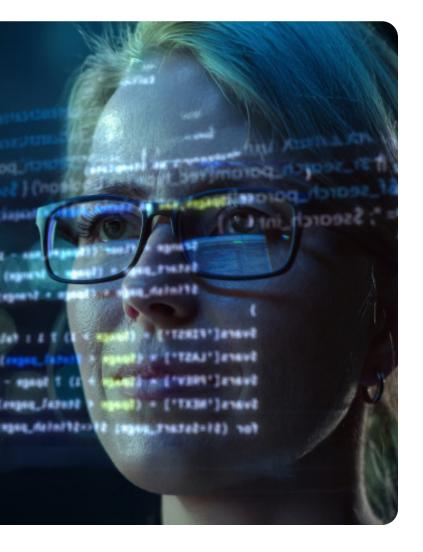# Persistent's Service 360: AI-Powered Customer Service Transformation

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) is a global IT services leader in Digital Engineering and Enterprise Modernization. With 23,900+ employees in 19 countries, it drives AI, cloud, automation, and CX transformation for businesses across industries. A UNGC participant, it's carbon-neutral and India's fastest-growing IT brand in 2024.

What we offer

Persistent's Service 360 solution modernizes customer service for retail and corporate banks by enabling intelligent and accelerated case creation from multiple channels, automated agent routing, and advanced knowledge management. Powered by Dynamics 365 Customer Service, Power Platform, and Azure OpenAI, it enhances agent productivity with Generative AI, improves customer self-service, and ensures faster case resolution. Service 360 reduces operational costs, streamlines workflows, and significantly boosts CSAT, delivering a scalable and future-ready customer service experience for banks.

What our customers are saying

"Persistent's Service 360 solution transformed our customer service operations with AI-driven automation, leading to faster case resolution and improved CSAT. Their expertise in D365 and Generative AI made all the difference."

—

Head of Customer Service,
Global Corporate Bank

Proven Success

Transformed customer support experience for a leading US digital bank to support 1000+ customer support agents and 1.3M+ end customers; 30-40% operational efficiency achieved harnessing cutting-edge Copilot Agents.

Why Dynamics 365?

Modern applications that deliver new experiences and connect with a businesses' existing systems to allow organizations to digitally transform their way. Applications that use mixed reality, the ability to take an application that overlays on the reality in front of the user, that guides them through a business process like never before. Connect to information from social networks, mobile devices, and micro-applications to drive intelligence and inform a more effective business process.

Intelligence that delivers actionable insight. Data in the new world includes social, relationship and productivity information in addition to insights generated by business systems. The right solution requires a unified approach that allows companies to automatically leverage their data to decide and act in real-time with expanded analytics, predictive algorithms, and automated AI.

An extensible environment that enables change. The right solution establishes a data, communication, and application environment that makes it easy to evolve and extend existing business operations, while introducing technologies that enable users to create solutions where no solution exists and to expand data analysis.

Unified data and processes that enables business without silos. Centralized data enables disparate groups to work together effectively with a single, trusted view of processes, relationships, and data. Data connectors allow thousands of systems to bring their data to a single network.

Key use cases

Sales
Respond to changing business requirements with a flexible platform to rapidly create new solutions and ensure old solutions are never truly finished.

Services
Understand your customers better and respond more quickly by accessing internal and external relationship data.

Finance and operations
Increase your return on investment with Microsoft's agile and efficient cloud solution.

Talent
Extend your virtual team and coordinate faster with a consolidated view of team members, activities, and responsibilities.

Marketing
Gain end-to-end visibility by connecting data from external markets, social, and legacy sources.

Microsoft Dynamics 365

Transform on your terms with Microsoft Business Applications. Enable people to do their best work. Gain actionable insights. Thrive with solutions expressly built for change. Unlock next.

Learn more at www.dynamics365.com.