

CASE STUDY

Microsoft Dynamic 365

Intelligent Customer Engagement with AI-Powered Omnichannel Solution

CUSTOMER

Leading Electricity
Services Provider

REGION

Singapore

INDUSTRY

Utilities

FUNCTION

Information Technology

EXECUTIVE SUMMARY

A leading electricity provider in Singapore sought to modernize customer engagement and improve service efficiency amid challenges with fragmented support channels, manual case creation, and disconnected systems. Partnering with TeBS, the organization implemented an AI-powered chatbot integrated with Microsoft Dynamics 365 to automate case management, unify chat interactions, and enable seamless escalation to live agents.

Organisation Overview

A leading electricity services provider in Singapore, with over five decades of experience in power generation and retail, serves a large and diverse customer base across the island. As a trusted energy brand, the organization focuses on delivering reliable, sustainable, and customer-centric services to both residential and commercial customers.

Challenges

With a growing customer base and rising expectations for seamless digital interactions, the organization faced multiple challenges in managing customer engagement and support:

1. **Fragmented Support Channels:** Customer inquiries via chat, email, and other digital platforms were handled separately, resulting in inconsistent responses, delays, and a fragmented service experience.
2. **Manual Case Creation:** Service agents were required to manually log every customer interaction into the system, which was time-consuming, prone to errors, and slowed down resolution times.
3. **Disconnected Interfaces:** The use of multiple standalone tools and systems created silos, limiting visibility into customer history and interactions. This hindered collaboration among agents, supervisors, and back-office teams.
4. **Customer Satisfaction Gaps:** Without AI-driven assistance, agents struggled to deliver timely, personalized, and contextually relevant support, leading to reduced customer satisfaction and missed opportunities to enhance engagement.

The solution enhanced customer satisfaction, boosted agent productivity, and streamlined operations—positioning the organization to deliver smarter, more connected, and future-ready energy services.

ABOUT TOTAL eBIZ SOLUTIONS

Leveraging our technological expertise, we strive to fuel your growth and enable sustainable success in a rapidly evolving digital landscape.

Our goal is to innovate and transform how businesses operate, ensuring success by implementation of Digital NeXT technologies like AI, Cloud, Data, Cybersecurity and more. We empower companies to harness the power of advancements in AI, propelling them towards setting new performance frontiers and redefine their industries.

By collaborating with us, customers can focus on achieving seamless digital outcomes while we navigate the complexities of the digital technology landscape. We're not just a solution provider; we're your trusted partner, guiding you through a journey of navigating your digital future.

| Solution Proposed

To overcome these challenges, an intelligent customer engagement platform was implemented, leveraging Dynamics 365 Customer Service, Dynamics 365 Contact Centre, and Copilot Studio:

- **Personalized Conversations:** The chatbot, powered by Copilot, automatically retrieves customer information upon login, enabling contextual interactions with relevant service menus and tailored offers.
- **AI-Driven Case Management:** Structured chatbot flows automate case creation within Dynamics 365, eliminating manual entry and reducing administrative overhead.
- **Real-Time Escalation:** Customers can seamlessly transition from chatbot to live agent without losing conversation history. Agents access the complete chat record along with AI-powered suggestions for faster resolution.
- **Unified Interface:** A single platform provides full interaction visibility for agents, supervisors, and administrators, supported by configurable workflows for greater efficiency and oversight.

| Benefit

- **Enhanced Customer Experience:** Personalized, AI-enabled engagement delivers faster, more accurate responses and increases satisfaction.
- **Improved Agent Productivity:** Automated case creation and AI-assisted recommendations reduce manual work, allowing agents to focus on complex issues.
- **Streamlined Operations:** Unified workflows and integrated interfaces remove silos, enabling consistent and efficient service delivery.
- **Future-Ready Platform:** The scalable, AI-powered solution supports evolving customer needs and provides a foundation for continuous innovation.

| Conclusion

By implementing an AI-powered customer engagement platform with Dynamics 365, the organization unified support channels, automated case management, and streamlined agent handoffs. This transformation improved efficiency, responsiveness, and customer satisfaction—positioning the organization to deliver personalized, future-ready services in the energy sector.