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HAMBURG

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The Seven Cursed Relics of the Contact Center: A D365 Implementation Quest



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Roadmap

- **Ironveil Camp** - The Glimmering Gauntlet of Greed
- **Emberhollow** - The Flaming Blade of Wrath
- **Highspire Keep** - The Mirror of Pride
- **Snoreford Cross** - The Cloak of Sloth
- **Wymcrag** - The Twin Horns of Envy .
- **Mauldeep Bay** - The Maw of Gluttony
- **Silversong Glade** - The Siren's Mask of Lust



The Glimmering Gauntlet of Greed

"Behold, the gauntlet that promises all channels at once; voice, chat, SMS, email, carrier pigeon if you ask nicely! But every gem upon its fingers burns with the fire of unmet expectations."



The Glimmering Gauntlet of Greed

Quest: The temptation of all-at-once

The High Council of Middle Management and their lords in IT Leadership gaze upon the gauntlet.

"Why not wield it all from the first day of battle?" they cry.

Truth-teller

Omnichannel \neq a single battle; it is a campaign.
Don't stretch your supply lines thin and break your army before it can fight.



The Glimmering Gauntlet of Greed

How wield your sword

- Train first with lighter weapons
- Only once the ranks are steady, grant them the 🏹 voice channel; the sharpest and heaviest of service arms.
- Inscribe a roadmap of conquest. Share the roadmap with both the High Council and the Warriors, so no warrior feels misled and no commander feels deceived.
- After each channel is claimed, proclaim victory across the land, to build momentum and strengthen trust in the campaign.

“Even the Room of Requirement only gives you what you need, not everything at once.”
– Harry Potter



The Flaming Blade of Wrath

In the town of Emberhollow, Shadow Agents armed with blades are swinging wildly in broken UIs, cursing their fate while cases slip through their fingers.

Unusable or poorly configured interfaces frustrate agents. The Flaming Blade glows but cuts its wielder more than the enemy and soon sets the space on flames. The Shadow Agents of Tier One agent become enraged and demoralized.



The Flaming Blade of Wrath

Quest 1: The Curse of Slowness

The people cry out in battle: *“Why is the blade so heavy? Why does it swing slower than the old one?”*

Truth-teller

Speed without insight is an illusion. Past systems cut swiftly but shallowly. The Flaming Blade burns heavier because it is bound to the great forge of CRM.



The Flaming Blade of Wrath

Quest 2: The Mystery of Busyness

The people lift their eyes from the blade and shout: *“Why am I busy? Why does work never stop flowing to me?”* They see tasks piling up, work items flooding in, and feel trapped in eternal combat.



Truth-teller

The Contact Center does not assign by whim, but by law. Status is not a shield to hide behind; it is a beacon of availability.

The Flaming Blade of Wrath

How wield your sword

- CRMs are like crystal orbs; built to reveal the whole tapestry.
- Weave the threads of connected data into a single enchanted cloak.
- Like runes on a staff, contact history grants wisdom to act with clarity.
- “Slow” < thorough spellcraft
- Status ≠ a shield to ward off quests.
- Each task carries its own weight, the scales are recalibrated with every new summoning.
- Only when work is fairly distributed across the guild does the party remain strong.



The Mirror of Pride

"Gaze upon the Mirror, and it shows you greatness; not as it is, but as you wish it to be. In its glass, leaders and architects see only the brilliance of their custom solutions, while the wisdom of first-party design is hidden, dismissed as common steel."



The Mirror of Pride

Quest: The Lure of Custom Glory

The guild of developers, hungry for renown, sees the forge of the workspace and scoffs. *“Too plain. Too simple. We can forge something greater.”*

Truth-teller

Custom glory burns bright, but fast. Every deviation adds weight to maintain. When the storms of updates sweep across the land, these chains rattle, snap, and demand reforging. Magical artifacts that could quicker the hands of warriors lie forgotten in dusty corners, gathering cobwebs.



The Mirror of Pride

How wield your sword

- Begin with the blade you are given.
- Learn its balance, master its edge, and study where its reach falls short.
- Temper new steel only when the battle demands it.
- Keep the council of governance strong.
- Consult the Oracle of the Roadmap:
- Purge forgotten relics
- Place new powers into three tomes; **Push** to wield immediately, **Pilot** to test in hidden groves, and **Pause** to leave for another age.
- Remind the High Council that pride is costly



The Cloak of Sloth

Just south of Snoreford Cross' dusty roadhouse, the town bailiff sits snoring; his sack brimming with gold treasures and hidden gems. But once draped upon the shoulders of an organization, the Cloak of Sloth dulls urgency and hides momentum. New systems are rolled out... but no one dares to use them. Agents slip back into old habits, while leaders wonder why the great investment feels invisible.



The Cloak of Sloth

Quest The Vanishing Adoption

The system is live, the banners are raised, but the people keep their old scrolls and tools at hand, hidden from the rest of the realm.

Truth-teller

The Great Binding Oath of GDPR has been broken, and The High Custodian of Secrets (your DPO) is raging. Yet habits are stubborn things. Adoption is not won by decree alone. Without steady leadership and clear rewards, it remains but a hollow shadow – breeding only fractured ways and disheartened souls.



The Mirror of Pride

How wield your sword

- Embark on the campaign of adoption long before the first battle
- Summon the stalwart guides who lead others
- Reveal the magic of new tools
- Offer runes of reward; seek incentives that speak the tongue of your people.
- Decommission ancient tools and seal them away in vaults.
- Weave magic into work, turning toil into triumph.
- Honor victories with song!



The Twin Horns of Envy

From the shadows of the Wyrmcrag mountains emerges a two-headed dragon. One horn whispers of Azure Communication Services, the other of Teams Telephony. One head roars 'Contact Center,' the other 'Customer Service.'

They clash, they bellow, they fight for dominance. And yet; the wise know they are kin, not enemies.



The Twin Horns of Envy

Quest 1: The Battle of Telephony

The High Council argues in circles and The Small Council whispers conspiratorial: *“Which service should we wield? Which one is better? Are they rivals?”* Some fear they must choose one and exile the other.

Truth-teller

Neither horn is the finer; each is forged for a different realm. ACS grants flexibility and deep craft, while Teams Telephony serves those already rooted in its halls. If thy heart beats within D365, then Customer Service stands as the rightful commander. Should thy banner fly under another realm, Contact Center brings the might of many channels; without demanding fealty to a new CRM throne.



The Twin Horns of Envy

How wield your sword

- Survey the realm; if the Tower of Teams already stands strong as a bastion for calls, perhaps its banners may continue to fly.
- Unleash the arcane construct of ACS; a fully craftable, scalable solution, where every rune and gear is under your command.
- Define the boundaries of the realm: do you need the scrolls of case management and the native D365 magic?
- Teach the Small Council the marching forces across different organizational landscapes.
- Forge Alliances, not rivalries. Do not see these forces as enemies; each is a noble ally, suited to different quests.



The Maw of Gluttony

In the depths of Mauldeep Bay, lies a feral beast with a maw of gluttony that is both vast and insatiable. It devours every scroll, FAQ, and tome you feed it. Yet when your agents cry for wisdom or your Copilot seeks answers, the Maw chokes; spitting out dust and half-truths. For knowledge consumed is not knowledge refined.



The Maw of Gluttony

Quest: The Feast of Forgotten Articles

In the rush of go-live, leaders cry: “Migrate everything! Old legacy portals, merchant scrolls; dump them all into the new Knowledge Base!” The Maw swallows it whole, but agents searching for answers find only noise. Without vigilant stewardship, it fills with rot and soon untruths are chanted as if they were sacred prophecy.

Truth-teller

More tomes ≠ more knowledge. “Rot in = rot out.” Copilot is no miracle mage, it can only reflect the wisdom (or folly) of its sources.



The Maw of Gluttony

How wield your sword

- Resist the great migration; do not blindly summon every scroll into your vault.
- Enforce the codex to apply a consistent structure to every tome.
- Divide the stewardship as arcane domains require specialized guardians to preserve the kingdom's wisdom.
- Purge the rotting lore by ruthlessly archiving dead scroll.



The Siren's Mask of Lust

The **Mask of the Siren** glimmers with an enchantment none can resist. Place it upon your brow, and you command Arcane AI that speaks with human tongue, moves with uncanny autonomy, and pledges effortless service across the realm. Yet beneath its beguiling shimmer lies madness: familiars run amok, champions falter with false visions, and entire kingdoms crumble under its spell.



The Siren's Mask of Lust

Quest 1: The Spiral of Seduction

Leaders, enchanted by demos, cry: *"Unleash Copilot everywhere! A voice agent to answer calls, chatbots on every page, AI in every interaction!"* Leaders dream of fully autonomous workflows and warriors replaced by familiars. But the Siren's Mask deceives and soon the familiar chants nonsense and citizens grow vexed.

Truth-teller

Not every channel is fit for the wild magic of Arcane AI. What dazzles in the controlled sanctum of a demo can unravel in the untamed lands. When outcomes follow a deterministic path, older spells or low-code incantations are far mightier.



The Siren's Mask of Lust

How wield your sword

- Unleash the Copilot familiars with discipline and begin in the safe glade of internal affairs
- Draw protective circles to set guardrails
- Pilot their powers carefully; begin in the safe glade of internal affairs before sending them into sensitive lands.
- Keep the humans at the helm. The AI is a mystical aide, not a sovereign ruler.



Quest takeaways

- Don't rush all channels - build and train for real adoption.
- Frustrated users hurt CX; fix tools, train well, empower them.
- Master what you have, add only what's needed, govern wisely, and stay humble in your path forward.
- Weak follow-through kills adoption - commit visibly and consistently.
- Not rivals; choose tools by context, not comparison
- Don't hoard knowledge - structure it, prune ruthlessly, and assign clear ownership.
- Don't chase flashy AI - apply it with discipline, balance, and human control.



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Q&A

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