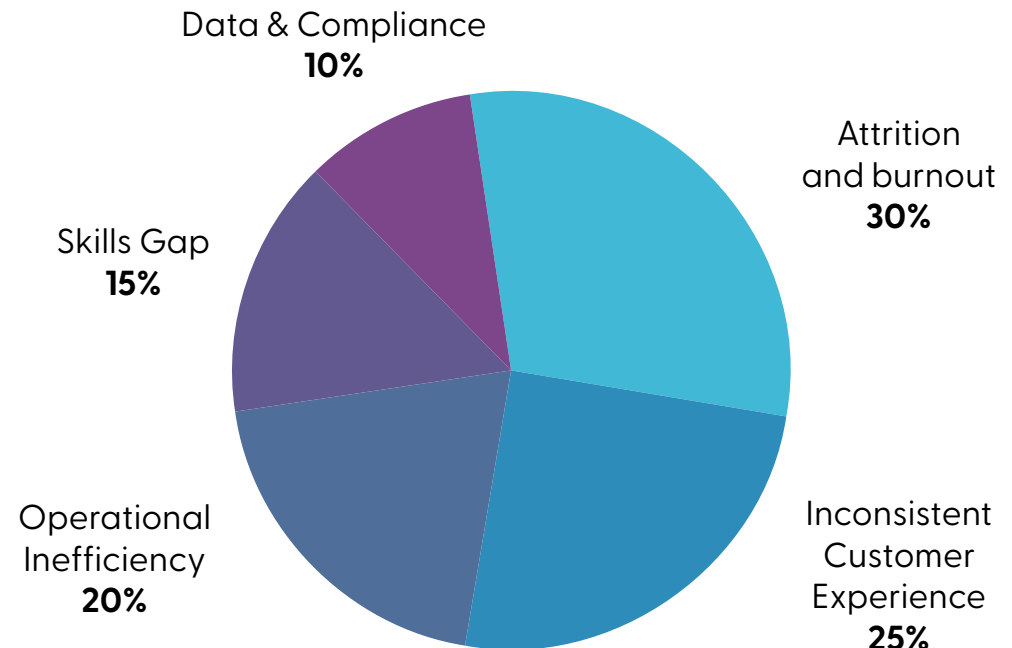
Know your painpoints

Define your “Why”

1

Once you identify the core business challenge AI will solve, prioritise high-impact, low-risk use cases to get started.

Top 5 Pain Points for Australian Contact Centres

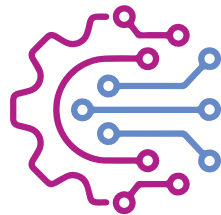


Understand **Augmentation**

With AI as your copilot

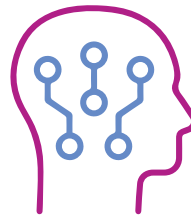
2

Use AI as an agent's copilot to efficiently handle high-volume, routine tasks for your contact centre. This will liberate human agents to focus on their natural strengths of empathy, complex reasoning, and relationship building.



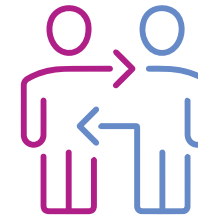
AI Automation

Routine & Predictable
Tasks



Human Agents

Complex & Emotional
Interactions



Enhanced & Empathetic Customer Experience

Result

Build Your **Intelligent Foundation**

Through strategic, incremental steps that deliver immediate value

3



Intelligent Call Summarisation:

Automate post-call notes, saving agents valuable time.



AI-Powered Call Quality Assurance:

Drive consistent service and coaching through automated analysis.



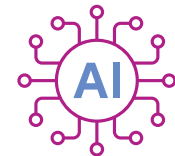
Real-time Agent Assist:

Empower human agents with instant, context-aware information and next-best actions.



Predictive Routing:

Intelligently connect customers to the right resource based on intent and sentiment.



Agentic Voice and Orchestration

Ability to handle end-to-end conversations intelligently, transferring to a human agent only as needed.

Apply the Strategic Blueprint

The journey to an efficient AI-driven contact centre requires a road map

4

Phase 1: Bend the Curve



Deploy AI for routine tasks (call deflection, knowledge surfacing, summarisation)



Start shifting workload, optimise agent time

1

2

3

Phase 3: Optimise and scale



Achieve highly autonomous operations



Autonomous, agentic voice agents

Phase 2: Amplify Human Value



Build a hybrid model
(e.g., 1 Human : 4 Virtual Agents)



Humans focus on complex, empathetic interactions; AI handles volume



Select the right platform

How Dynamics 365 Contact Centre delivers intelligence, automation and efficiency

5

Unified Platform



Unifying operations, personalising customer experiences, optimising agent workflow in a single unified platform

Empower & Augment



Utilise Copilot to provide real-time agent guidance, automate repetitive tasks, and empower your team to refocus attention on high-value interactions

Innovation at scale



Underpinned by Microsoft Azure. The most secure, compliant, and scalable cloud

Your strategic next step?

Get started on Insight's no-cost assessment, to receive your custom **Contact Centre Assessment** Report.



Powering Lifelines

Insight enables Dynamics 365 Contact Centre Solution for yourtown

“

Microsoft's Contact Centre solution, leveraging Azure OpenAI and D365, has fundamentally improved how we operate. 200+ counsellors have gained vital time and accelerated productivity, allowing them to focus on impactful work that requires empathy and their full attention. This, combined with our ability to efficiently summarise and access caller information, ensures we deliver a personalised caller experience every time, resulting in better mental health support for our callers.



Tracy Adams
CEO

yourtown



15k calls monthly



10% time-saving per call