Microsoft Azure

Reimagine Customer Experience with Personalized AI

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Yo squad, what's poppin'? Big drip energy in the room today!

We're not here for mid vibes—we're talking AI that's straight bussin', turning customer care from basic to GOAT status.

Picture this: every interaction hitting different, AI pulling up like it knows your whole vibe, **serving big brain moves, low-key psychic and future-proof flex.**

No cap, this is the glow-up we've all been waiting for. So let's full send this and cook up a future that's straight fire!

Gen Alpha Slang

Welcome, everyone!

The energy in this room is incredible. Today, we're not talking about the ordinary—we're exploring AI that's truly transformative, elevating customer care from standard to exceptional.

Imagine every interaction feeling personal and intuitive, with AI anticipating needs and delivering proactive and predictive experiences.

This is the evolution we've all been waiting for. Let's dive in and shape a future that's innovative, impactful, and inspiring

Millennials Speech

Generation Alpha - born roughly from 2010 onward (after Gen Z).

They're the first generation to **grow up fully immersed in smartphones**, social media, and AI-driven tech from early childhood.

Key traits:

Digital natives: They've never known a world without apps, streaming, and instant connectivity. Visual & short-form content lovers: TikTok, memes, emojis, and slang dominate their communication.

Slang examples: rizz (charisma), GOAT (greatest of all time), bussin' (amazing), no cap (for real), skibidi (viral nonsense catchphrase).

Catchphrases: Often meme-driven, like "Skibidi yes yes yes" or "Let him cook".

Generation Alpha (2020-2025)

1. **Always-On Assistants:** They grow up with voice assistants, smart speakers, and chatbots that feel like friends. Asking AI for homework help or creating TikTok captions is second nature.

2. **Hyper-Personalization:** AI curates everything—music playlists, gaming experiences, even learning paths. They expect apps to know their vibe without asking.

3. **Creative Co-Pilots** Tools like generative AI let them design art, memes, videos, and even code without deep technical skills. **Creativity is collaborative with AI.**

4. **Instant Answers & Automation** They don't Google—**they ask AI**. From "write me a rap" to "summarize this for school," speed and simplicity matter most.

5. **Social & Gaming Integration:** AI powers NPCs in games, filters on social media, and even virtual influencers. It's entertainment and identity rolled into tech.

AI adoption is accelerating and AI agents are at the forefront

1.3B AI agents
by 2028

IDC

82%
of organizations intend to integrate them within 1–3 years
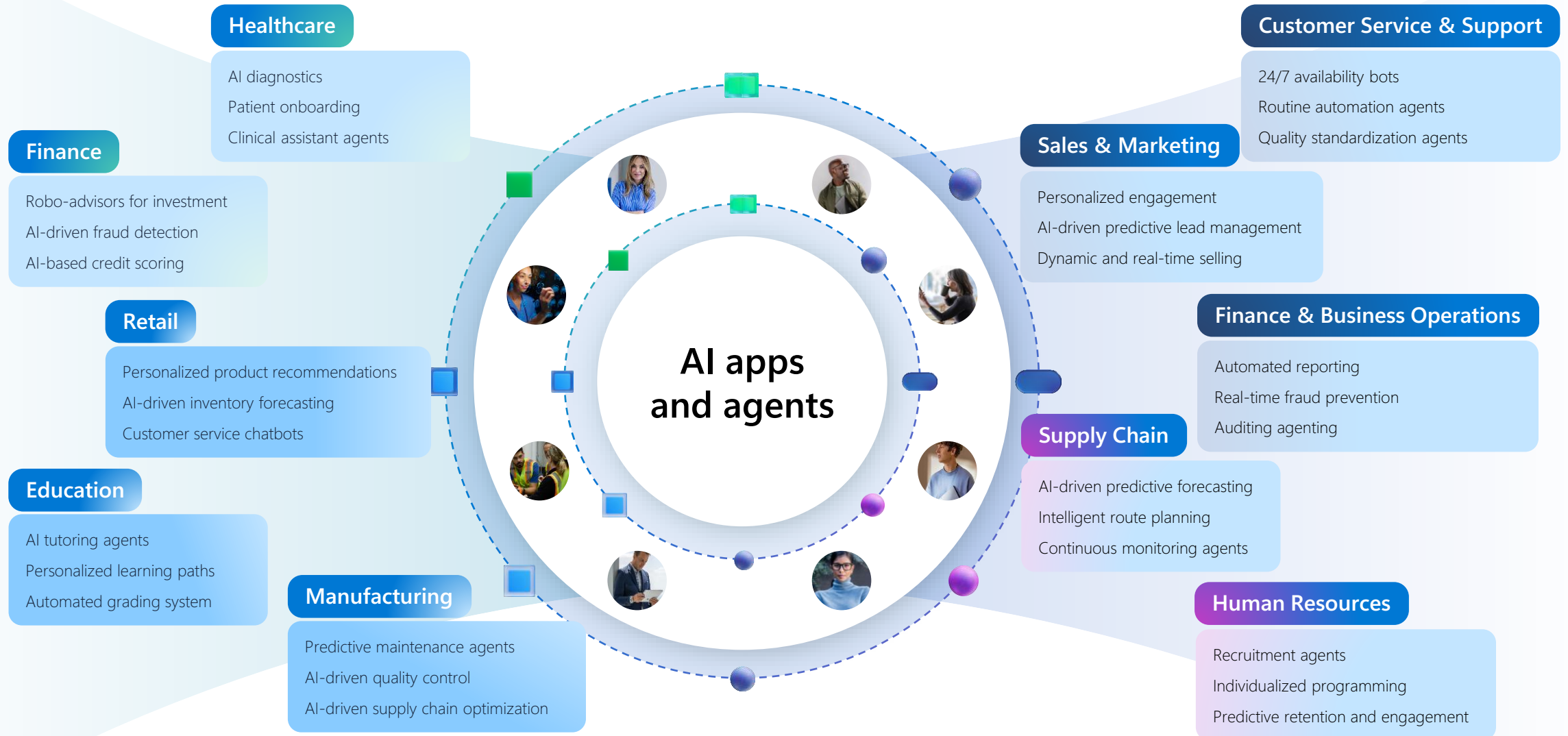
Capgemini

90%
of enterprise software engineers will utilize AI code assistants by 2028

Gartner.

AI apps and agents are transforming industries and business functions

AI apps and agents

Healthcare
- AI diagnostics
- Patient onboarding
- Clinical assistant agents

Finance
- Robo-advisors for investment
- AI-driven fraud detection
- AI-based credit scoring

Retail
- Personalized product recommendations
- AI-driven inventory forecasting
- Customer service chatbots

Education
- AI tutoring agents
- Personalized learning paths
- Automated grading system

Manufacturing
- Predictive maintenance agents
- AI-driven quality control
- AI-driven supply chain optimization

Customer Service & Support
- 24/7 availability bots
- Routine automation agents
- Quality standardization agents

Sales & Marketing
- Personalized engagement
- AI-driven predictive lead management
- Dynamic and real-time selling

Finance & Business Operations
- Automated reporting
- Real-time fraud prevention
- Auditing agenting

Supply Chain
- AI-driven predictive forecasting
- Intelligent route planning
- Continuous monitoring agents

Human Resources
- Recruitment agents
- Individualized programming
- Predictive retention and engagement

Functional impact of AI at Microsoft

CUSTOMER SERVICE

11.5%
faster in **resolving cases** for Azure support team

SALES

9.4%
higher **revenue per seller** for one business group

MARKETING

21.5%
increase in **conversion rates** on Azure.com

HR

25%
greater accuracy in answering questions through employee self-service

FINANCE

60%
reduction in **case resolution time** in cash collections

LEGAL

5%
reduction expected in **external spend** for regulatory work in 2025

IT

36%
increase for the **self-help success rate** for employees

Source: AI is Already Changing Work – Microsoft Included

What are agents?

Agents use AI to automate and execute business processes, working alongside or on behalf of a person, team or organization

Simple

Retrieval

Task

Autonomous

Advanced
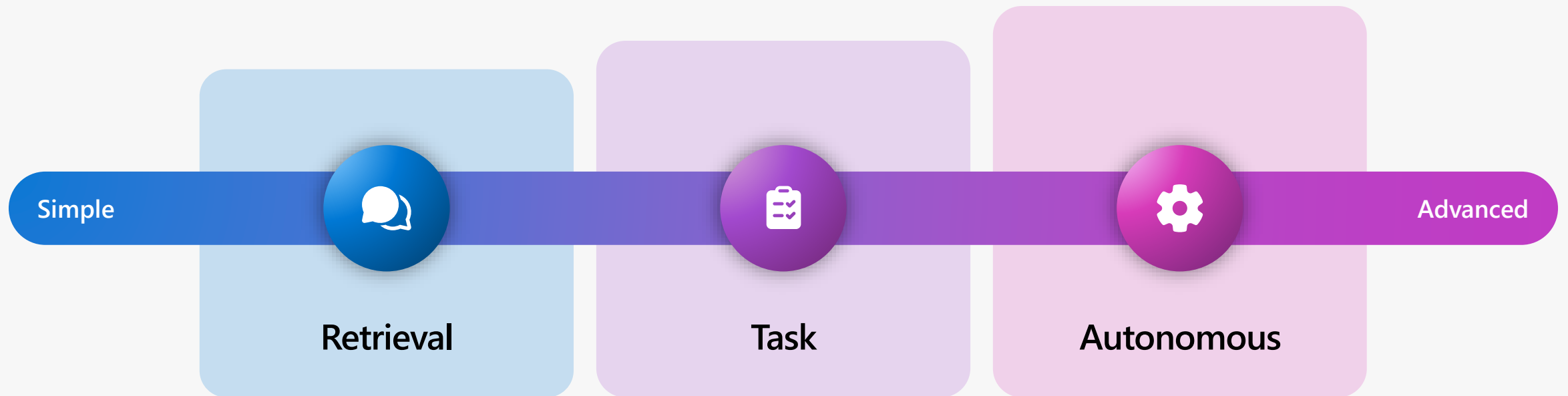
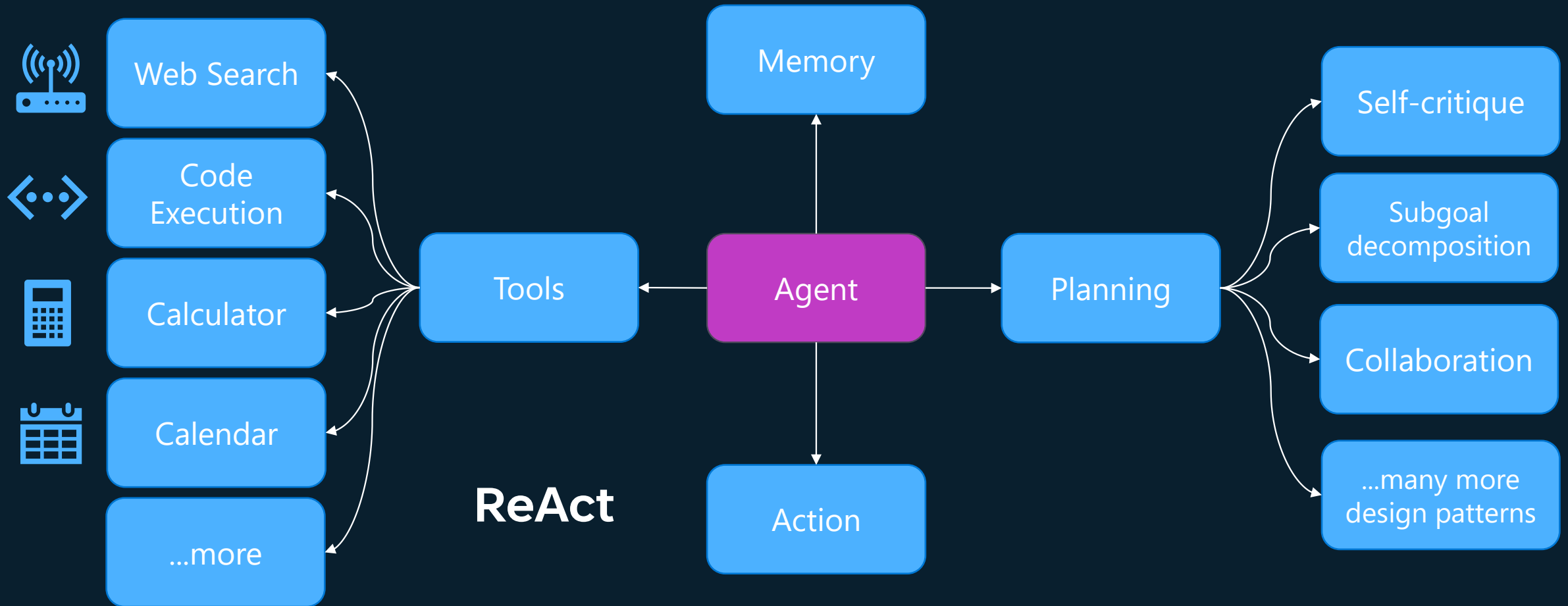← Agents vary complexity and capabilities depending on your need →
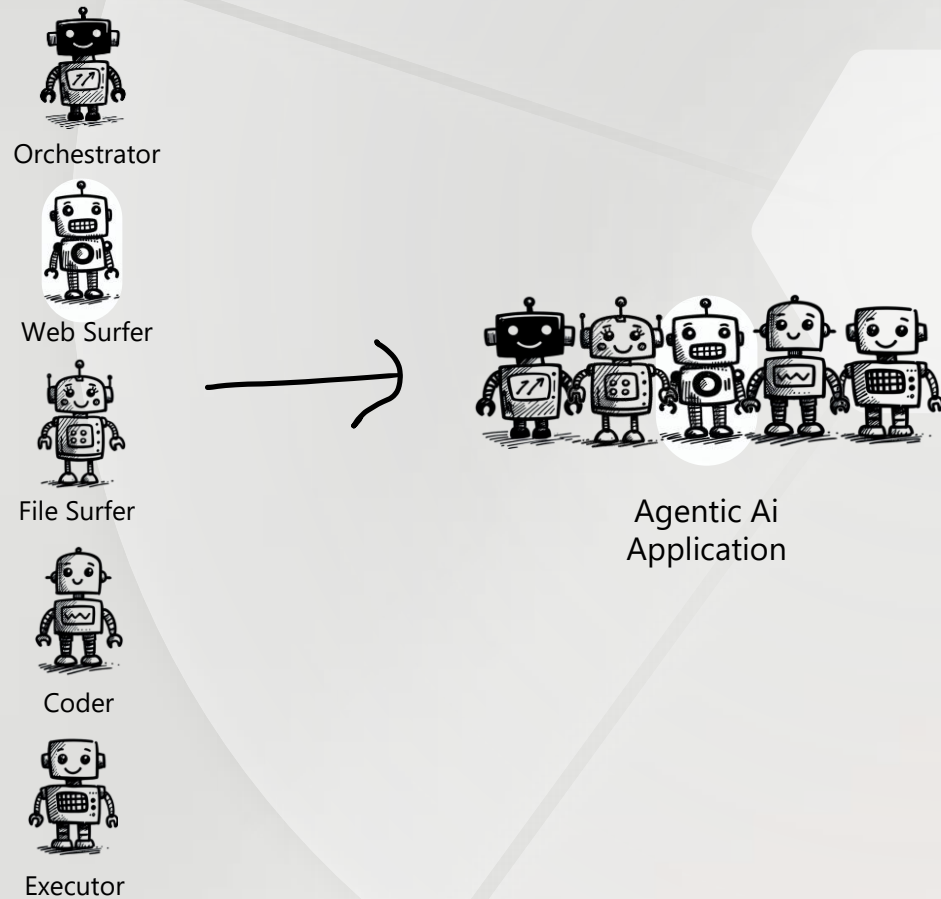
Reasoning

Knowledge
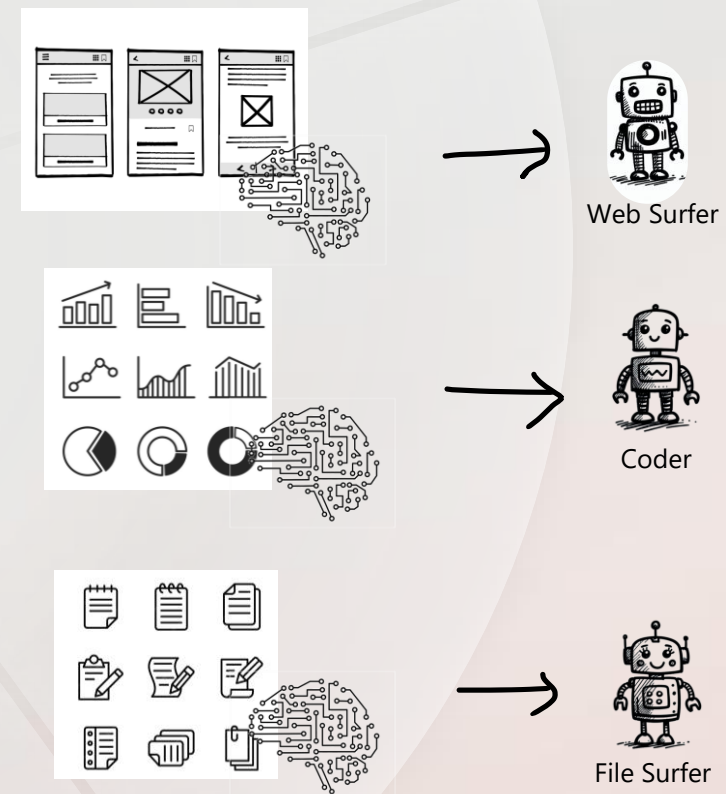
Skills / Actions

Agentic AI capabilities

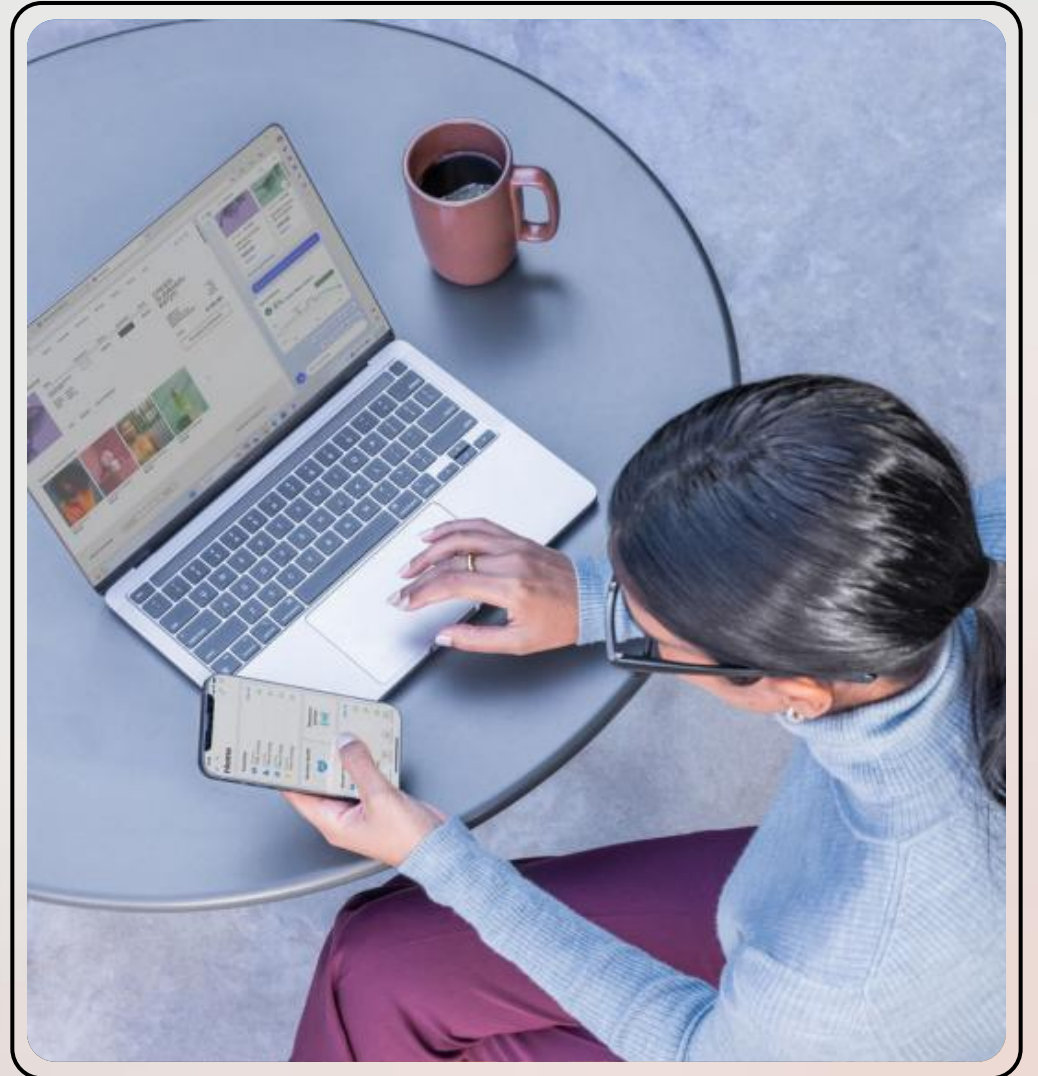# Aligning teams to agentic environments

Specialized agents → Better teams

Specialized models → Better agents

How Microsoft Marketing is using AI and Agents

Web AI Assistants

Enhance customer experience and drive conversions through personalized, AI-powered product discovery.

Events

Helps attendees quickly and easily find sessions that align with their interests, discover and connect with specific speakers and partners, get answers to general queries, and provides individualized trip summaries for reports back to their leadership.

Content Creation

Creates content that is human-led and AI-driven, aiming reduce costs and increase speed while maintaining or exceeding current quality standards.

Marketing Operations

Multiple agents that perform tasks such as pricing and licensing review, anomaly detection, automated campaign builds, and content localization.

Analytics & Insights

Enables marketers to run campaigns more efficiently by providing necessary information and insights at their fingertips.

Early key learnings

- Addressing data challenges (taxonomy, tagging) up front will improve agent effectiveness.

- Redesign processes with an AI-first approach will boost operational efficiencies.

- Feedback loops and performance monitoring ensure the relevance and accuracy of AI solutions.

- Make sure security and a focus on Responsible AI compliance is put in place early on.

Microsoft

Microsoft
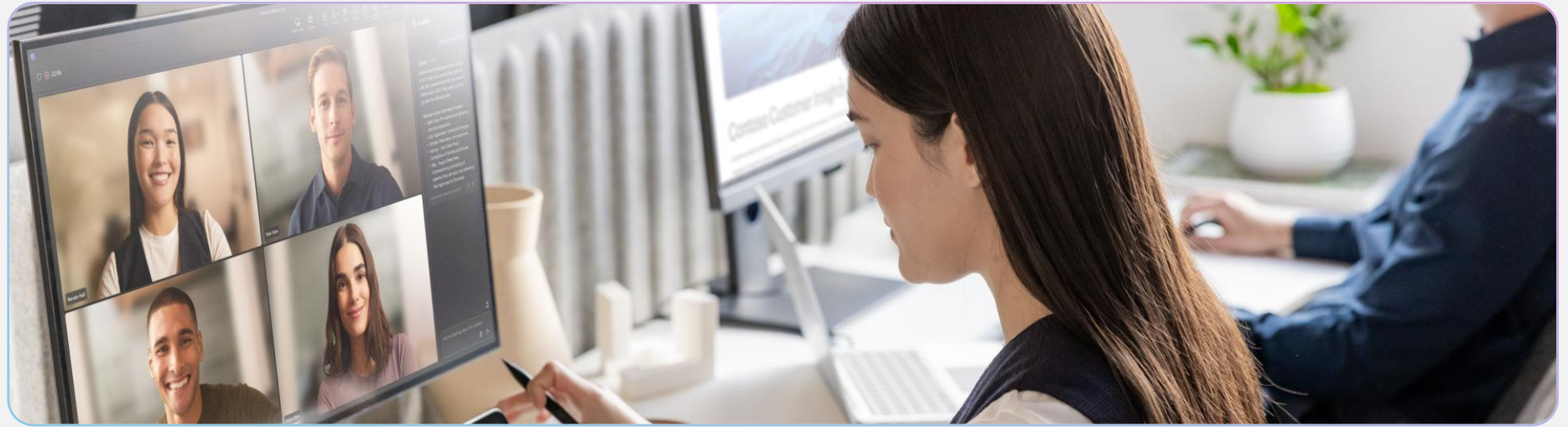
"We're continuously creating fresh content for more than 200 campaigns in nearly 250 markets, managing 140,000 creative assets every year. Copilot is helping us with that massive workload, enabling us to get to market faster."

- Jessica Daughetee
Vice President, Microsoft

Business Outcomes

Increased efficiency

4.75X increase in digital chat engagement rates on Azure.com

Improved conversion rates

21.5% increase in conversion rates on Azure.com

Cost savings

Due to shortening the campaign creation process **from 12 weeks to 3 weeks**

<u>Read full story here</u>

Becoming Frontier

Enrich employee experiences

By empowering every team member

Reinvent customer engagement

By streamlining campaign generation and execution

Reshape business processes

By accelerating and differentiating your content creation processes

Bend the curve on innovation

By revolutionizing your marketing insights and strategy

← Establish a secure and compliant foundation →

Becoming Frontier Journey – Customer Insights

Customer Insights & Strategy
Research Agent

Campaign Execution
AI-Powered Campaign Execution

Content Creation
Content Creation Assistant

Simple ————————————————————— Advanced

Every marketing professional has an **AI assistant that helps** quickly synthesize customer feedback, competitive intel, and campaign performance to inform strategy

Multiple **task agents join the marketing team** to design and deploy research studies, autonomously collecting, compiling, analyzing and presenting data

Humans set direction and **agents manage end-to-end research cycles,** from study design to execution and reporting, aligning with strategic goals

60% Higher revenue growth achieved by deeply integrating AI [1]

4x More product concept images, new features and designs [2]

2x Faster adaptation to consumer trends compared to peers over 12 months [3]

1. BCG
2. McKinsey
3. BCG

Customer Insights & Strategy – Research Agent

Automate market analysis, capturing customer feedback, and distilling competitive insights to drive marketing strategies based on impact and business goals

Customer Insights & Strategy
Research Agent

Campaign Execution
AI-Powered Campaign Execution

Content Creation
Content Creation Assistant

KPIs Impacted	Agency Spend	Customer Retention	Brand Value

Researcher & Analyst agents

Help professionals tackle complex, multi-step marketing research at work, delivering insights with greater quality and accuracy than previously possible

Customer Success Stories

FPT
Fpt Software

Build a market research assistant agent

Automate collecting and analyzing structured and unstructured data from multiple sources to uncover market trends, audience insights, and competition insights

Customer Success Stories

mci group
Shape the future. Share the future.

Adaptive customer research

Create conversational, dynamic customer surveys that adapt in real-time based on participant responses leading to more accurate and meaningful data to inform marketing strategies
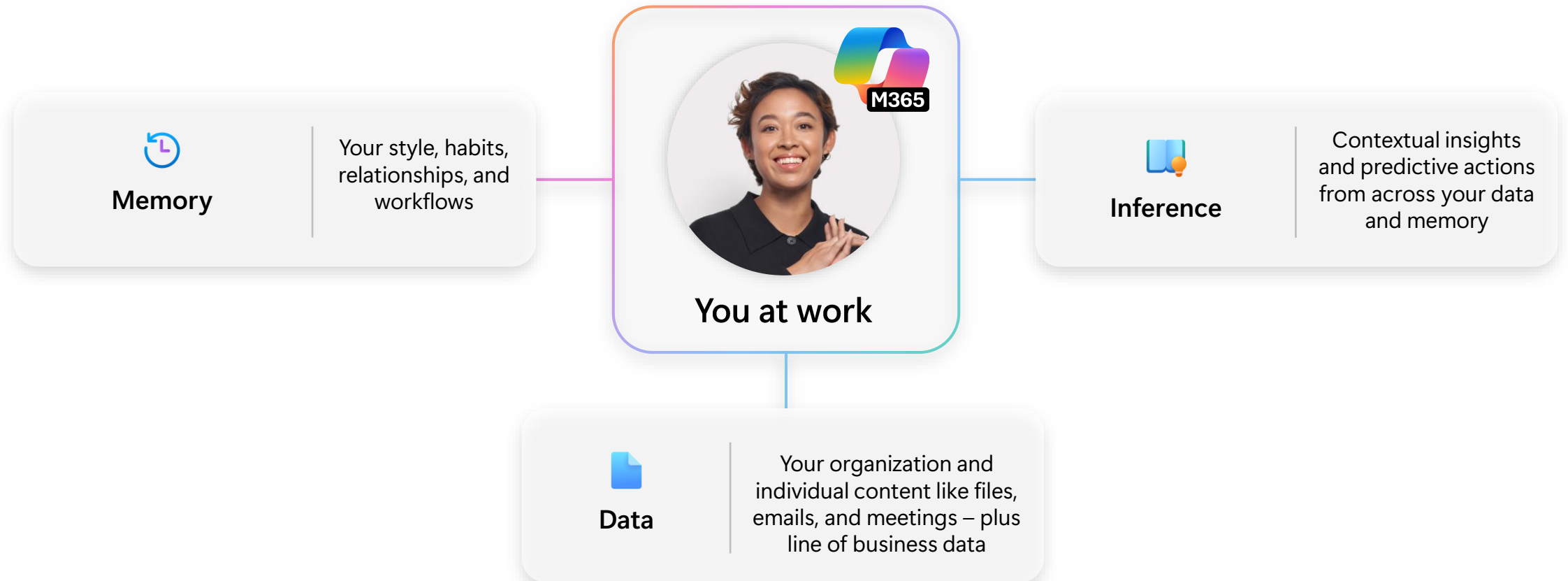
Customer Success Stories

HR HANOVER RESEARCH   JATO

[Video](#)   [Video](#)   [Video](#)

M365

AI Built for Work

Work IQ

Memory
Your style, habits, relationships, and workflows

You at work

M365

Inference
Contextual insights and predictive actions from across your data and memory

Data
Your organization and individual content like files, emails, and meetings – plus line of business data
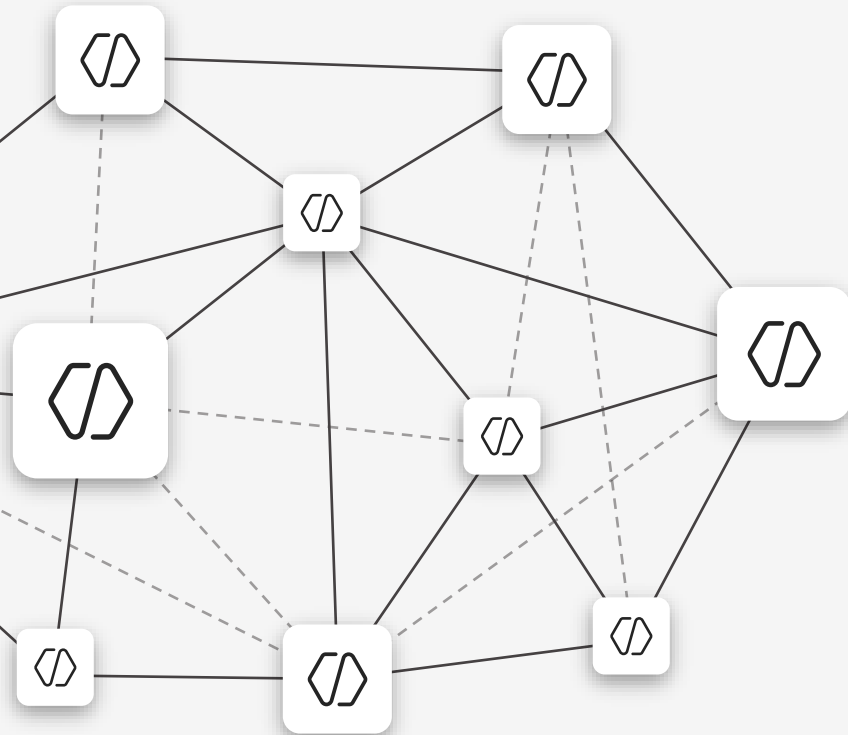
Copilot

Agents

Copilot Control System

Microsoft Agents

Automate tasks with pre-built agents by Microsoft that are designed for work

Researcher
Advanced reasoning
[Generally available](#)

Analyst
Advanced reasoning
[Generally available](#)

Surveys
End-to-end survey mgmt.
[Generally Available](#)

Interpreter
Multi-lingual translation
[Generally available](#)

Facilitator
Teams meeting moderation
[Generally available](#)

Knowledge
Content mgmt. & organization
[Public preview](#)

Channels
AI teammate
[Public preview](#)

Project Manager
Automate project mgmt.
[Public preview](#)

Communities
Community mgmt.
[Public preview](#)

Workforce Insights
Organizational insights
[Frontier Program](#)

Word
Document creation and iteration
[Frontier Program](#)

Excel
Data visualizations and insights
[Frontier Program](#)

PowerPoint
Build and iterate on presentations
[Frontier Program](#)

People
Colleague connector & collaboration planner
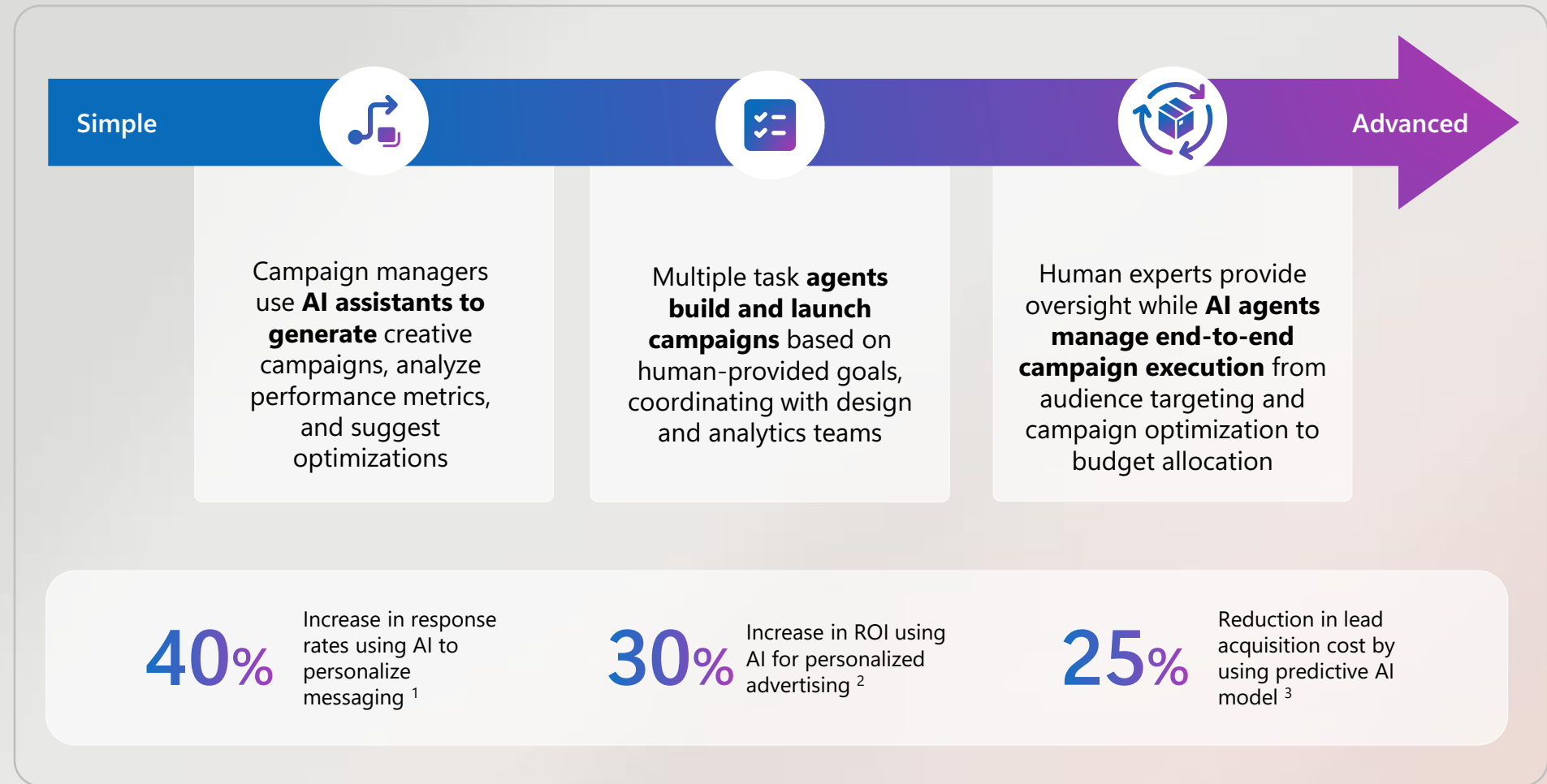[Frontier Program](#)

Learning
Curated AI skill building resources
[Frontier Program](#)

Gain agent best practices at our AI Agent Hub [AI agents – Microsoft Adoption](#)

Becoming Frontier Journey – Campaign Execution

Customer Insights & Strategy
Research Agent

Campaign Execution
AI-Powered Campaign Execution

Content Creation
Content Creation Assistant

Simple → Advanced

Campaign managers use **AI assistants to generate** creative campaigns, analyze performance metrics, and suggest optimizations

Multiple task **agents build and launch campaigns** based on human-provided goals, coordinating with design and analytics teams

Human experts provide oversight while **AI agents manage end-to-end campaign execution** from audience targeting and campaign optimization to budget allocation

40% Increase in response rates using AI to personalize messaging [1]

30% Increase in ROI using AI for personalized advertising [2]

25% Reduction in lead acquisition cost by using predictive AI model [3]

1. McKinsey
2. Business Insider
3. BCG

Campaign Execution – AI-Powered Campaign Execution

Develop and execute smarter, faster campaigns by automating coordination, enhancing customer experience by adapting instantly based on behavior, and generating incremental revenue through personalized product upsells

Customer Insights & Strategy
Research Agent

Campaign Execution
AI-Powered Campaign Execution

Content Creation
Content Creation Assistant

KPIs Impacted	Cost per lead	Lead Conversion Rate	Revenue per lead generated

Create new campaign

Assist marketers with collaboration, seller preparation, and product campaign creation

Customer Success Stories

Localiza   Kodak alaris

Video

Campaign performance analysis & insights agent

Automate tracking and analysis of marketing campaigns to generate insights and optimization recommendations

Customer Success Stories

T·Mobile

Demo

Continuous customer micro-segmentation

Enable continuous evaluation of segment membership based on real-time behavioral signals, as well as other customer data to optimize audience targeting and activation for campaigns and offers

Customer Success Stories

otocash.com   Coca-Cola

Demo

Use Case

AI-Powered Campaign
Execution

Read full story here

"We wanted to create something never seen before while staying authentic to our heritage. With Microsoft's support, we co-created tools to solve complex technical challenges like multilingual lip sync for Santa's avatar."

- Pratik Thakar
VP and Global Head of Generative AI, Coca-Cola

Business Outcomes

Increase customer engagement

1M+ consumer engagements
The campaign's ROI exceeded expectations, driving both engagement and brand loyalty.

Enhance campaign launch speed

Campaign launched in just **60 days**. Engaging consumers across **43 markets** and 4 global regions
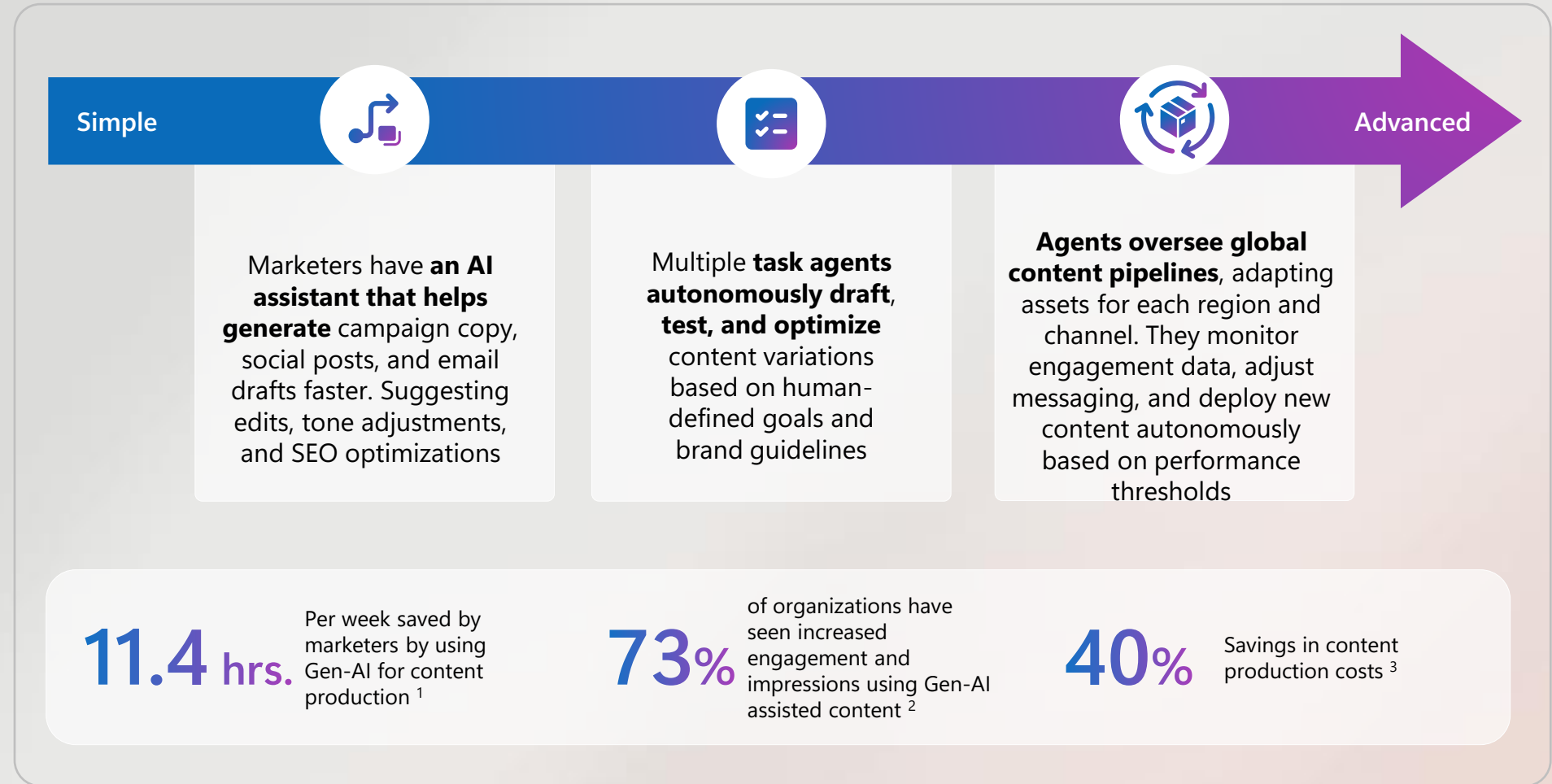
Streamlined Execution

automated communication between different components reducing operational overhead and improving resource efficiency.

https://play.vidyard.com/sapLJEkmmp6eknsVFsBFL3.html

Becoming Frontier Journey – Content Creation

Customer Insights & Strategy
Research Agent

Campaign Execution
AI-Powered Campaign Execution

Content Creation
Content Creation Assistant

Simple → Advanced

Marketers have **an AI assistant that helps generate** campaign copy, social posts, and email drafts faster. Suggesting edits, tone adjustments, and SEO optimizations

Multiple **task agents autonomously draft**, **test, and optimize** content variations based on human-defined goals and brand guidelines

Agents oversee global content pipelines, adapting assets for each region and channel. They monitor engagement data, adjust messaging, and deploy new content autonomously based on performance thresholds

11.4 hrs. Per week saved by marketers by using Gen-AI for content production [1]

73% of organizations have seen increased engagement and impressions using Gen-AI assisted content [2]

40% Savings in content production costs [3]

1. Deloitte
2. Agility PR Solutions
3. BCG

Content Creation – Content Creation Assistant

Accelerate marketing content creation, streamline production of web content, and create visual campaign assets driven by marketers' goal-focused narratives

Customer Insights & Strategy
Research Agent

Campaign Execution
AI-Powered Campaign Execution

Content Creation
Content Creation Assistant
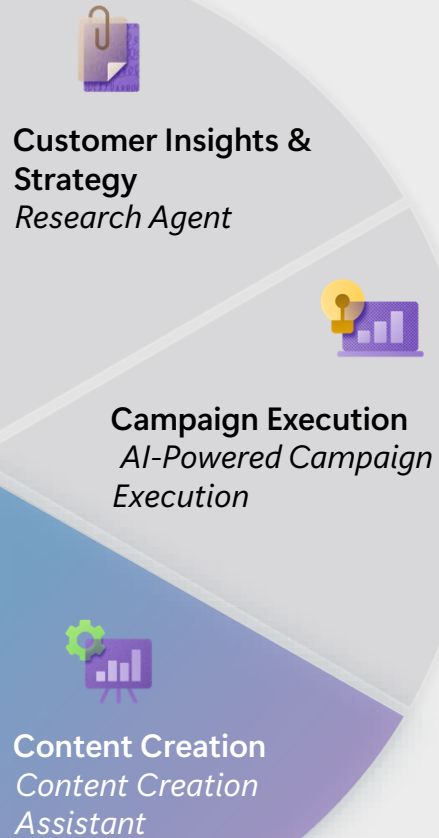
KPIs Impacted	Agency Spend	Lead conversion rate	Revenue per lead generated

Create a marketing bill of materials

Assist marketers across all aspects of creating marketing materials to speed development and improve content quality

Customer Success Stories

FINASTRA   morula health

[Demo]

Content adaptation & localization agent

Automate content optimization for different audiences and channels by adjusting formats, applying localized messaging, and maintaining brand consistency across platforms

Customer Success Stories

ESTĒE LAUDER

[Demo]

AI-enabled marketing content generation

Automate creation of web content or generate visual campaign creative assets based on goal-oriented narratives from marketers
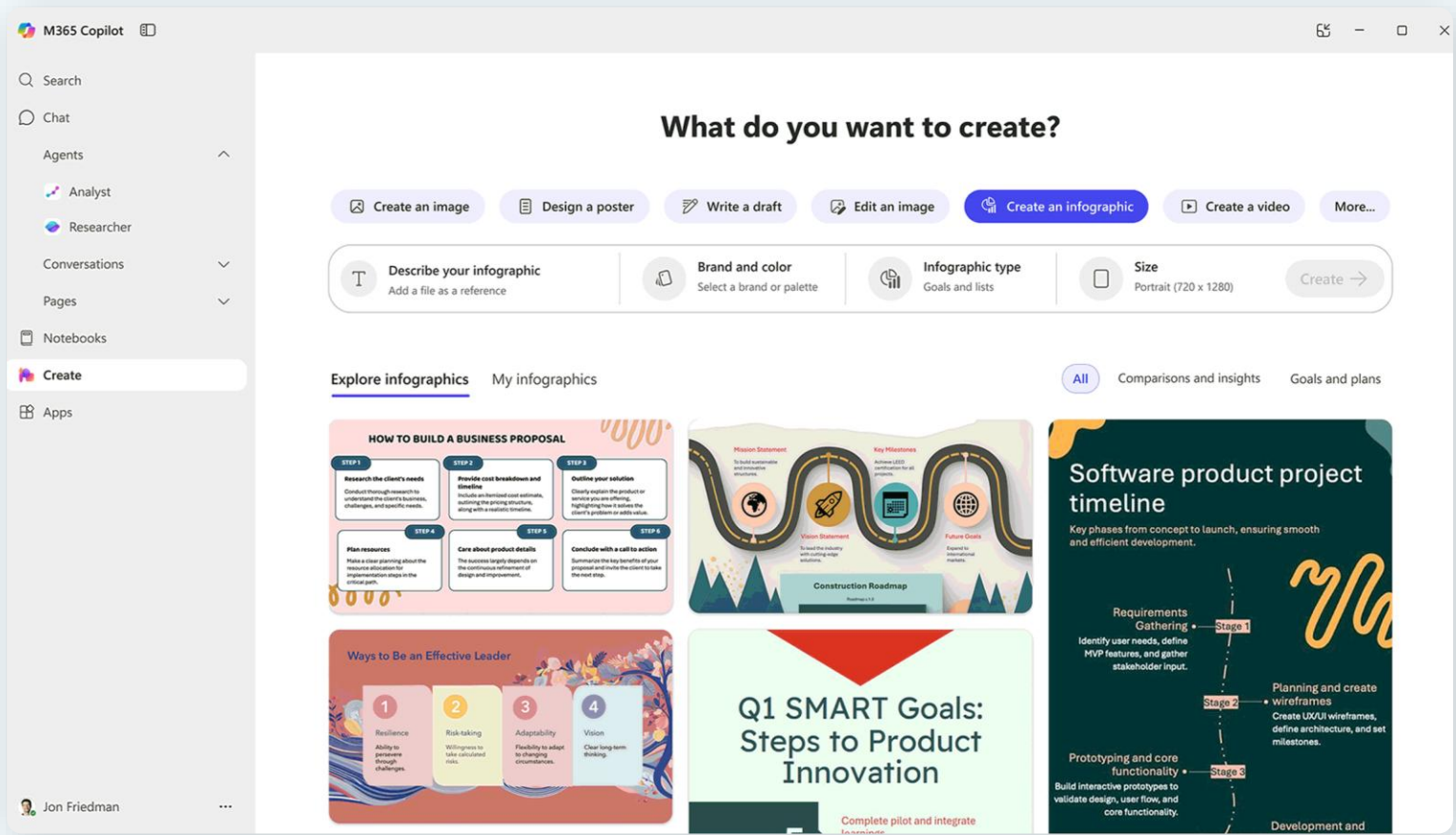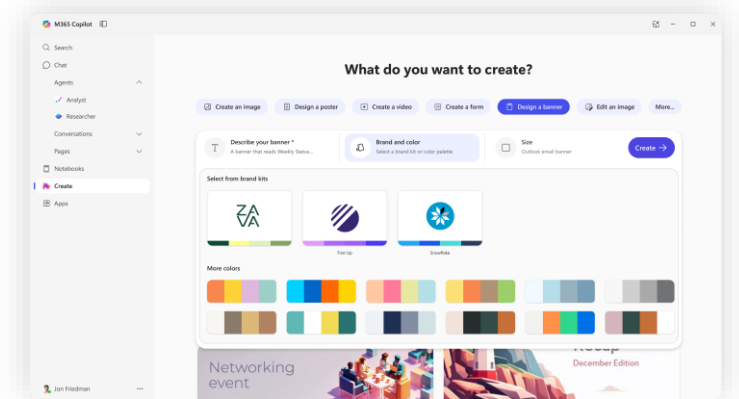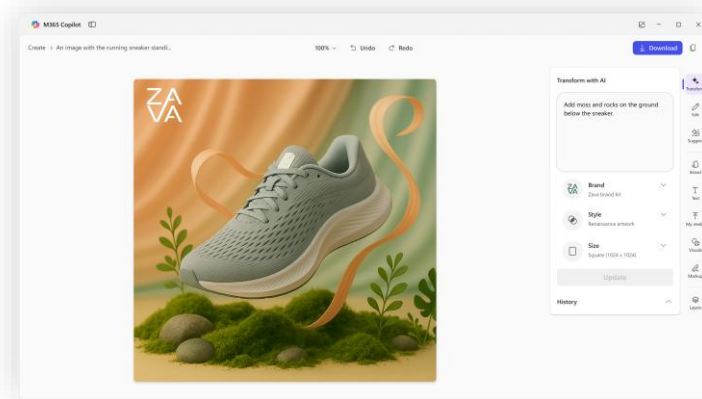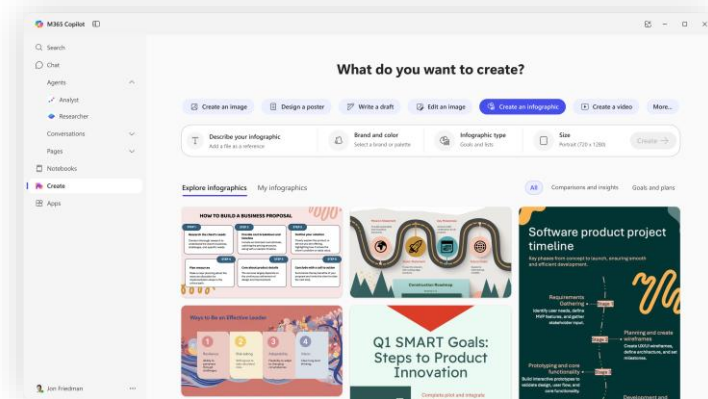
Customer Success Stories

NBA   CARMAX

[Demo]

Create

AI-generated images, posters, banners, videos, and more that are aligned to your organization's brand identity.

Create

AI-powered creation

Design and edit a wide range of visual artifacts personalized to you and your organization with Work IQ and OpenAI's latest video model Sora2.

Company brand kit

Choose from thousands of templates or create brand kits that include your company's logos, color palettes, fonts, and more, ensuring brand consistency across all creative outputs.
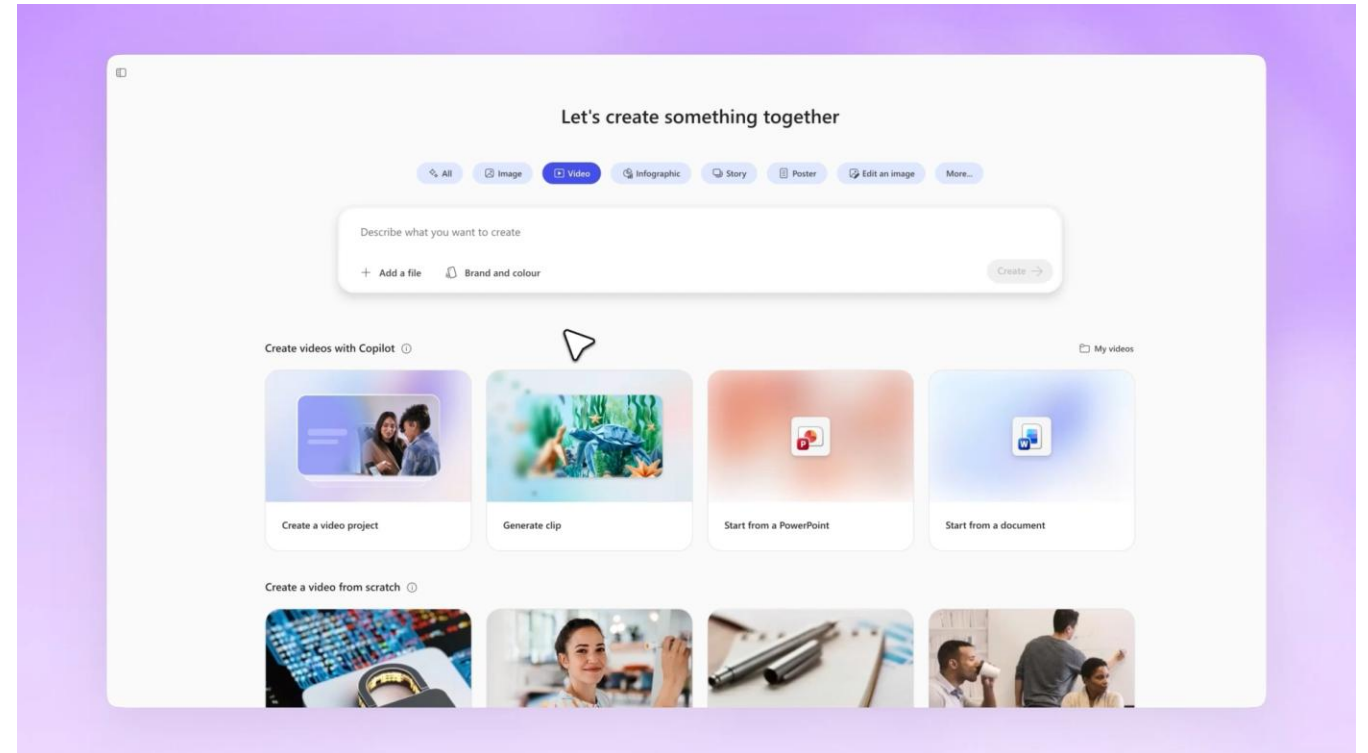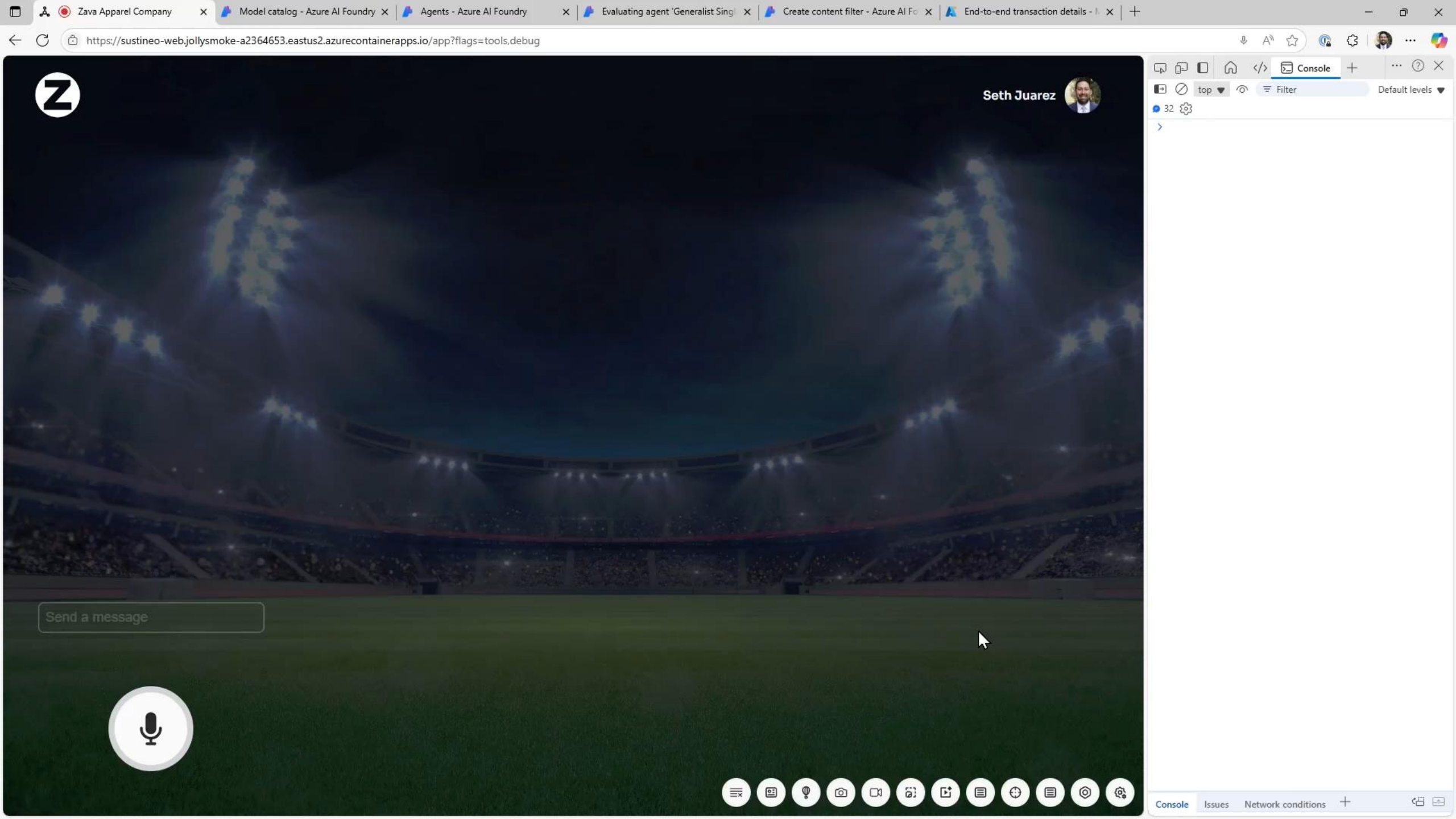
Full editing experience

Fine tune your work with built-in visual editing tools that make it easy to edit text, add effects, and make sophisticated adjustments to get the asset you need.
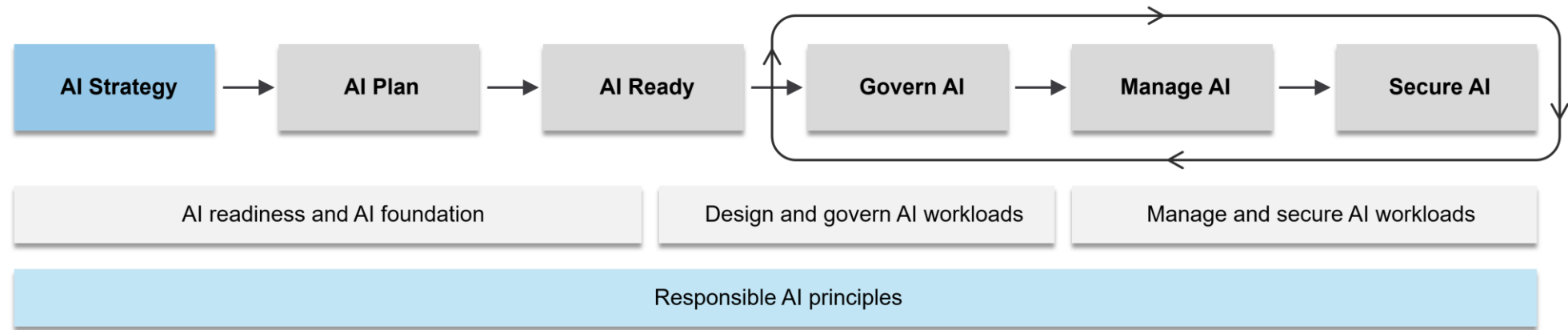
Sora 2 in Create

OpenAI's latest video model turns prompts into video clips

- Generate **short video clips from** natural language **prompts**.

- Replace media with a generated clip and use the **integrated editor** to adjust video voiceover, music, and transcripts.

- Leverages Microsoft's **enterprise-grade permissions** so you can create with confidence.
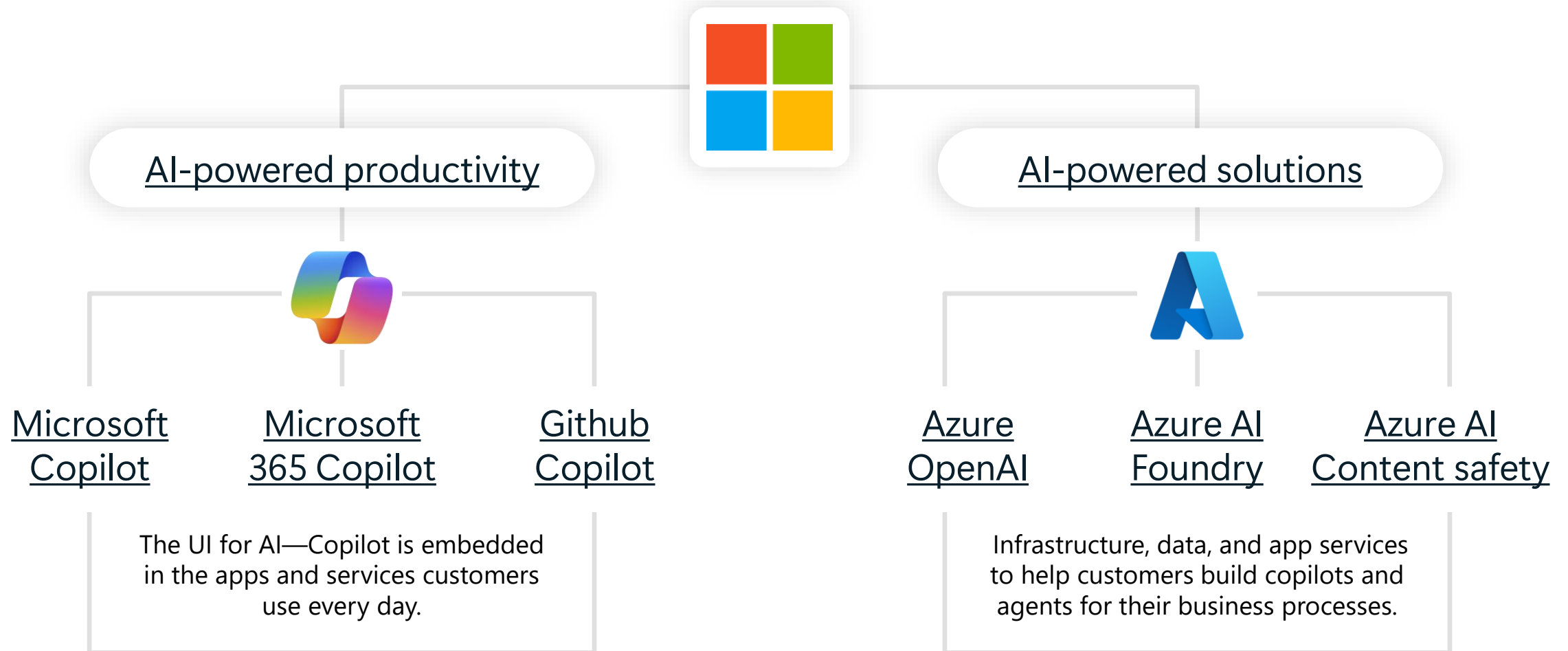
AI adoption - Cloud Adoption Framework | Microsoft Learn

The platform, tools, and apps to help customers maximize opportunity in the AI era

AI-powered productivity

Microsoft Copilot **Microsoft 365 Copilot** **Github Copilot**

The UI for AI—Copilot is embedded in the apps and services customers use every day.

AI-powered solutions

Azure OpenAI **Azure AI Foundry** **Azure AI Content safety**

Infrastructure, data, and app services to help customers build copilots and agents for their business processes.

Appreciate it fr
(Thank you)