



End-to-End Customer Service

A comprehensive Solution Portfolio Overview

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PUBLIC

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Agenda

- The State of Customer Service
- Our Mission & Vision for Customer Service
- SAP Customer Experience (SAP C/4HANA) & SAP Service Cloud
- Expanding the Service Cloud Portfolio
 - Recent Acquisitions
 - Solution Extensions
 - Recent Innovations
- Intelligent Customer Service
- The New SAP Service Cloud Portfolio
- Future Direction

Customers
are not impressed

Customers are unimpressed with the service they receive



Only 3% of customers are completely happy¹



Poor customer service experience is costly:

80% of customer switch to a competitor²

62% of customers escalate to a supervisor¹

50% of customers share their negative experience¹

In the experience economy...

**Customers expect
better
customer service**

Better customer service: **what customers really want**



Convenience



Speed



Reliability

SAP's mission & vision for customer service

Make every service moment a perfect moment

SAP Service Cloud help organizations

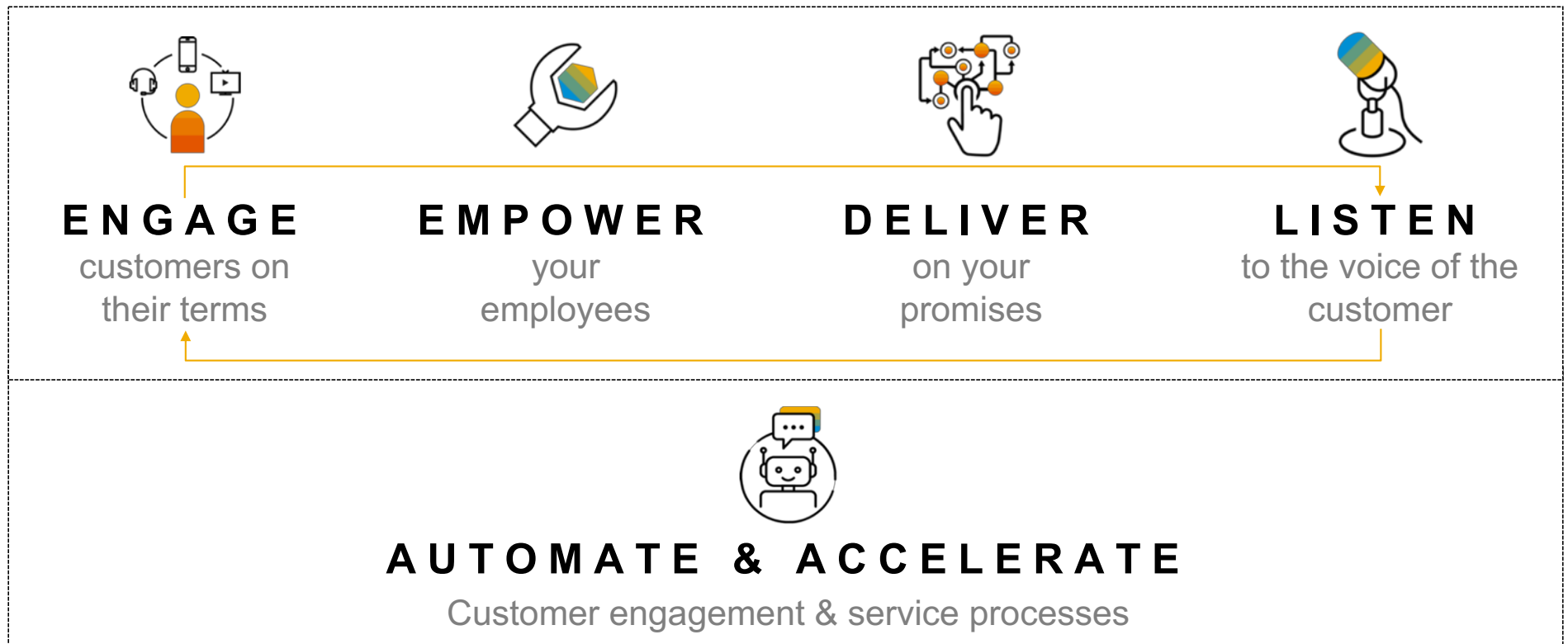
**deliver better
customer experiences
in the moments
when it matters most**

and turn customers into advocates

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Create better customer service experiences **in every moment**



SAP Customer Experience

SAP C/4HANA

SAP Customer Experience Suite: SAP C/4HANA

SAP C/4HANA

Unified user experience (UX)

Conversational and intelligent UX with SAP CoPilot, mobile, desktop, and Internet of Things

Embedded intelligence – SAP Leonardo

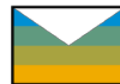
Extension framework and microservices ecosystem – SAP Cloud Platform

SAP Marketing Cloud

SAP Commerce Cloud

SAP Sales Cloud

SAP Service Cloud



SAP Customer Data Cloud

SAP Qualtrics Experience Management

Integration framework – SAP Cloud Platform

SAP S/4HANA

SAP Service Cloud

SAP Service Cloud



Effortless
Self Service



Omni-channel
Engagement Center



On-Demand
Field Service

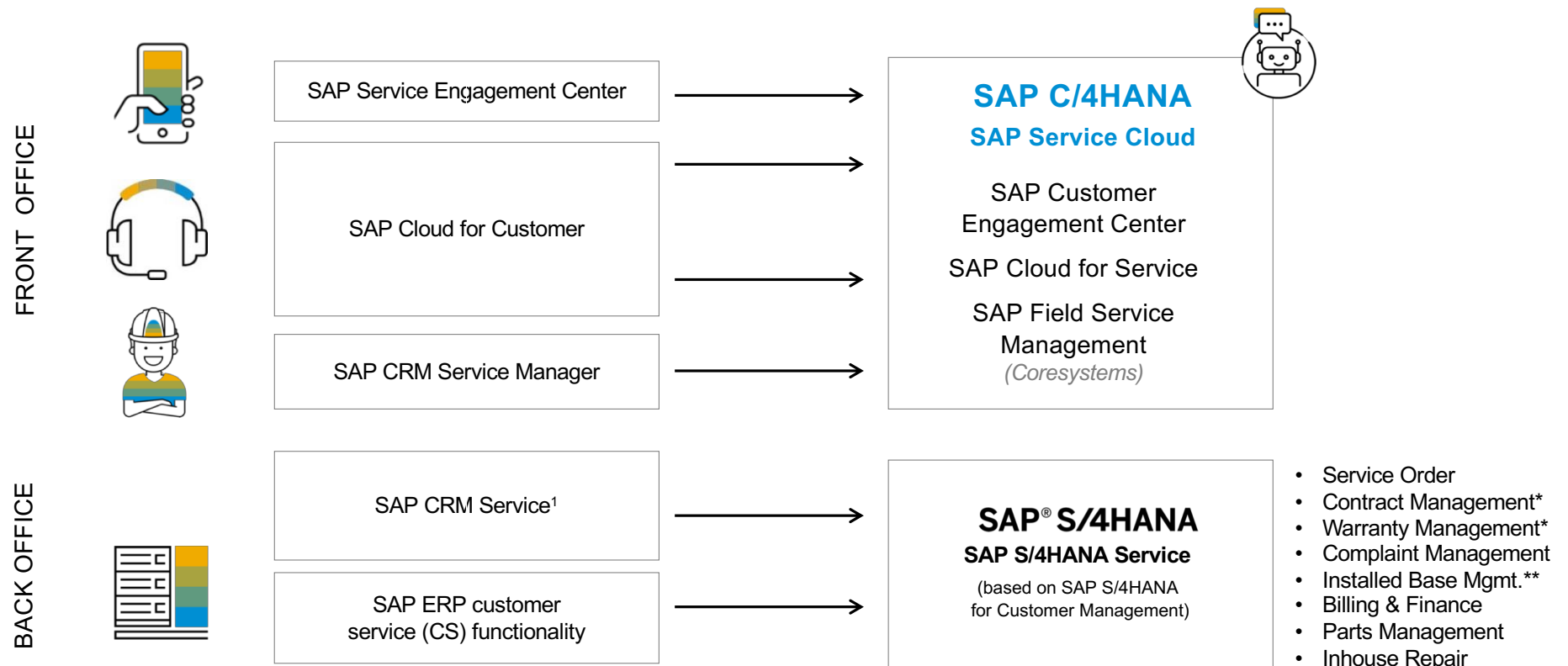


Actionable
Customer Feedback



Intelligent
Service Process
Execution

SAP Customer Service Evolution across SAP C/4HANA & S/4HANA



¹ The interaction center function of SAP CRM will be made available to current customers who want to migrate to SAP S/4HANA.

* Contracts and warranties are also available in C/4HANA
 ** SAP Intelligent Asset Management is not part of S/4HANA

Expanding the SAP Service Cloud

Expanding the SAP Service Cloud Portfolio: Recent Acquisitions

January 2019

SAP Qualtrics is now part of SAP.

CUSTOMER EXPERIENCE MANAGEMENT

Turn customers into **FANATICS**

Qualtrics CustomerXM™ is used by the world's most iconic brands to optimize the customer experience and predict the actions that will have the biggest impact on their bottom line.

SAP Coresystems is now part of SAP.

Crowd Service

Meeting real-time service expectations with the revolutionary concept of the sharing economy - the 21st century response to 21st century technology

June 2018



November 2018

Accelerate your Digital Transformation

Enrich Customer Experience

Free employees from tedious tasks

Achieve better compliance and more guidance

April 2018

SAP CallidusCloud is now part of SAP.

<p>Clicktools</p> <p>Improve customer engagement with live agent scripting</p>	<p>Litmos</p> <p>Make learning easy with an award-winning learning platform</p>
<p>Service Motivate</p> <p>Increase your service reps' performance</p>	

SAP Contexor is now part of SAP.

Take advantage of Robotic Process Automation!

Build great bots in minutes

The collaborative platform to build, train, deploy and monitor intelligent bots for developers

Sign up with GitHub or with your email

Here are some focuses that you might want to try

January 2018

SAP Recast.AI is now officially known as SAP Conversational AI!

Experience Management

Qualtrics

Qualtrics Customer Experience Platform is now part of SAP



Qualtrics Customer Experience™ Platform

- + Customer Experience Management
- + Digital Customer Experience
- + Customer Survey Software
- + Voice of Customer Software
- + Closed Loop Customer Follow Up
- + Event Survey Software
- + Enterprise Feedback Management
- + NPS Software
- + Customer Analytics
- + Customer Journey Mapping Tool
- + Customer Satisfaction Software
- + Customer Retention Software
- + Customer Feedback Software

Trusted by over 9,000 of the world's leading brands and 99 of the top 100 business schools



Connecting the X's and O's in Customer Service

eXperience

Why things are happening

The human factor: beliefs, emotions, and sentiments:

excitement, frustration, joy, effort, convenience, nuisance, perception, impatience, hassle, acceptance, disappointment, feeling valued, anger, satisfaction, displeasure, delight, annoyance, aggravation, expectation, discontent, confidence, trust, loyalty...

X-data helps to uncover what matters most to customers.

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Operational

What's happening

Insights from your day-to-day operations:

service requests, call volume, wait/response time, SLA compliance rate, call handling time, first-contact resolution, time-to-fix, tickets per agent, on-site visits, cost of service, closed tickets, churn rate, returns, repeat purchases, revenue, customer lifetime value...

O-data helps you run your business.

We put the 'X' in Customer Service: Listen to the voice of the customer

Listen

- Collect experience data at every touchpoint in the moment when it matters

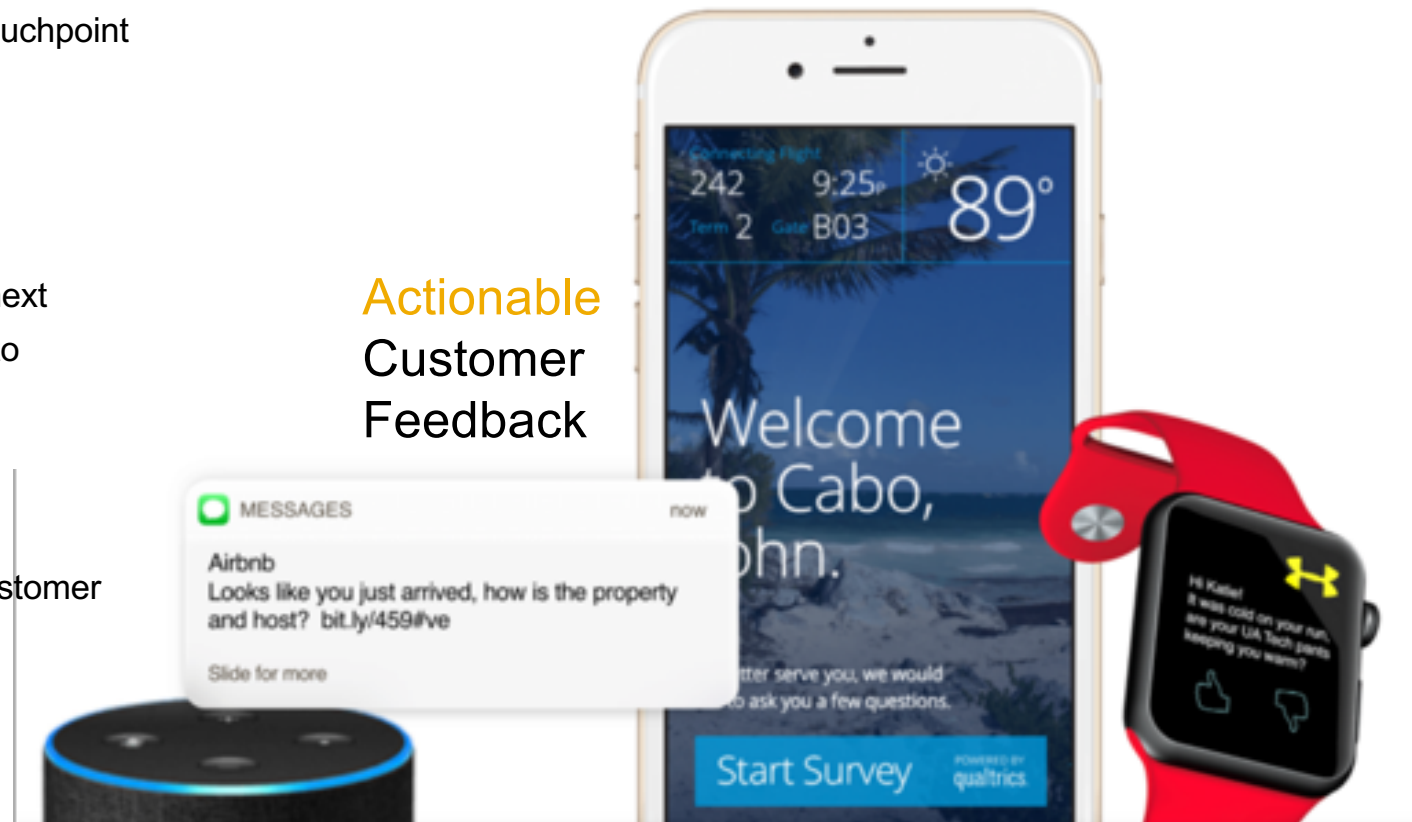
Understand

- Get straight to the issues
- Predict what the customer will do next
- Turn every customer interaction into meaningful insights

Act

- Respond immediately to instant customer feedback – not when it's too late
- Monitor and optimize each customer's experience over time
- Activate the entire organization...

Actionable
Customer
Feedback



Closing customer service **experience gaps** with X-data

Scenario	X-data	Insight from Feedback	In-the-moment Action	Action to identify and/or eliminate root cause
Self Service	Ease of use / Effort Score	Too cumbersome to find the right answer or perform a task	Engage with customer and offer human support in real-time	Improve search capability/ online user experience
Chat Bot	Chat bot experience	Customer had to repeat/ rephrase questions multiple times	Escalate to live chat with service rep in real-time	Leverage x-data to train chat bot to better understand customer intent
Call Center (phone)	Satisfaction with agent/customer sentiment	Lack of communication skills or technical expertise	Follow-up/re-engage with different agent with better skills	Provide training to improve agent skills based on consolidated feedback
Live Chat	Responsive chat experience	Chat responses are taking too long (long pauses between each step of the conversation)	Immediately alert service agent to focus on this one customer, and not accept multiple chats or transfer	Improve chat capabilities, reduce maximum number of concurrent chats assigned to agents
Ticket/Case Management	Satisfaction with problem resolution	Service ticket was closed but customer is not happy with solution/outcome	Re-open & escalate service ticket	Perform process mining to identify process bottle necks/dead ends and redesign ticket management process
Field Service	Satisfaction with onsite service	Satisfied with problem resolution but not with time to fix the problem	Offer coupon or credit, refund, free-of-charge service...	Improve scheduling tool; increase capacity and/or expand service network
Customer Journey	Account health/ NPS Score	Predict customer churn risk	Proactively engage with at-risk customers with special offer	Identify potential churn drivers and eliminate root causes

of Calls
9,310

Avg Call Length (Min)
8





Back to top

Focus Areas

Opportunity	Impact	Opportunity	Impact	Opportunity	Impact
<p>Communicate in a clear, informative and respectful manner</p> <p>Take Action</p>	 <p>● 55% Your Score ● 86% Company's Average</p>	<p>Maintain the highest degree of professionalism during all interactions</p>		<p>Ensure compliance for all company policies</p>	

Action Plans

Action Plans	+ Create New Action Plan
<p>▸ Manager Coaching</p>	<p> In-Progress 57%</p>
<p>▸ Effectiveness Training</p>	<p> In-Progress 26%</p>
<p>▸ Listen into senior agents calls</p>	<p> In-Progress 12%</p>

of Calls

1,111,446

Avg Call Length (Min)

11

Customer Positive Experience ⌵

80%

Agent Communication Skills ⌵

60%

Voice Call Emotion



● Positive ● Improving ● Negative ● Worsening

Top Performing Agent with Highest Avg Client Emotion ⌵

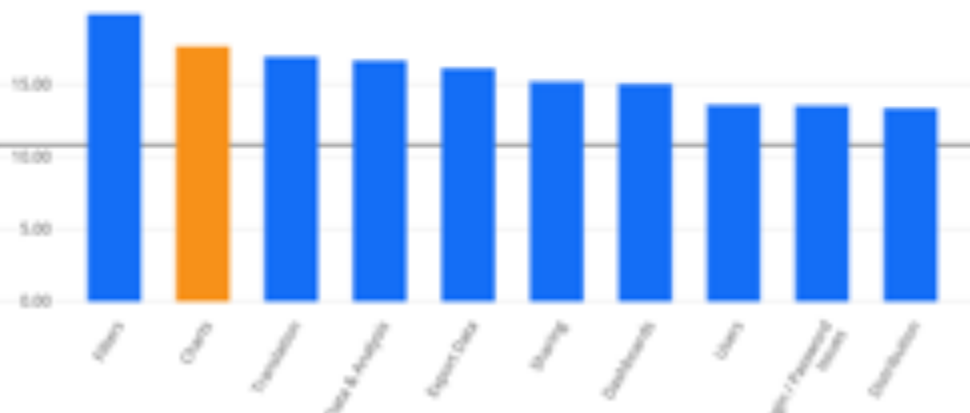


Voice Call Topics



● Positive ● Neutral ● Mixed ● Negative

Avg Call Length (Min) by Topic



“Qualtrics is the difference between success and failure. It’s just that simple”

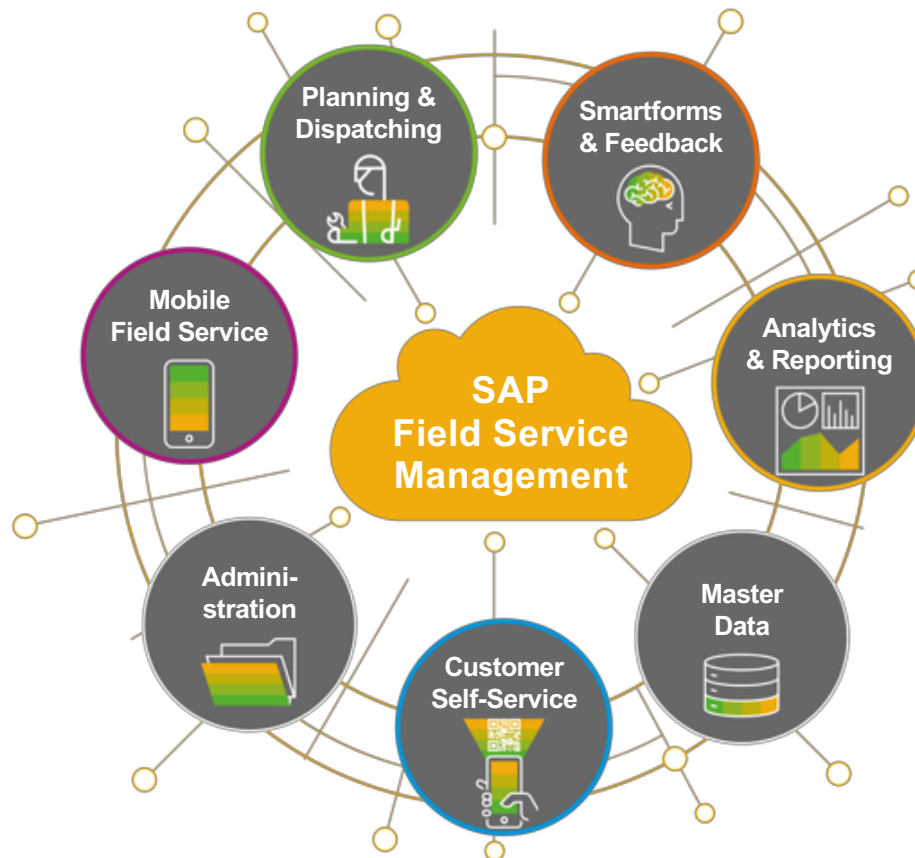


SAP Field Service Management

Coresystems

SAP Field Service Management

(formerly Coresystems)



On-demand Field Service with **SAP Crowd Service**

– expand your service teams to accelerate service execution



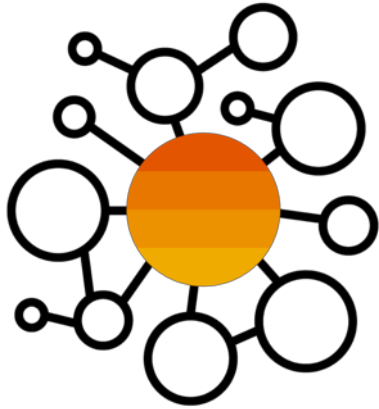
Crowd Service helps meet customers expectation for real-time service. You can expand your service teams with partners, freelancers and other skilled resources – and leverage them on demand. You can build your own pool of technicians and rely on powerful AI tools to automatically plan service requests in real-time.

Capabilities:

- Configurable Onboarding Platform to invite partners and others to become a part of your service crowd
- Intelligent scheduling to determine the best qualified technician by taking into account expertise, location, and availability
- Crowd workers have ability to accept or reject assignments within a set timeframe
- Crowd workers are empowered with all the capabilities of the mobile field service management.

IoT Enabled Field Service

– bring your customer service to the next level



Integration with IoT enables you to offer next generation field services. You can provide proactive and predictive maintenance, increase service efficiency and reduce downtime.

- Reduce downtime with automatic service call creation.
- Set alerts to prevent machine breakdown.
- Use IoT sensor data to reduce intervention and traveling costs, ensuring costs savings for operations.
- Shorten resolution times with better insights into products and issues.
- Support your technicians by providing them historical and real time data of the equipment.

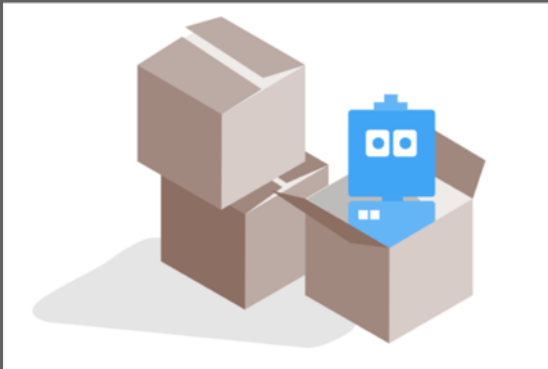
SAP Conversational AI

recast.ai

Revolutionize Customer Support with **SAP Conversational AI** Bots

Build great bots in minutes

The collaborative platform to build, train, deploy and monitor intelligent bots for developers



Maximize your customer satisfaction

Clients deserve the best: no more waiting, no more transfers between services! With bots, they always reach the right person and get answers instantly 24/7.

The SAP Advantage: No more dumb bots, fully integrated

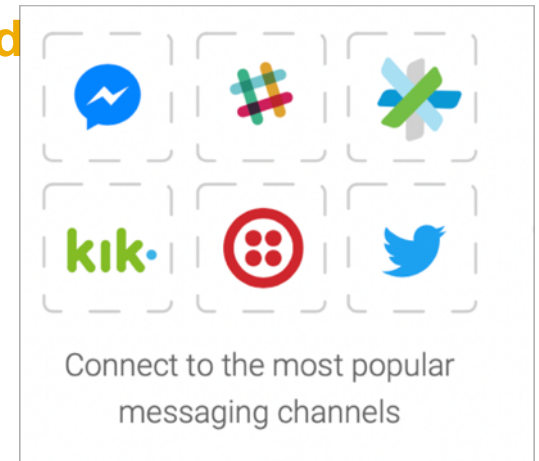


Conversational NLP
Dialog management

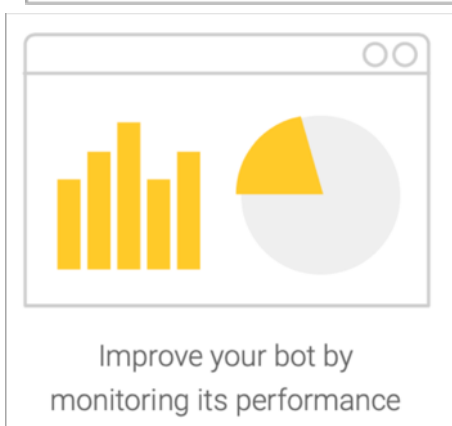
Understand everything

Detect the underlying intent and code it only once. No need to focus on specific sentences, our custom built technology generalizes inputs to classify your users' requests.

- Text, images & voice
- Build multilingual bots
- Get training analytics



Connect to the most popular messaging channels



Improve your bot by monitoring its performance

Train in no time

Use our pre-built modules, or import your own data to quickly make your bot live. You only need a few sentences to create an efficient bot. Our machine learning is build for that.

- Get pre-trained modules
- 100% customizable
- Minimal training



Escalate to an agent if needed

At SFR the bot fully manages 20% of all conversations.

SAP Robotic Process Automation **contextor**

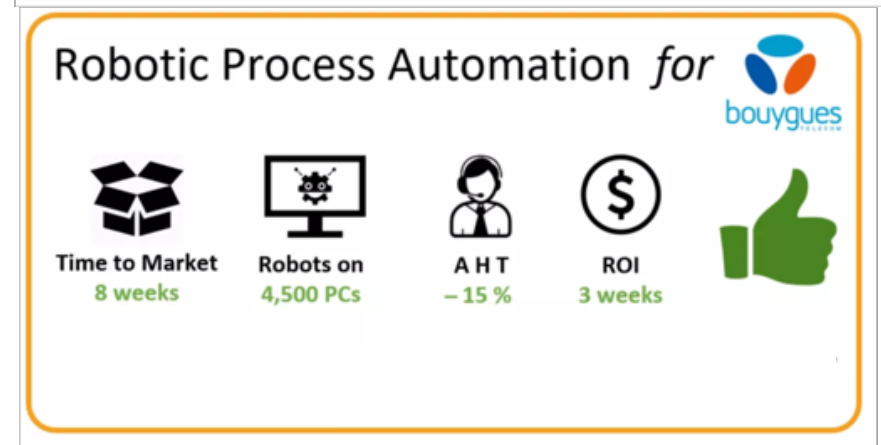
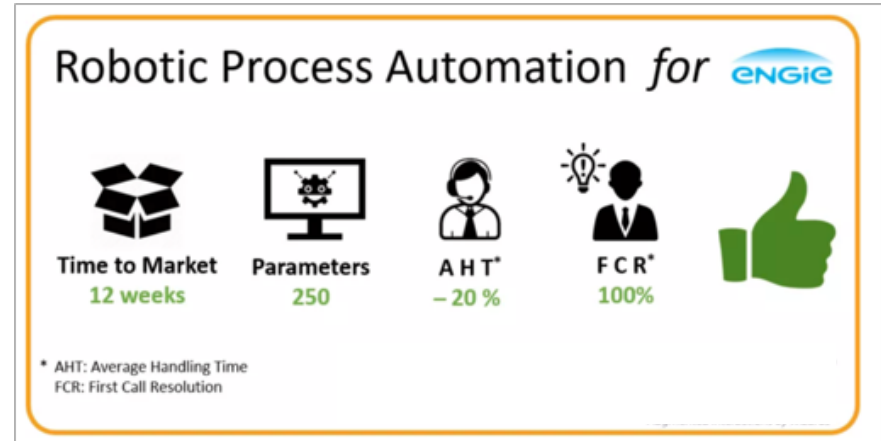
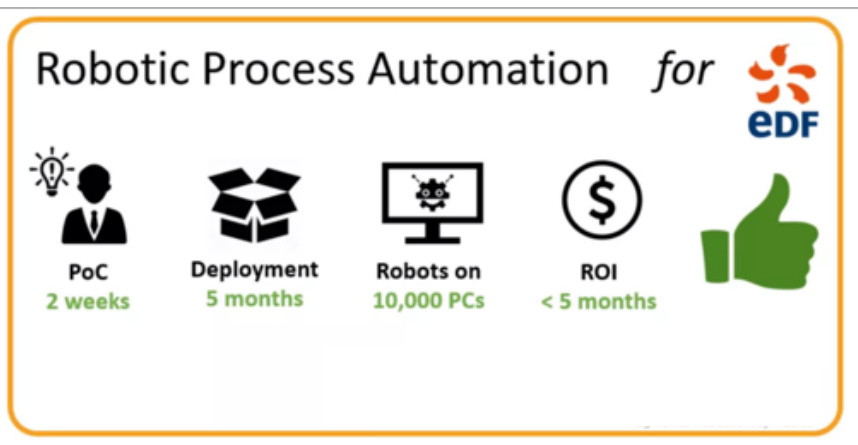
Accelerate Digital Transformation with **Robotic Process Automation**

- **Enrich** customer experience
 - **Free** employees from tedious tasks
 - **Accelerate** process execution
 - **Achieve** better compliance
-
- SAP's RPA technology enables both attended and unattended RPA within and across applications.
 - To date, customers have deployed more than 100,000 bots automating business processes.
 - RPA will help to simplify user interface interactions across SAP and non-SAP applications.
 - RPA will be included in key SAP solutions: S/4HANA + C/4HANA.

Robotic Process Automation in Customer Service

Benefits:

- Increased agent performance
- Improvement of the first call resolution rate
- Easier and faster access to multiple systems
- Reduction of the average handling time
- Decrease of rejection cases
- Elimination of erroneous data entry
- Elimination of manual steps with low added value
- Next best action recommendations



Training: SAP Litmus (Callidus)

SAP Litmos – Learning Management System with 11M users.

SAP Litmos Products Solutions Customers Pricing Resources Company [Free Trial](#) EN

Award-Winning Training Platform

SAP Litmos strikes gold in 2018 Brandon Hall Technology Excellence Awards

"The biggest thing [about Litmos] is **the flexibility of the technology and the intelligence of the people** who work at the organization. When you blend those two things together, it really makes for a great partnership."

SAP Litmos Dashboard Courses People Teams Reports

Dashboard [Manage dashboards](#)

Total Courses	274	Total users	40
Active Courses	271	Active users	44

Activity

Unique logins | Ecommerce sales | Courses completed

Onboarding Journey

On Complete
Welcome to our Team! This journey gives you the training you need to get started in your new role. It has been designed specifically for you. The courses you find here take three things into account:

- Where have you been
- Where are you currently standing
- Where are you going

[Start this learning path](#)

Company Introduction
On Complete

- Our History
- Our Mission
- Our Team
- Our Results

Solution Extensions

SAP Process Mining by Celonis

Analyze business process performance to achieve real process improvement



Identify all process variants as they're executed

Uncover inefficiencies and non-compliant processes

Pinpoint opportunities for process improvement

Process Mining for Customer Service

Explore all aspects of your service processes
Analyze and optimize service order processes
Analyze your service response time



SIEMENS

UBER

L'ORÉAL®

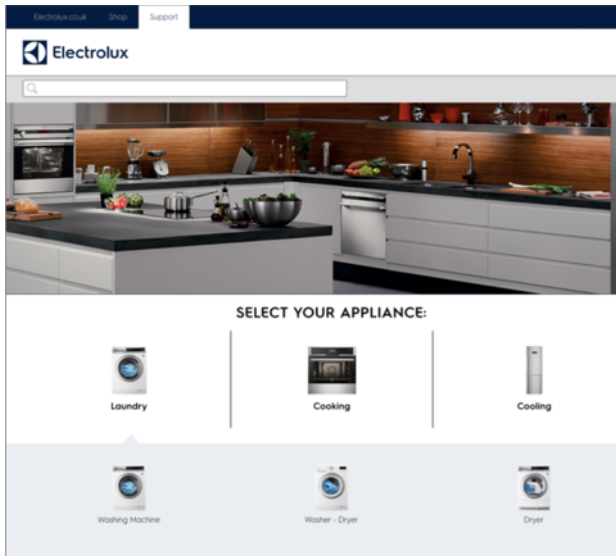
Honeywell

CISCO

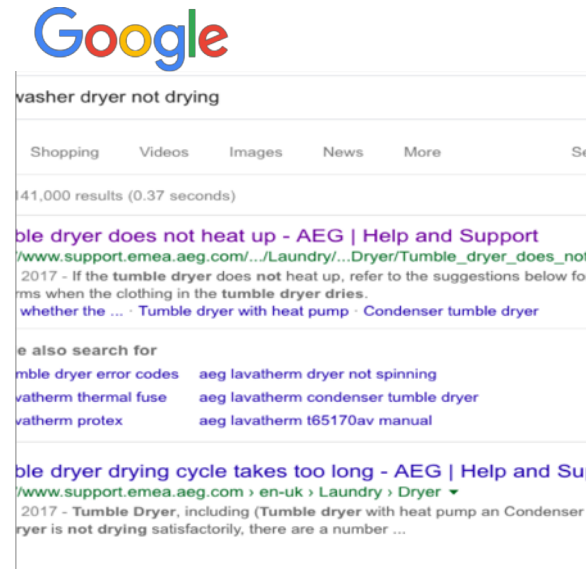
vodafone

SAP Knowledge Central (by MindTouch)

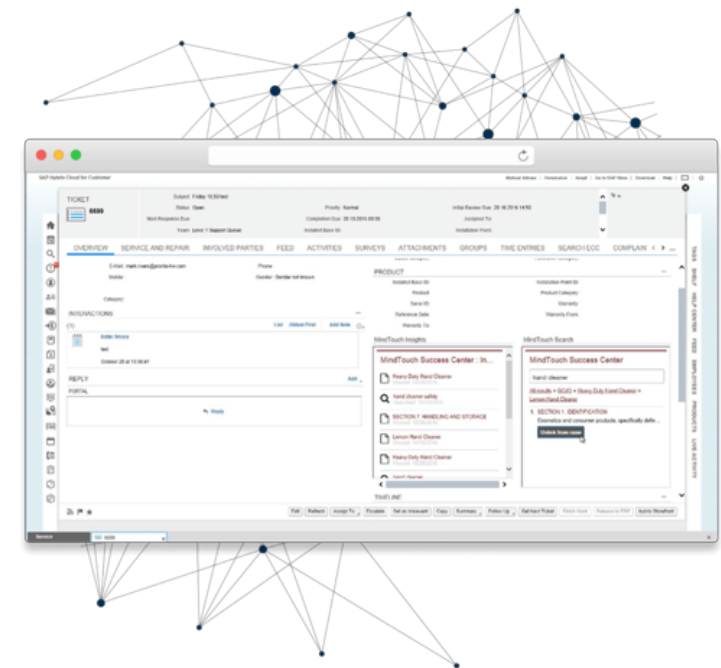
Empowering world class self service



Search optimization to get the right answer the first time



Empowering agents to resolve customer issues quickly



Mobile Customer Engagement in Utilities – by Smart Energy Water

SAP Self Service for Utilities (SEW)

provides customers with a complete 360 degree view of all customer interactions and service needs such as

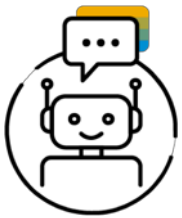
- Billing & Payment
- Usage
- Efficiency
- Service requests
- Moving
- Outages
- and much more

online or via mobile app.



Intelligent Customer Service

Pioneers automate & accelerate customer service



Conversational AI & Chat Bots¹



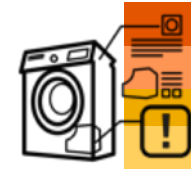
ML & Ticket Intelligence²



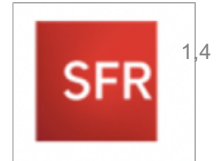
Predictive Service³



Robotic Process Automation⁴



Connected Service & IoT⁵



Combining the power of AI and human intelligence **drives business outcome**

>100K

Chat bots built on
SAP Conversational AI

68%

Automation rate¹
SAP Ticket Intelligence

>100K

RPA Bots in action
SAP Robotic Process Automation

20%

Fully automated
customer conversations²
SAP Conversational AI

60%

Reduction in Downtime³
SAP Predictive Maintenance
& SAP Leonardo IoT

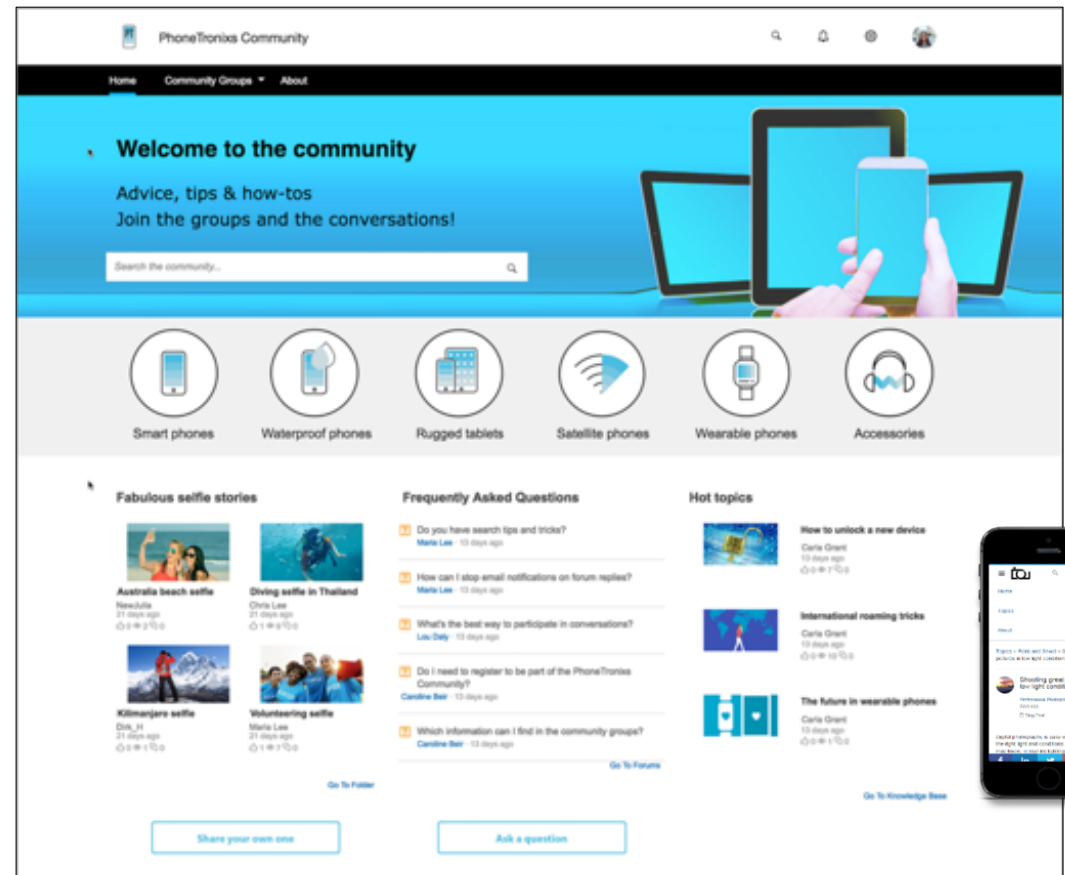
15-20%

Reduction in Average
Handling Time⁴
SAP Robotic Process Automation

SAP Jam Communities

SAP Jam Communities – now part of the SAP Service Cloud

- Increase customer engagement and satisfaction through online communities
- Resolve issues faster by enabling self-service issue resolution through discussions, Q&A, rich content and knowledge bases; ability to create ticket
- Deliver the information the customer is looking for with well organized content, knowledge base articles, video and blogs
- Receive customer feedback and allow customers to interact with your brand
- Lower cost of service and support by enabling customers to find answers and information before they contact you
- Easily embed chat bot and/or SAP Service Cloud live chat for human support; set automatic escalation rules



See how the **SAP S/4HANA Cloud Customer Community** can help you find more, get more and do more.

Search the Customer Community



Write a Blog

Ask a Question



Until 19.02
"Production Update"



Your Journey

- > Latest News & Assets
- > Road to Success
- > Virtual Events
- > In-Person Events
- > Customer Stories
- > New Product Releases



Calendar

Attend live sessions and watch recordings



Have your Say

It's great to talk, but we also like to listen, tell us about moments that mattered to you.

News & Blogs

- Part 3: Take control of your project success – Get Enab...
Frank Lingenberg - 8 days ago
👍 6 🗨 12 📄 3
- Part 2: Take control of your project success – Get Enab...
Frank Lingenberg - 8 days ago
👍 7 🗨 12 📄 3
- Part 1: Take control of your project success – Get Enab...
Frank Lingenberg - 8 days ago
👍 6 🗨 11 📄 4
- Game On!
Daniela Becken - 8 days ago
👍 7 🗨 12 📄 6

Go To Footer

SAP Service Cloud **Today**

SAP Service Cloud: Recent Innovations



ML-based Ticket intelligence – categorization & similar tickets; easy onboarding and test console



New 'SAP Customer Engagement Center' on SAP Cloud Platform



Integration with Qualtrics surveys to capture voice of customer



User defined SLA and flexible milestones for service tickets



Conversational AI service bot and open APIs. Integration with SAP Customer Engagement Center



SAP Field Service Management & SAP Crowd Service

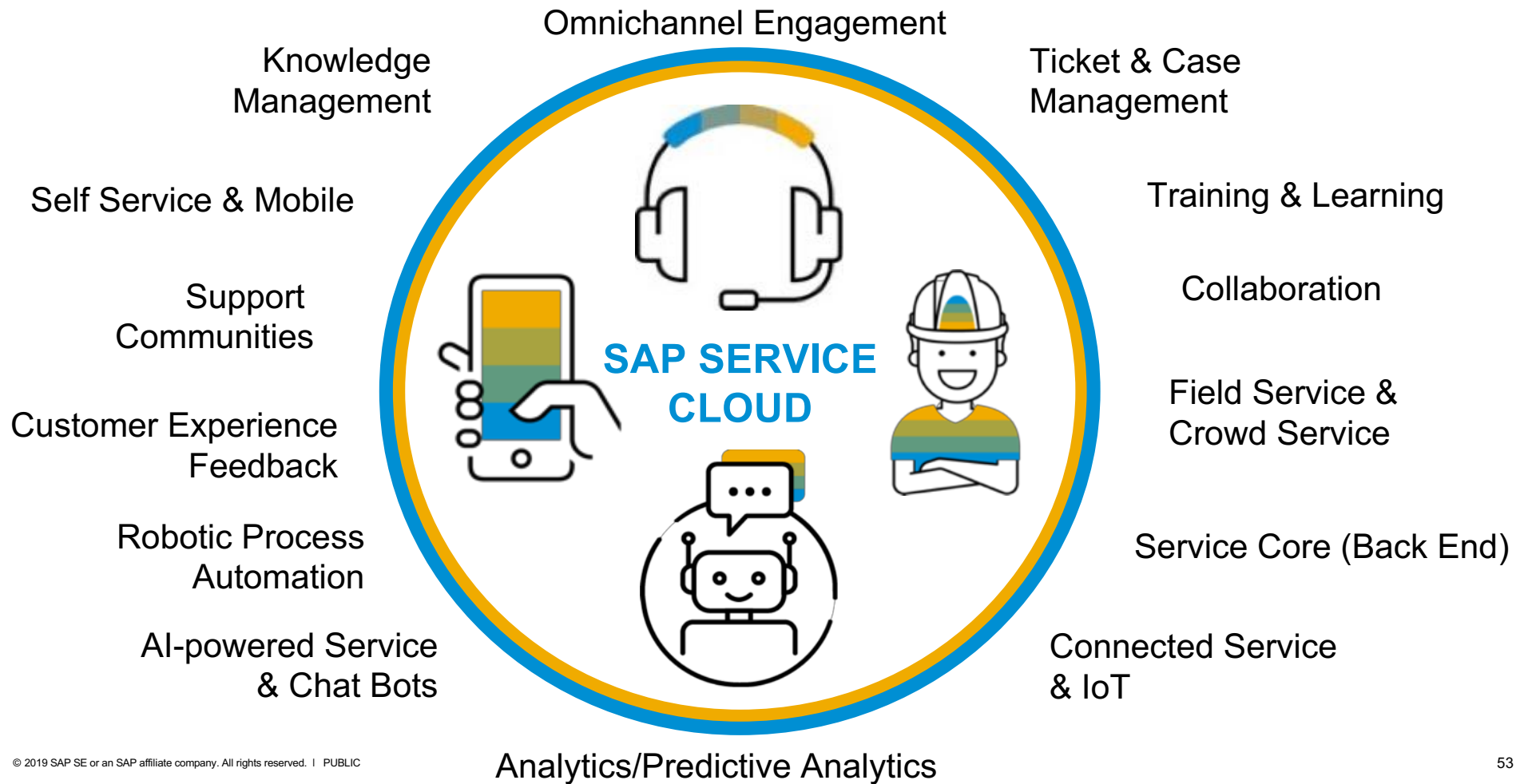


We-chat integration



Gamification to improve agent performance, motivation and retention

The new & expanded SAP Service Cloud 2019



SAP Service Cloud Solution Capabilities



Self Service

- Web/online portal
- Chat Bots
- Online Communities
- Knowledge Base & FAQs
- Mobile Apps/Mobile SDKs
- eCommerce
- Online billing & payment



Engagement Center

- Talk, chat, messaging, social media, email...
- Universal queue & intelligent routing
- Agent desktop
- Agent guidance & scripting
- Gamification



Field Service

- Scheduling & Dispatching
- Mobile field service execution
- Smart forms & checklists
- Crowd service & service networks
- Mobile consumer app



CX Feedback Management

Powered by Qualtrics

- Voice of the customer
- In-the-moment feedback & instant action/response
- Omni-channel surveys
- CX Feedback Analytics
- Insight to action
- Voice IQ & emotion detection



Knowledge & Learning

- Search
- Knowledge Sharing & Collaboration
- Content creation
- News feeds
- Intelligent recommendations
- Learning & training (SAP Litmos)



Ticket & Case Management

- Ticketing
- Case management
- Order management
- Collaboration
- Workflow & rules engine
- Ticket intelligence
- Industry-specific processes/templates



Connected Service

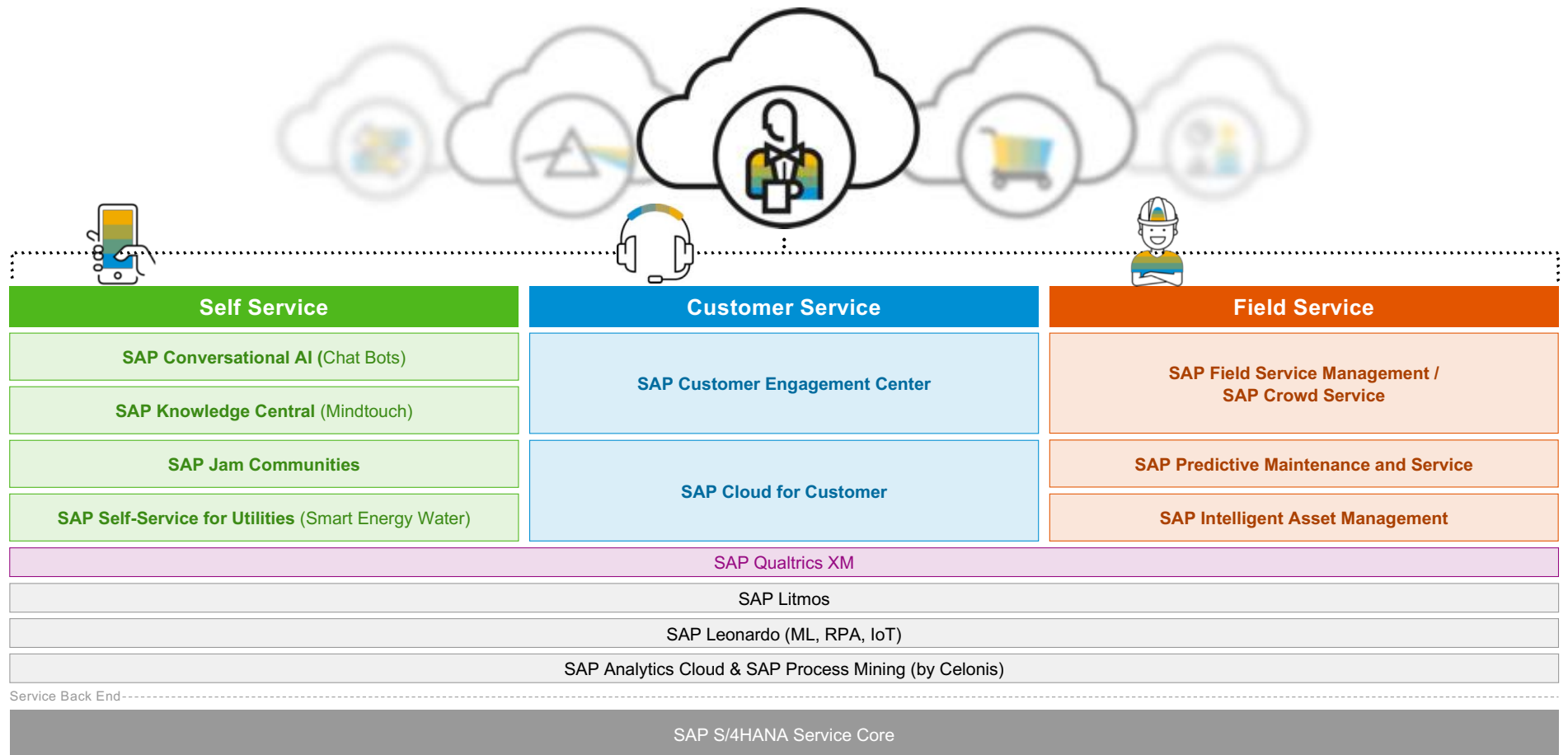
- IoT Platform
- Predictive Maintenance & Service
- Remote Diagnostics & Service
- Intelligent Asset Management**



Service Core

- Contract Management
- Warranty Management
- Complaint Management*
- Installed Base Mgmt. */**
- Billing & Finance*
- Parts logistics*/**
- Inhouse Repair*

SAP Service Cloud: Product Portfolio



Future Outlook

2019 Focus & Future Direction



B2B Discrete Manufacturing



**Utilities &
Public Sector**



B2C / Retail



New agent UX



Intelligent Service
Accelerate Innovation & Adoption
of AI-based service solutions



X & O
service scenarios
w/ Qualtrics

SAP Service Cloud's new UX – focused on Customer Engagement

The screenshot displays the SAP Service Cloud interface for a customer named Jenny Smith. The interface is organized into several sections:

- Contact Information:** Jenny Smith, Customer ID 1513739, Phone 650-200-1212, Email jenny.smith@kixx.com.
- Account Information:** Kixx Inc., Account ID 1552, Location Brussels, Belgium, Phone 650-333-5555.
- Recent Transactions:** Request for a quote for 2 Microwaves, 2 Microwaves, Air Conditioner.
- Customer Engagements:** A list of tickets and calls. The selected ticket is "Ticket 114521 - Device Problem" created by Jenna Shummer, status Open, dated August 25, 2018. A call log window is open over this ticket, showing an incoming call for product inquiry on August 25, 2018, at 01:55 / 05:00. The call source is Technical Hotline, language is English, and sentiment is neutral. The notes mention a new product launch.
- Knowledge Base:** Articles such as "Checking the faulty door seal" and "Door hinges are loose or not attached".
- Product Recommendation:** Recommendations for "Kixx Extended Warranty" and "Kixx Refrigerator 416R".

The 2019 CRM **Service Awards** by CRM Magazine



Winner Best Enterprise Feedback Management (EFM) 2019:

“**Qualtrics** retains the crown in this category for the third year in a row”.
“...incredibly comprehensive and highly rated”.

CRM Service Rising Stars Award for Top Innovating Company 2019 :

“**SAP** goes all in with customer service... set out to put service at the center of the customer experience”

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

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Q&A

For questions after this session, contact us at
[*volker.hildebrand@sap.com*](mailto:volker.hildebrand@sap.com)

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#ASUG



Thank you.

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Experience perfect service moments

THE BEST RUN 