

# ContactEngine named Microsoft Co-Sell Partner

Submitted by: ContactEngine

Thursday, 18 October 2018

---

LONDON and WASHINGTON, D.C. -- ContactEngine, a next generation Customer Engagement Hub (CEH) specialising in conversational AI, have announced their achievement of 'Co-Sell Partner' status as part of the Microsoft for Startups London ScaleUp programme for high-growth technology companies. ContactEngine joins an exclusive group selected for comprehensive sales and marketing support and go-to-market initiatives.

ContactEngine's automated conversation management platform integrates into Microsoft Dynamics to provide an AI-powered 'voice' to engage customers across all conversational channels and across all industries. Whereas traditional CRMs require human agents to engage customers, ContactEngine integrates to automate outbound customer engagement and subsequent transactions, replicating human behaviour through machine learning and natural language understanding. The ContactEngine Software-as-a-Service (SaaS) platform is hosted on the Microsoft Azure cloud, which allows for on-demand global scalability and best-in-class security.

Dr Mark K. Smith, CEO of ContactEngine, said: "ContactEngine shares Microsoft's objective to optimise organisational outcomes through enhanced customer engagement. We're pleased to support Microsoft by integrating into their Dynamics Engagement platform to talk to our clients' customers with intent driven, AI-powered conversations - improving customer experience, and ensuring crucial moments such as sales, deliveries and appointments are executed with precision and minimal effort."

Warwick Hill, Managing Director of Microsoft for Startups, Western Europe, said: "There is a very strong synergy between Microsoft Dynamics and ContactEngine's automated conversations and customer engagement capabilities. We are pleased to be able to integrate the full power of ContactEngine into Microsoft's solutions through Azure."

## About ContactEngine

ContactEngine is a next generation Customer Engagement Hub (CEH) specialising in conversational AI. ContactEngine replicates the behaviours of human call centres across all communication channels by leveraging demographic and intent analysis, linguistics and ground-breaking Artificial Intelligence principles. Analysing mass volumes of data collected from across the globe, ContactEngine generates unique insights into the changing patterns of human communication. Mixing raw data with AI techniques, ContactEngine transforms the way global brands engage with their customers – saving our clients millions and making their customers happier. For more information, visit: [www.contactengine.com](http://www.contactengine.com)

## About Microsoft

For more information, please visit: [www.microsoft.com](http://www.microsoft.com)

## Contact:

Maura Diamond

+44 (0) 7506 040120

[maura.diamond@contactengine.com](mailto:maura.diamond@contactengine.com)