



# Real Customers, Real Data, Real-Time

Todd Schutte, Global Director of eLearning, Bona  
Session ID #84256

# About the Speaker

## Todd Schutte

- Global Director of eLearning, Bona AB (Sweden)
- 28 years @ Bona US (customer service, sales, sales management, product management, senior management, training, legal mitigation, new initiatives, eLearning)
- Part of very large U.S. Schutte clan – over 300 extended relatives in CO, WY and WI!!!

# Key Outcomes/Objectives

1. How does Bona's business environment relate to your own?
2. Understand direct vs. indirect customer data; and the exponential power of utilizing both!
3. Bona SAP system history: BC, Early, Now, Future
4. Communication, Communication, Communication
5. Analytics: Are you tracking the right things?

The background features a dark blue gradient with several light blue, fan-shaped beams radiating upwards from a thin white horizontal line at the bottom center. The beams are of varying widths and lengths, creating a sense of depth and focus towards the text.

***Bona***<sup>®</sup>

BRINGING OUT  
THE BEAUTY IN FLOORS  
SINCE 1919

# Bona<sup>®</sup>

- Celebrating 100 years in business (1919)
- Subsidiaries in 17 countries
- Sales in 70+ countries
- Production facilities in Sweden, Germany, USA, and China
- 600+ employees worldwide



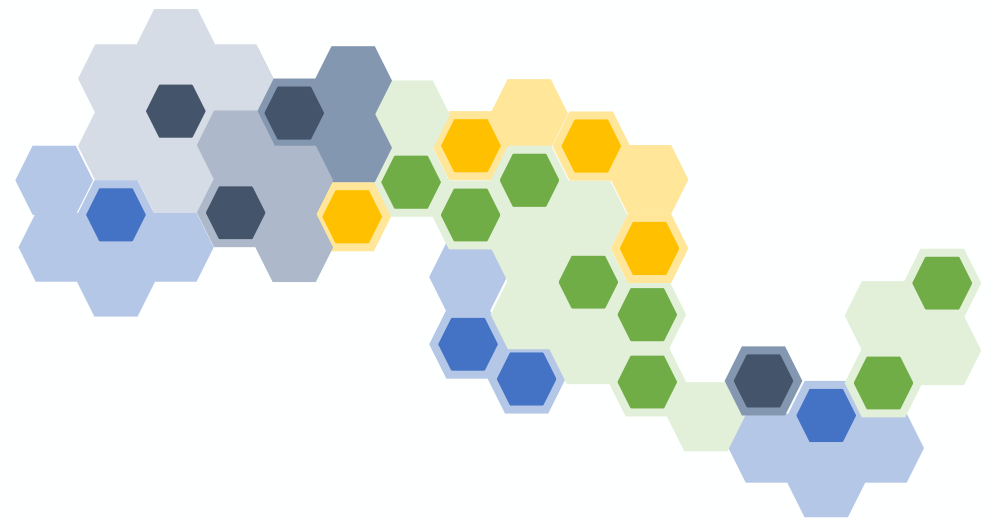
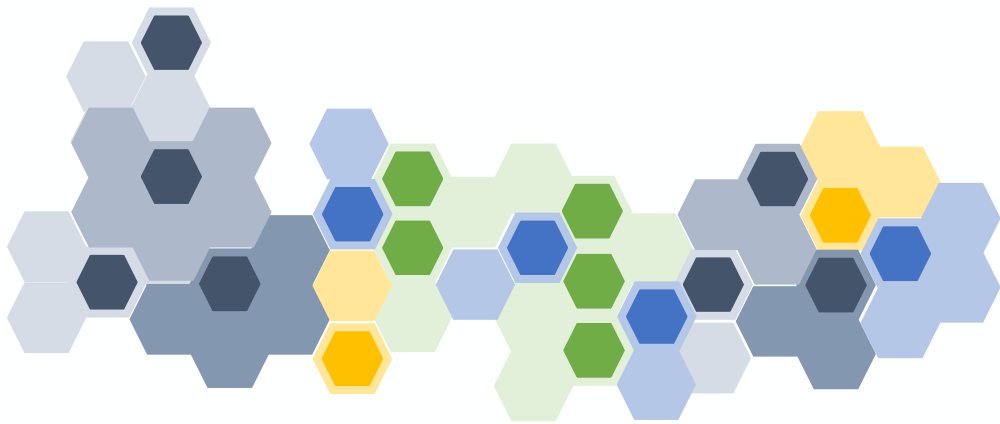
ASUG



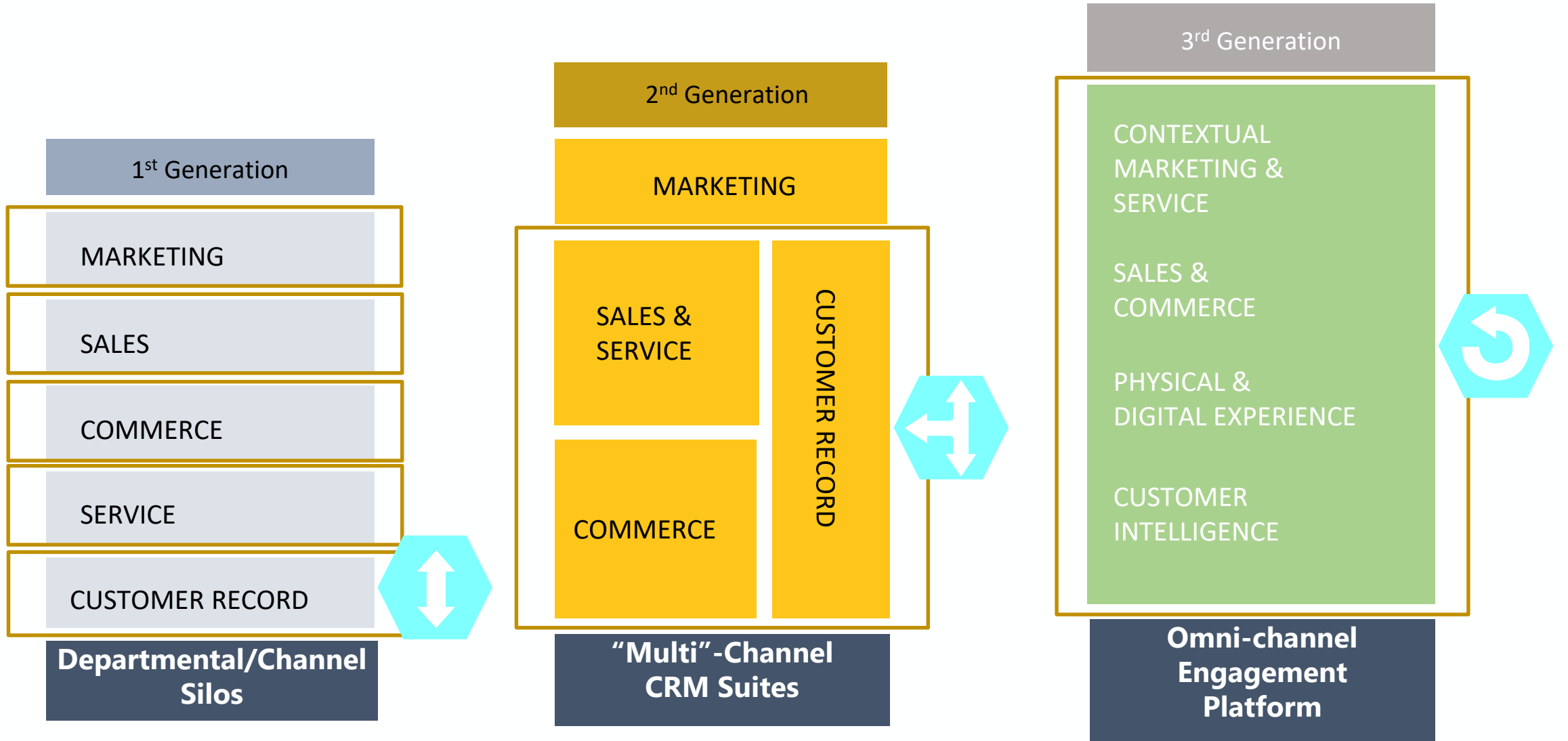




## Information System Silos



# Evolution: From CRM to Customer Engagement





# Omni-Channel Customer Engagement & Commerce



WEB



MOBILE



SOCIAL



EMAIL



CALL  
CENTER



MARKET  
PLACE



DIGITAL  
GOODS



INTERNET  
OF THINGS



CONTACT  
CENTER

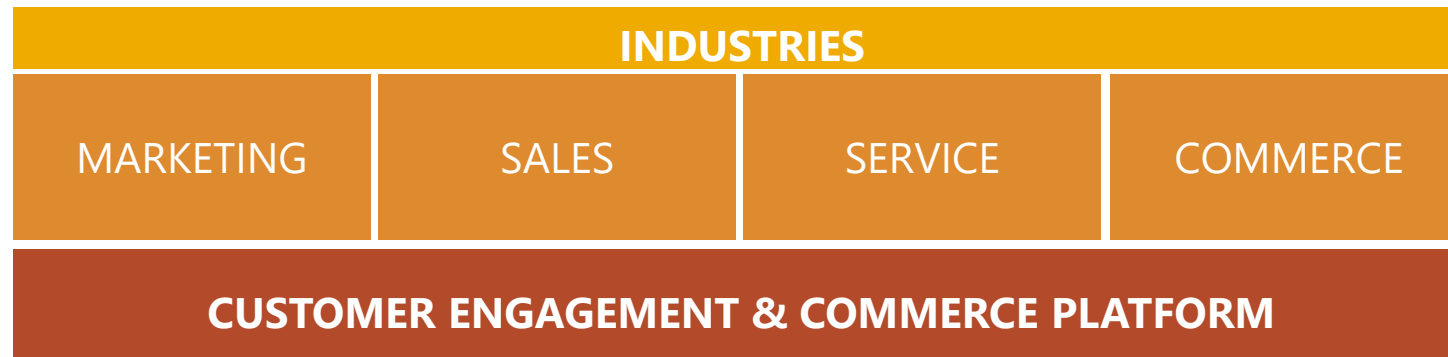


POS



MARKETING  
CHANNELS

**EVERY TOUCHPOINT. EVERY CHANNEL. GLOBAL. FLEXIBLE.**



**SEAMLESS**  
customer journey  
across all channels

**SINGLE VIEW** of  
customer journey  
across all channels

**INTEGRATED** across  
sales, service, marketing  
& commerce

Specific to your  
**INDUSTRY**

**ASUG**

# Bona Sales & Service Channels



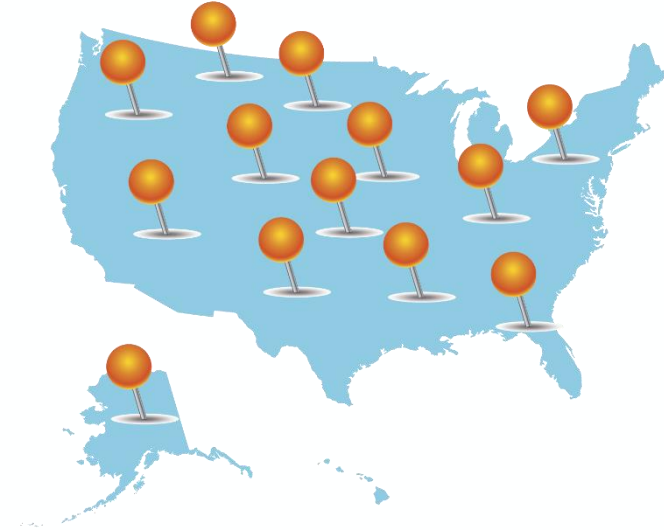
***Territory  
Managers***

***Pro  
Distributors***



***National Acct  
Managers***

***Retail  
Distributors***



***Field Sales  
Force***

***Bona Certified  
Craftsmen***

# The Bona "Loop"



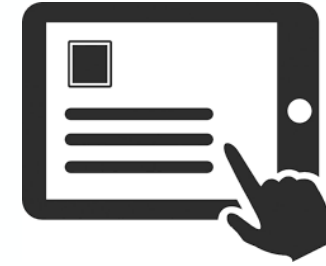
# Service and Data Challenges



**Inefficient Manual Processes**



**Lack of Consistent Support Info & Materials for Questions**



**Inability to Update Records from Field**



**No Historical Caller Views**



**No Reporting to Track Ticket Resolution or Source**



**No Trending/Forecasting Data for Capital Intensive Bona CCP**

# The Ultimate Sales & Service Environment



**Fully Integrated Call  
Center, Service, and Sales  
Processes**



**Standardized  
Knowledge Base**



**Best of Breed,  
Multi-Channel  
Communication Tools**



**Real Time Analytics**

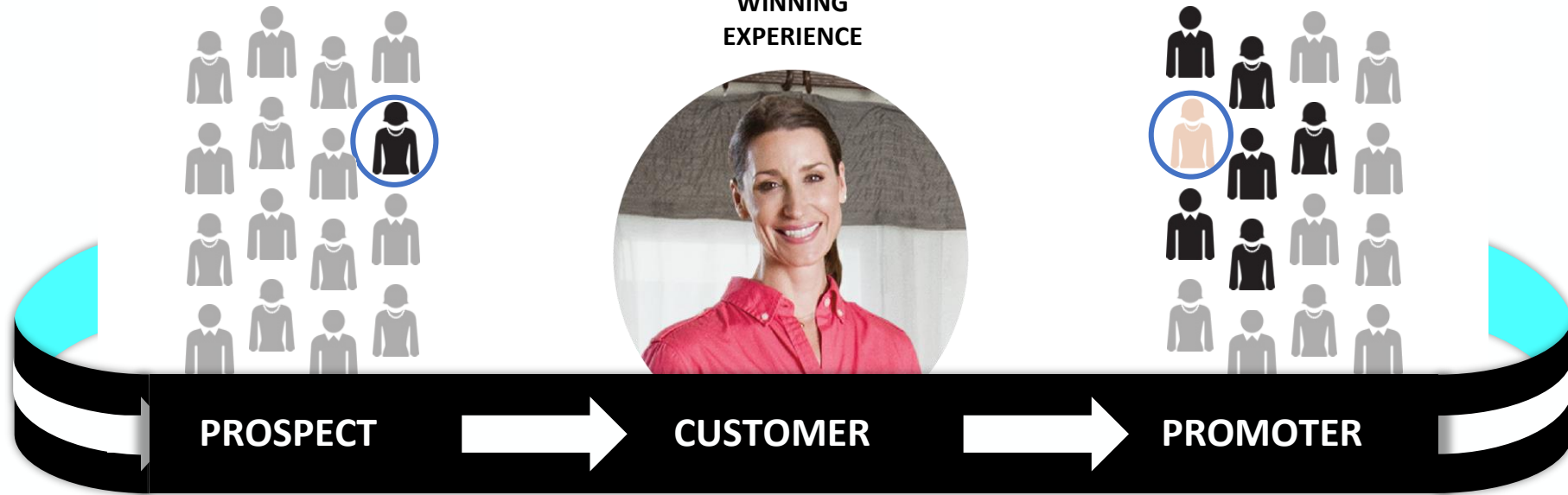


**Mobile Ready  
& Enabled**

# Prospect to Promoter



WINNING EXPERIENCE



SOCIAL DATA

SOCIAL DATA

MARKETING DATA

AWARENESS TO LEAD

SALES DATA

OPPORTUNITY TO CASH

ENTERPRISE DATA

REQUEST TO RESOLUTION

SERVICE DATA



# Backbone: SAP Hybris (Call Center, Service, Sales)

## Multi-channel service

- E-Mail
- Phone (CTI)
- Web self-service portal
- Chat
- Branded communities
- Social Media\* (Twitter, Facebook)

## Productivity

- E-mail response management
- Routing and escalation rules

## Solution Finder

- Integration with existing knowledge base
- Context-sensitive recommendations
- Easily share content with customers

## Collaboration

- Contextual social collaboration with integrated feed

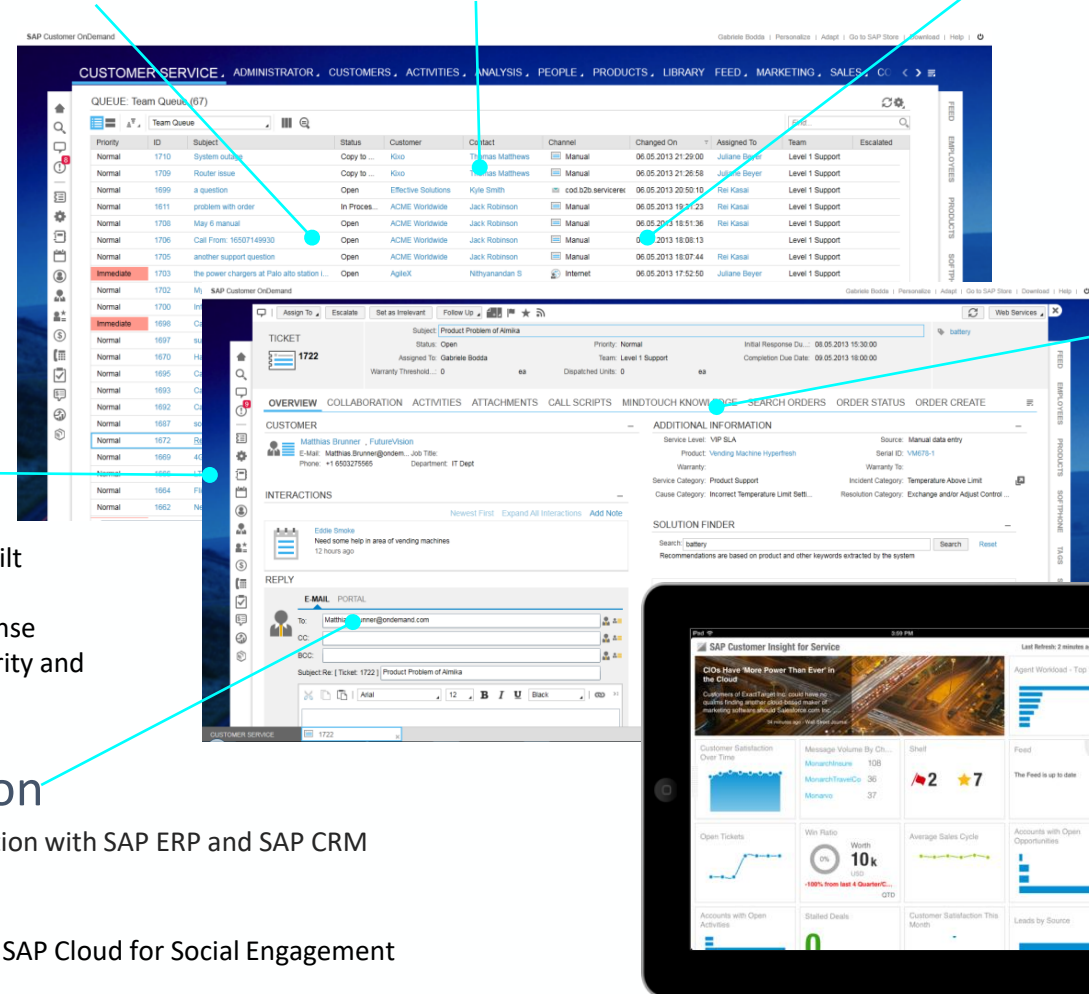
## Analytics

- Real-time service performance with pre-built dashboards
- Embedded reports response times, handle times, priority and escalation trends

## Integration

- Native integration with SAP ERP and SAP CRM
- Open API

\*Social Media channels with SAP Cloud for Social Engagement



## Mobility

- Manage service requests on iPad – anytime, anywhere

# Outlook Integration for Email Response Management and Tracking

The screenshot displays the SAP Cloud for Customer interface, which is integrated with Microsoft Outlook. The main window shows a ticket overview for ticket 4571, titled "Original Bianchi seat". The ticket status is "Open", and it has a priority of 3. The initial review due date is 04/21/2014 05:52:44 PM. The ticket was created by a "Technical User" and has a completion date of 05/09/2013. The ticket is associated with a customer named Pavan Sunkara, whose email address is Pavan.Sunkara@kpl... The ticket is categorized as "Issue with Peeling".

An Outlook window is overlaid on the SAP interface, showing an email message. The email is from jackpeperone@gmail.com to monarchbikes@outlook.com, dated April 21, 2014, 02:52:45 PM. The subject is "Original Bianchi seat". The email content includes a greeting "Dear Monarch," and a placeholder for a response: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent et". The Outlook window also shows the "Message" ribbon with various options like "Sign", "Encrypt", "Attach File", and "Follow Up".

The SAP interface also shows a "DOCUMENT FLOW" section with a search bar and a "TAGS SHELF" on the right side. The SAP interface includes a navigation bar with options like "OVERVIEW", "INTERACTIONS", and "FEED". The SAP interface also shows a "CUSTOMER" section with the name "Pavan Sunkara" and a "Bona Support" logo. The SAP interface also shows a "MESSAGE" section with a "Bona Support" logo and a "Service Ticket: 146 - Notification" message. The SAP interface also shows a "REPLY" section with a "Compose New Email" button and a "Use Microsoft Outlook" checkbox.

# Integrated Knowledge Base

SOLUTION FINDER

Search:  Search Reset

Recommendations are based on product and other keywords extracted by the system

**Bona Hardwood Floor Mop Motion®**  
Step 4: If you are going over a large room or several small rooms you will want to take cleaning pad off of the mop and rinse out in your sink with warm water occasionally to release captured dirt and prepare it to pick up more dirt. Step 2: Attach Mop base to part B by placing pole into base then turning it into place so the silver button attaches to the smaller hole in the base.  
Author Jennifer Changed On 03/08/2015

**Bona Hardwood Floor Mop Motion**  
Guide Contents How-To (1) How-To Articles Assembly Add a Reference article to your User Guide Reference pages list essential facts about a feature or system. To add a new Reference article, follow these steps: Select a Topic you want to add the Reference under Click on New Page at the top of the page Select Reference Page Bona Hardwood Floor Mop Product Description  
Author Betty Jo Changed On 03/08/2015

**Bona Motion Mop Express**  
Overview Explains what the feature is or what its benefits are to the user or customer. Feature This feature does ... What are the benefits of this feature? When you use this feature, you gain ... When to use this feature? Use this feature to ...  
Author Administrator Changed On 03/03/2015

Completion Due: 02/19/2015 08:52:15 AM

Completion Date:

Escalation Status: Not Escalated

Escalated On:

SOLUTION FINDER

Search:  Search Reset

Recommendations are based on product and other keywords extracted by the system

**R851 and Radiant Heat**  
Will R851 stick to or soften the PEX-a tubing if it gets on it?  
Author Administrator

SIMILAR TICKETS

Search:  Search Reset

Default recommendations are based on customer name. Searched recommendations are based on customer name, product id, ticket subject, or ticket incident description.

	<b>212:Mop Assembly</b>	Customer Barnett Carpets Inc	Created On 03/23/2015 8:48 AM	Status Open
	<b>193:Mop Assembly</b>	Customer Barnett Carpets Inc	Created On 03/18/2015 12:54 AM	Status Open
	<b>171:Peeling</b>	Customer Kerstin Lindell	Created On 02/24/2015 4:28 PM	Status Open
	<b>168:Mop issue</b>	Customer Pavan Sunkara	Created On 02/23/2015 12:03 PM	Status Open
	<b>165:Mop issue</b>	Customer Pavan Sunkara	Created On 02/23/2015 11:45 AM	Status Open

1 2 3

MESSAGE

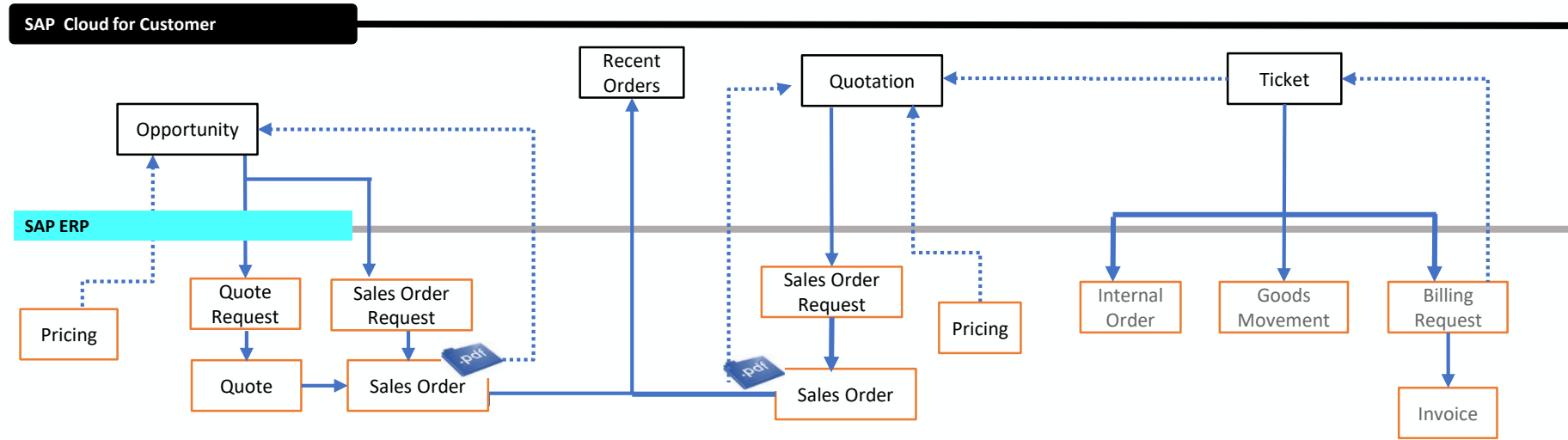
From: Bona Support <cs@bonasupport.com>  
To: Pavan Sunkara  
Subject: Bona Support Service Ticket: 146 - Notification

We have received your request about "Issue with Peeling" on 17/02/2015 07:19 UTC.  
Ticket: 146 has been created and you should receive an initial response by 17/02/2015 17:00 UTC.  
Please have a look at our knowledgebase [here](#) as another source of help until we are able to provide a response. Thank you.  
Best regards,  
Bona Customer Support

Dorothy can keyword search the integrated Knowledge Base for pertinent articles and generate automated emails to Linda and also:

- Improve customer intimacy by sharing correct support knowledge
- Improve her efficiency and increase call quality
- Deliver a Continuous Cycle of Optimization

# Packaged Integration for SAP ERP Integration



- Real-time integration of transactional data (opportunity real-time pricing, quote and sales order requests, quote to sales order request). Confirmations of ERP documents available in Opportunity.
- PDF display of ERP sales documents in C4C opportunity and quote. PDFs are generated on-the-fly.
- Real-time integration of work ticket to billing request
- Pricing: Real-time call to ERP SD pricing supporting the full pricing flexibility of ERP SD.

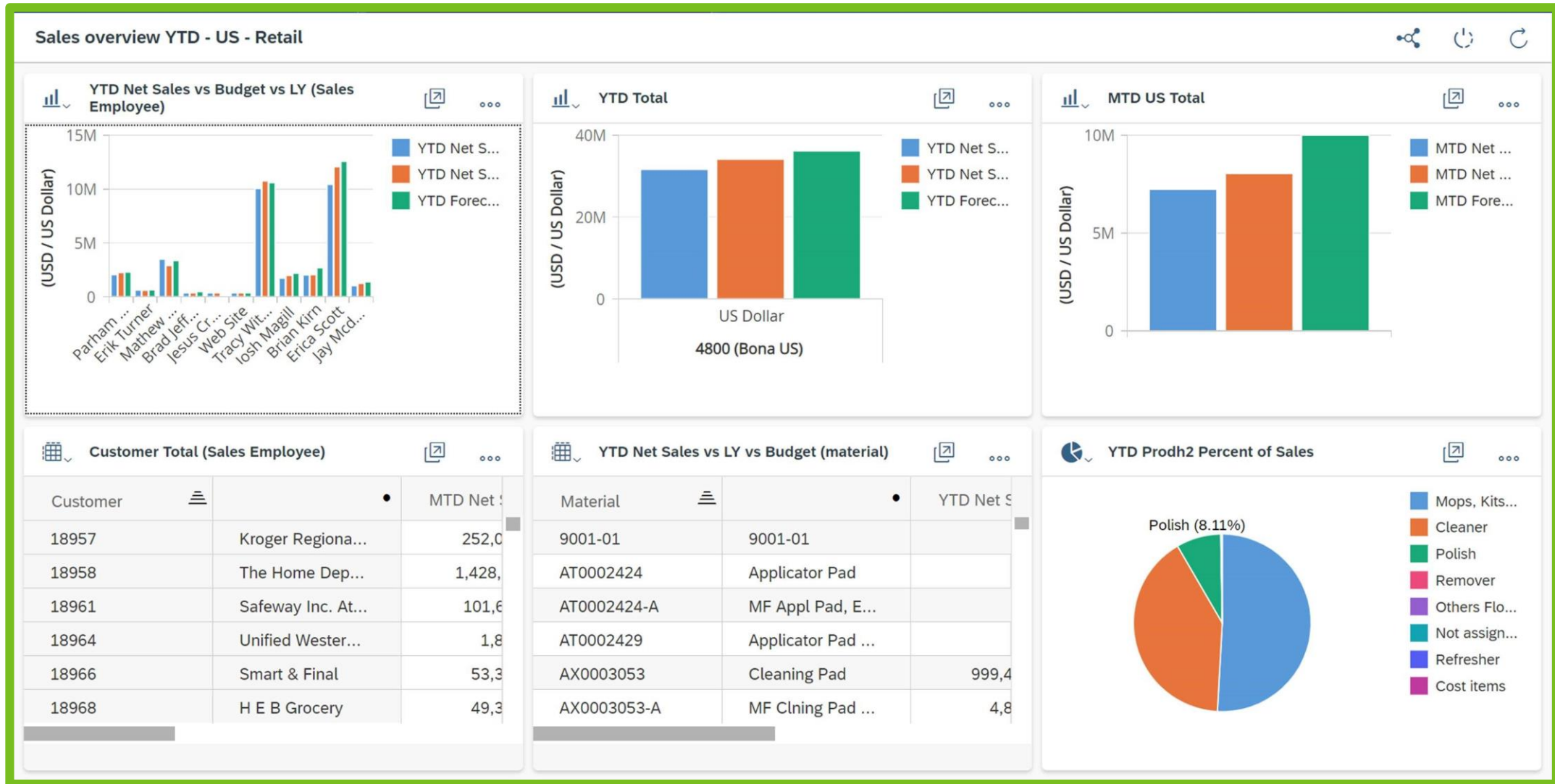
Type	Description	Product	Work Progress	Planned Quantity	ERP Rel. Status	No...	Action
Part - Technician ...	MDECC-DS01	MDECC-DS01	Finished	1 Each	Not Released		
Service	AM0108201408...	10000271	Finished	1 Each	Not Released		

# Enhanced Analytics





# Efficiency Gains = Buy In = Usage





# Closing the Loop

**Customer + Retailer + Certified + Distributor + Service Center + Sales**



**COMMUNICATION: Efficient + Consistent + Accountability + Customer Satisfaction**

**ASUG**



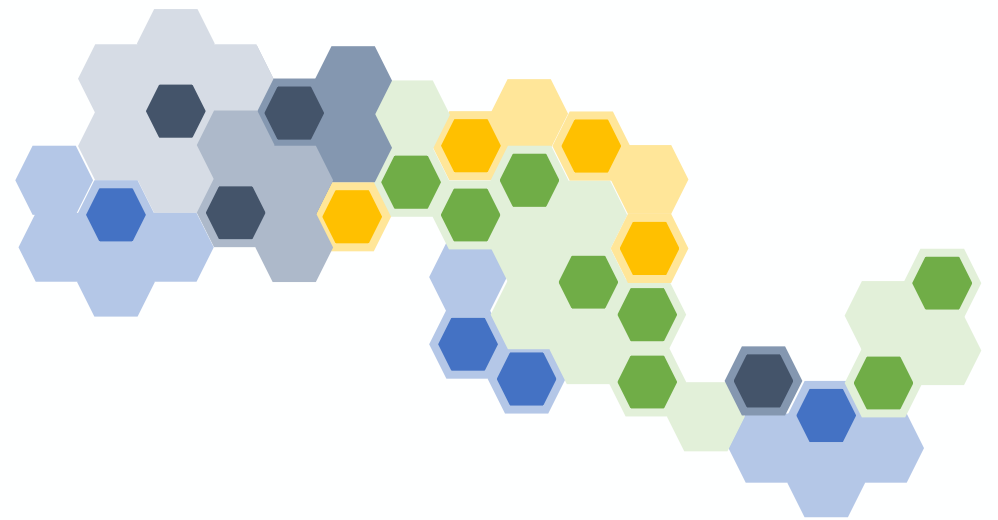
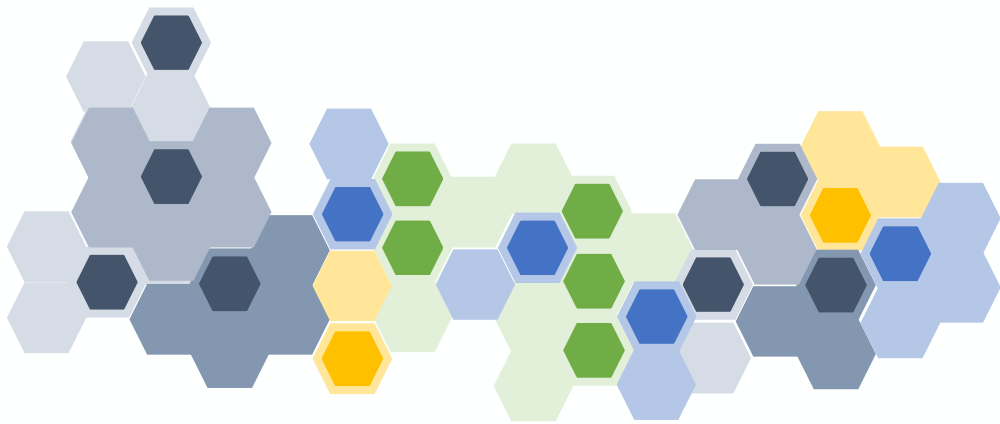
Mobility  
Collaboration  
Time  
Good Info  
Timely Info  
Ease of Info



Information

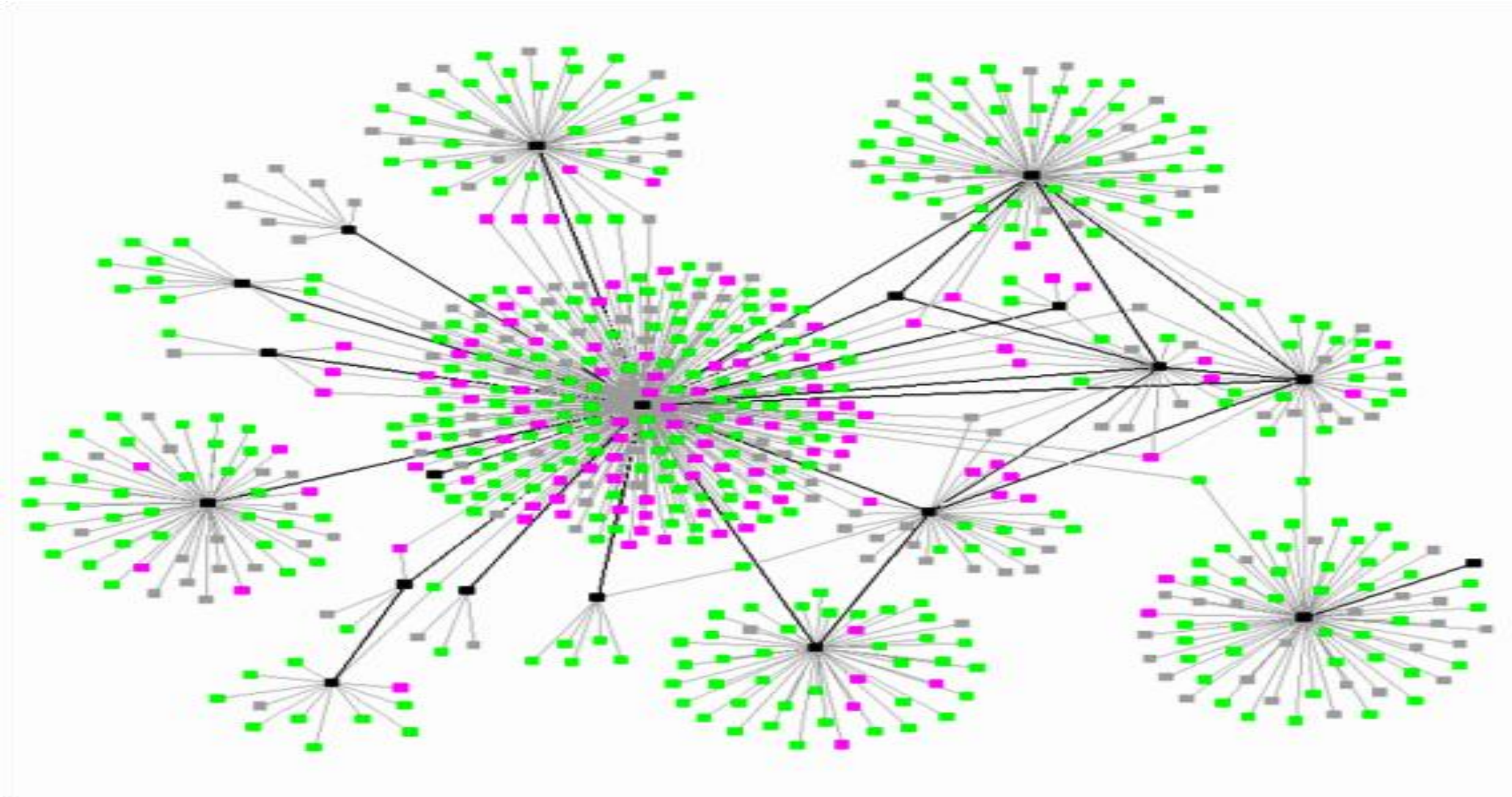


## Information System Silos





# Harmonized Information = SAP Hybris Cloud



# Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.





# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

# Q&A

For questions after this session, contact me at  
[todd.schutte@bona.com](mailto:todd.schutte@bona.com)

# Let's Be Social.

Stay connected. Share your SAP experiences anytime, anywhere.

Join the ASUG conversation on social media: **@ASUG365 #ASUG**

