



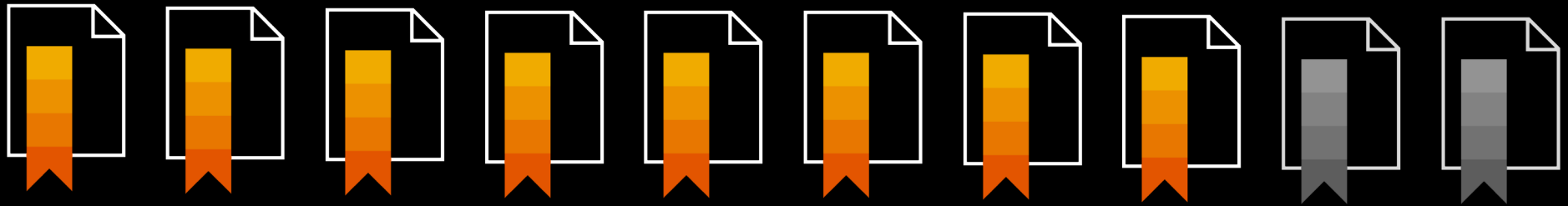
Learn How to Use Virtual Assistants for the Enterprise World

Benjamin Herrmann
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INTERNAL

A high-angle, wide shot of a large, modern call center. The room is filled with rows of cubicles, each equipped with a computer monitor and keyboard. Numerous employees are seated at their desks, some wearing headsets, indicating they are handling customer calls. The office has large windows on the left side, and a prominent logo for 'ANDRADE GUTIERREZ' is visible on the right wall. The overall atmosphere is one of a busy, organized workspace.

The number of customer requests
increases drastically



Because of bad customer support,
78% of clients have
ended a contract before



This amounts to **\$1,6tr** business **annual losses** due to poor customer service in the US

Accenture

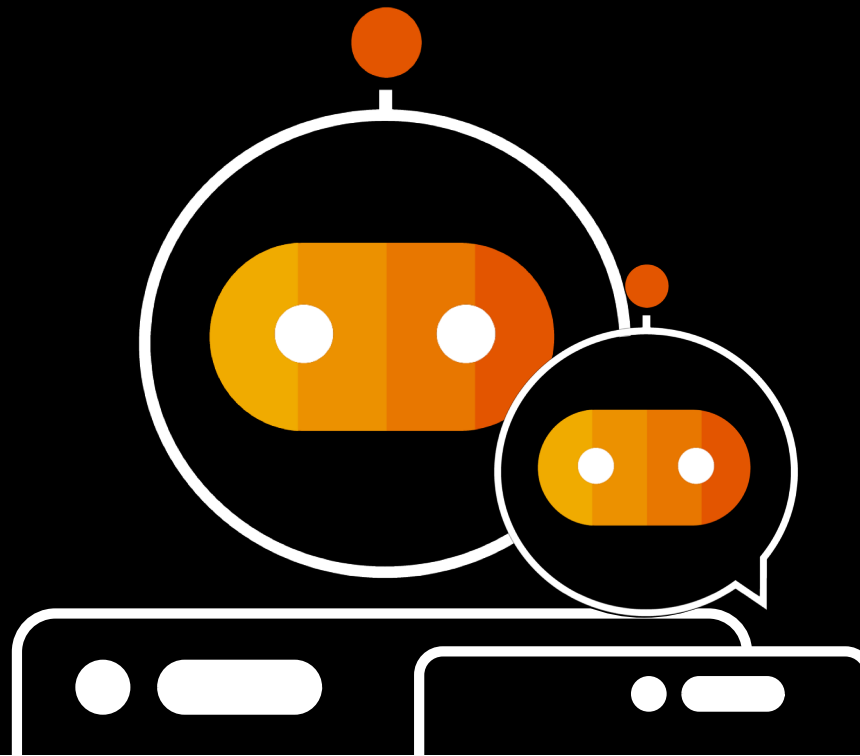
A low-angle shot of a person's legs in blue jeans and red sneakers walking on a polished floor in a shopping mall. A yellow shopping bag is visible on the left. The background is blurred, showing other shoppers and store displays. The text "In short: if you don't scale up your support service, you'll lose customers" is overlaid in white, with "scale up" in yellow.

In short: if you don't **scale up your support service, you'll lose customers**

A woman with brown hair in a ponytail, wearing a pink blazer and a headset with a microphone, is sitting at a desk in a call center. She is looking at a laptop screen and has her hand on a mouse. In the foreground, the back of a person's head and shoulders are visible, out of focus. The background shows a large window with a view of a city.

Alas, **scaling with agents** is not economically feasible

But scaling with **chatbots** is!



Bots are **powerful tools** because they are



Efficient



Relationship based



24/7

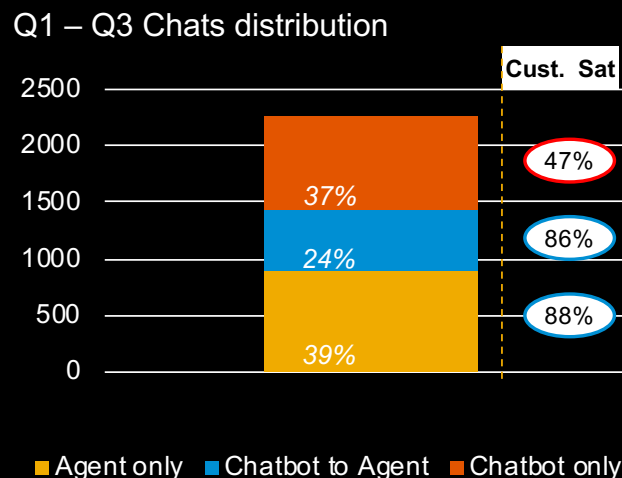


Multi-channel

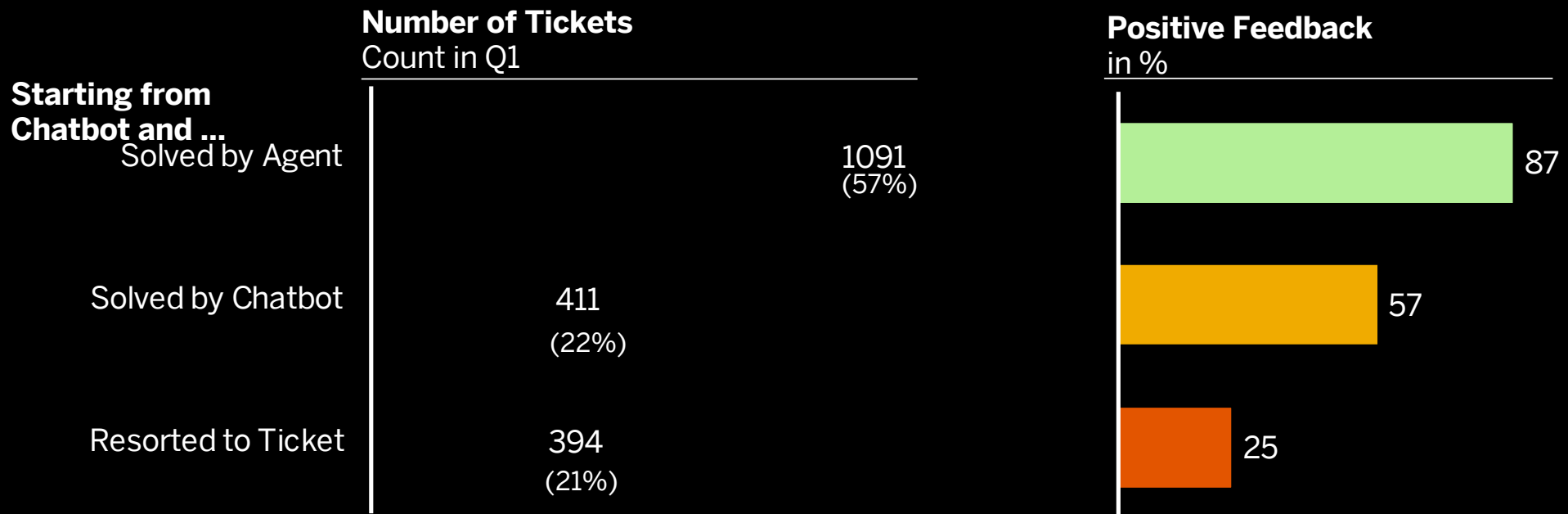
That is why we use bots to **scale SAP's own e-commerce business better**

The screenshot displays the SAP Analytics Cloud website. At the top, a navigation bar includes links for 'id Support', 'Training', 'Community', 'Developer', 'Partner', and 'About'. A search icon, user profile icon, and flag icon are on the right. Below the navigation bar, a dark header section features the text 'Home > Products' and 'SAP Analytics Cloud' in large white font. To the right of the product name, it says 'from USD 23.00 per user/month' with 'Buy now' and 'Try now' buttons. A yellow horizontal bar contains a menu with 'Overview', 'Capabilities', 'Plans & Pricing', 'Technical Information', 'Apps & APIs', 'Implement', 'Support', 'Training', and 'C'. The main content area has a white background with the heading 'Cloud analytics for the Intelligent Enterprise'. Below this, it states 'Make faster, more confident decisions – with the most advanced cloud analytics solution on the market today.' A large blue box on the right contains contact information: 'Call us at' followed by 'Germany 0800/5 34 34 24' and 'United States +1-800-872-1727'. Below this, it says 'Or see our complete list of local country numbers'. To the right of the blue box, there are two sections: 'Chat Now' with a chat icon and 'Contact Us' with an email icon. At the bottom left, there is a tablet displaying various analytics charts, including 'Operating Income', 'Operating Income Distribution by Time', 'Operating Income by Time', 'Fee & Commission Income vs Cost by Time', 'Net Income by Time', and 'Gross vs. Net Interest Income'. An 'Enlarge' button is located below the tablet.

Trigger for SAP's Conversational AI was 3rd party provider with **47% satisfaction** we had previously

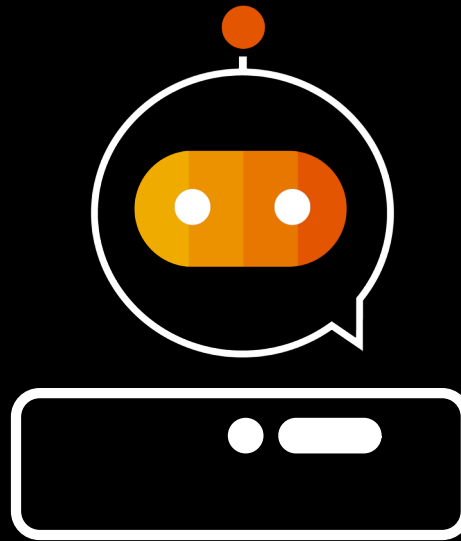


Q1 2019 with SAP's conversational AI resulted already in **57% customer satisfaction with goal in Q4 of 75%**



Outlook for our **chatbots**

30% of chats handled by the
chatbot alone with 75% CSAT;



Conversational experience
expanded to the Ticket /
Email channel;

Chatbot to be able to verify the customer identity to provide more customized support

Thank you.

Benjamin Herrmann

F name L name

Title

Address

Phone number

Partner logo

THE BEST RUN 

Where and how

Sample of the pages to access SAP Digital Conversational experience 24/7

SAP Digital Checkout support

- <https://www.sapstore.com/checkout/v2>
- <https://www.sap.com/products/cloud-analytics/pricing/checkout.html>
- <https://www.sapstore.com/solutions/40120/SAP-Digital-Boardroom>
- <https://www.sap.com/products/crystal-reports/pricing/checkout.html>
- <https://www.sap.com/products/crystal-server/pricing/checkout.html>
- <https://www.sap.com/products/cloud-appliance-library/checkout.html>

SAP Digital Analytics Cloud Suite bot

- <https://www.sap.com/products/cloud-analytics.html>
- <https://www.sap.com/products/board-room.html>

SAP Digital Crystal Suite bot

- <https://www.sap.com/products/crystal-server.html>
- <https://www.sap.com/products/crystal-reports.html>

SAP Digital Cloud Appliance Library bot

- <https://www.sap.com/products/cloud-appliance-library.html>



Customer stories

Discover

Execute as described, to avoid incurring in random chatbot errors during the demo

The customer wants to learn more about SAP Digital Boardroom compatibility

- Open <https://www.sapstore.com/solutions/40120/SAP-Digital-Boardroom>
- Open chat
- Click button "Product features"
- At the question type "which browsers is Digital Boardroom compatible with?"
- Click on the link in the answer
- Call the attention on the fact that the bot works with buttons OR typing

The customer wants to learn more about SAP Crystal Server pre-requisites

- Open <https://www.sapstore.com/solutions/99043/SAP-Crystal-Reports-2016>
- Open chat
- Click button "Download and Installation"
- At the question type "I want to download and re-install crystal reports 2013?"
- Click on the link in the answer
- Now click on the button "Installation steps" and, in the next answer, on Retrieve the license key
- Call the attention on the fact that the customer can navigate between the 3 aspects of the bot

Customer stories

Buy

Execute as described, to avoid chatbot incurring in random errors during the demo

The customer wants to buy SAP Analytics Cloud for BI

- Open <https://www.sapstore.com/solutions/40117/SAP-Analytics-Cloud-for-Business-Intelligence>
- Open chat
- At the menu type "I want to buy SAP Analytics Cloud for BI"
- Read the answer, click on the link in the answer
- Now demonstrate the "Add to Cart" button
- Call the attention on the fact that the chat follows you in the new window and that this sale is tracked in Adobe Analytics

The customer is in the checkout, is trying to buy but has an issue with the credit card

- Open <https://www.sap.com/products/crystal-reports/pricing/checkout.html>
- Open chat
- Call the attention on the fact that the bot understands the context, offers the Checkout Support as a primary option with the possibility of additional product queries as optional (button Other queries)
- Click on the button Checkout Support
- Type "my credit card is not accepted"
- Type "credit card error Delego"
- Call the attention on the fact that the exact words of the customer are passed to the human agent in a structured format

Customer stories

Access

Execute as described, to avoid chatbot incurring in random errors during the demo

The customer wants to access her SAP Cloud Appliance Library tenant

- Open <https://www.sapstore.com/solutions/99007/SAP-Cloud-Appliance-Library>
- Open chat
- At the menu click the button "Order, Tenant Access and Billing"
- At the menu click the button "Can't connect to tenant"
- Read the answer, click on the link in the answer

The customer wants to reinstall SAP Crystal Reports

- Open <https://www.sap.com/products/crystal-reports/pricing/checkout.html>
- Open chat
- Call the attention on the fact that the bot understands the context, offers the Checkout Support as a primary option with the possibility of additional product queries as optional (button Other queries)
- Click on the button Checkout Support
- Type "my credit card is not accepted"
- Type "credit card error Delego"
- Call the attention on the fact that the exact words of the customer are passed to the human agent in a structured format