



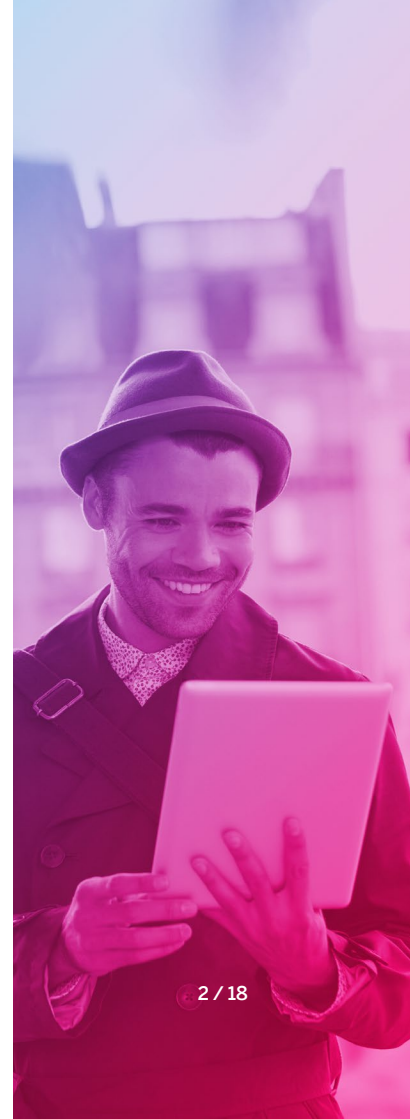
SAP Service Cloud | PUBLIC

Maximize Customer Lifetime Value with Connected Service



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The Changing Face of **Customer Service**

To deliver the outcomes that customers expect, you must connect customer service to your value chain. It is no longer an activity that can be confined to a department – modern servicing requires you to **activate the entire enterprise** to deliver your brand promise and secure customer loyalty and revenue.

Today's organizations are being challenged on all fronts due to unprecedented change. The global economy is reeling from macroeconomic shocks, and business

models are being upended. There is a new era of workers and customers – the digital natives – and they are reshaping how we engage.

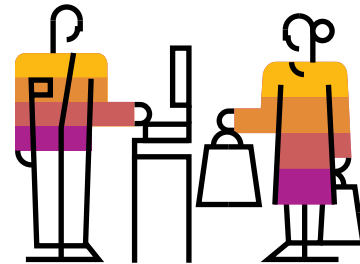
Customers typically contact an organization's customer service department with a product or service issue to be resolved. The agent must often liaise with the responsible business unit, be it sales, manufacturing, finance, engineering, or another. No customer should be exposed to this complexity, where agents scramble among e-mails, spreadsheets, and disparate applications for help. For too long, customer service has operated as an island, and this disconnect has often led to agent frustration and customer dissatisfaction.



Research confirms that customers aren't getting the help they need. They want to contact the brand once to resolve their issue, and they don't care about separate departments or practices. In parallel, digital natives in particular are using online channels to purchase increasingly complex goods and services. They have high expectations and demands for their experiences, as dictated by the speed of resolution and channels for communication and self-service.

62% of customers say businesses need to **care more about them**.²

80% of customers believe that the customer experience needs to be improved, and nearly half say **customer service support** is the reason.¹



1., 2. "Qualtrics 2022 Global Consumer Trends," Qualtrics, 2021.



Delivering Your Brand Promise and Driving Business Growth

Customer service dynamics have changed, and the value has strengthened significantly because the customer experience has been catapulted to front and center. We define it as a moment when your brand promise connects with the customer's intent – a moment that represents an opportunity. Customer service should seize this moment to drive business.

You can do this by taking a holistic approach to the challenge of solving customer problems, adapting and ultimately reimagining service execution. By transforming customer service beyond a one-department activity, the work of serving customers becomes a process that delivers fast and accurate resolutions, regardless of source, every time. Connecting customer service

operations to the back office and across the enterprise helps complete the value chain so that you can deliver the outcomes that matter to customers.

If done right, it can be used to protect and grow revenue, deliver on your brand promise, retain and convert customers, help develop new business models, efficiently scale your business, and promote operational excellence. Ultimately, it can maximize customer lifetime value.

We see a future where the process of servicing elevates customer service to its true calling as the protector of your brand promise and driver of your business. SAP® Service Cloud solutions can help spearhead this vision.



CUSTOMER SERVICE THAT ENGAGES, CONNECTS, AND DELIVERS

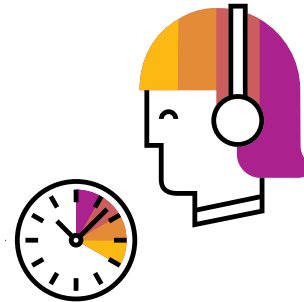
The SAP Service Cloud solution includes purpose-built capabilities that support three key actions for redesigning customer service:

- 1. Engage at the point of need** so customers can be served in their context and on their channel of choice
- 2. Connect to the value chain** to enable comprehensive and collaborative diagnosis and resolution
- 3. Deliver greater profitability** by protecting existing revenue streams and enabling future growth while optimizing resolution costs

The solution can help you improve the speed, efficiency, and cost-effectiveness of your customer service operations so you can achieve true service excellence. It also helps you better understand your customers and free them to engage with you through their preferred channels, times, and modes.



SAP Service Cloud integrates natively with back-end software from SAP, enabling you to truly transform your customer service by connecting great experiences to outcomes that matter for your customers. The benefits to your business include improved resolution times, greater agent efficiency, lower operational costs, and higher customer satisfaction and retention.



>80% faster response times for service calls at Gebhardt Foerdertechnik³

3. "SAP Customer Experience KPI Slide: Gebhardt Group," October 13, 2021.



Engage at the Point of Need

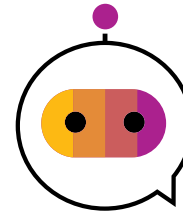
PRIORITIZING CUSTOMER CONVENIENCE

Customers want to choose how and when they interact with your company – whether it's through online self-services, chat, e-mail, social media, or phone. By meeting customers at their convenience, you can reduce their engagement effort and drive loyalty.

Make it easier for customers to connect with you on their terms, whether that is through self-service or agent-assisted service. SAP Service Cloud accelerates service with automatic customer identification, screen pop-ups, and intelligent routing to the right teams and best-qualified agents. You can integrate third-party telephony solutions using computer-telephony integration and leverage your existing infrastructure.



The SAP Knowledge Central solution by NICE lets you use a dynamic search-engine-optimization capability and content flexibility to bring your content to the top of the search engine results list. Call it a “fast lane” for resolutions. You can cost-effectively help customers with speedy inquiry resolution globally, 24x7, using intelligent bots delivered by the SAP Conversational AI service. This powerful chatbot can automate simple conversations in multiple languages, smoothly transfer conversations to agents, and connect to the most popular messaging channels, all while reducing customer effort. Scenarios can be built in minutes, trained using existing data, and made even more accurate over time thanks to machine learning.



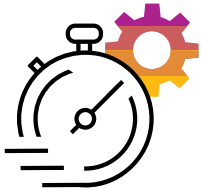
100–150 conversations
handled every day in the initial weeks after go-live at Rabobank with a chatbot created using SAP Conversational AI⁴

4. [“Rabobank: Responding Quickly to Invoice Queries with Chatbot “Billy” Built Using SAP Conversational AI.”](#) November 2, 2020.



Simplifying and Supporting the Agent Experience

With a unified workspace for a single view across channels, you can increase service productivity and simplify the agent experience. Instead of multiple, fragmented screens, the agent console for SAP Service Cloud is a personalized and “smart” desktop for agents to manage customer service inquiries, helping ensure a consistent service experience and helping boost agent efficiency, motivation, and productivity.



From 15 days down to 48 hours for individual customer response time at Tetra Pak⁵

With AI-enabled service intelligence providing insights and contextual knowledge, you can resolve customer tickets faster and improve outcomes. SAP Service Cloud automatically categorizes and routes tickets to the ideal agents for resolution and grants instant access to similar resolved tickets for reference and guidance. It assists agents in quickly searching knowledge bases to find the best answers and closing more tickets faster. It also automates routine tasks that can lead to human error and low employee engagement, offers predicted time to completion based on comparable tickets, analyzes and reports on customer sentiment assessment, and more.

5. “Tetra Pak: How Does a Food Packaging Giant Stay Ahead of the Competition and Keep the Customer at the Center?,” October 15, 2019.



Focusing on Consistency and Context

You can coordinate and differentiate the customer and agent experience alike through consistency and context. A good omnichannel service requires more than just adding new channels – you need a consistent way of handling customer inquiries from different channels while maintaining the context. That is how you can make it easier for your customers to connect with you across channels and make sure they get a smooth service experience. Your service agents have a full view of customer interaction history, so they can provide a consistent service experience across channels.

SAP Service Cloud puts tools, customer data including profiles and order and service histories, and context at your agents' fingertips. This helps make it easier to provide personalized service and quick resolutions and win over the customer because they feel known and understood from the outset.

The contextual information and solution recommendations provide agents with a 360-degree view of the customer and help increase first-contact resolution rates. Equally, agents are more engaged and able to increase revenue by acting on smart cross-sell and up-sell recommendations as they interact with customers.

“The usability of the tool helps **improve agent experience** and productivity.”

Chiara Bearzatti, Global Consumer Care Manager, De'Longhi Group⁶

6. “[The CX Show: De'Longhi – Ultimate Guide to Customer Care](#),” SAP, December 2021.



Connect to the Value Chain

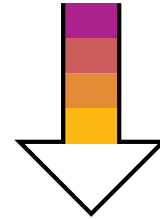
REDUCING TIME TO RESOLUTION

A customer with an issue expects a timely resolution, but legacy customer service applications are designed for listening and logging and not necessarily resolving, especially as the solution often resides outside customer service. Yet resolution is what results from connecting customer service to the back office, including manufacturing, inventory, distribution, finance, or logistics, as the frequent source of the customer issue. With SAP Service Cloud natively connected to SAP S/4HANA®, access to these sources is efficient and can be enabled without added integration costs.

By connecting directly to the source, you can reduce the time to resolve through faster root-cause analysis and drive better customer satisfaction. Routing and solving at the source allow you to increase your ability for faster resolution for many current and future customers – so you can solve once and solve for many. Enabling agents to focus on high-value interactions with added visibility on case status helps reduce the number of systems to access and promote satisfaction.



This speed to resolution is made possible by a unique combination of data and process integration with inter-departmental work management. SAP Service Cloud provides dynamic case management, which creates a holistic view of a case from start to finish. It turns even a complex problem into a manageable workflow, supporting agents with guided flows and necessary information. Case management structures are critical to servicing work streams, maintain status and visibility into the resolution process, and include options to optimize processes over time. With the rich case designer, you can create service workflows for many types of service requests based on your business processes.



58% decrease in average response time at Eczacıbaşı Building Products (VitrA)⁷

7. "[Customer Spotlight: Eczacıbaşı Building Products](#)," SAP, November 4, 2021.



Getting Ahead of Customer Needs

You can preempt customer issues by unleashing the power of data to fix them before they become problems. Provide access to financial, shipping, and inventory data to quickly solve or prevent issues. Move from reactive service to predictive maintenance to maintain the health and performance of physical assets. And reduce the customer service workload with proactive chatbot engagement.

In addition to fixing the root causes of customer exceptions, you can eliminate exceptions at scale using insights and analytics to predict and act on customer behavior. Together with SAP Service Cloud, Experience Management solutions from SAP and Qualtrics let you send contextual customer surveys and amass feedback from multiple touch points. Use experience feedback and sentiment data to trigger agents to contact customers, provide context for better handling of inquiries, and motivate agents to maximize customer satisfaction. Managers can get a comprehensive view of team performance, productivity, and turnover.



SAP Service Cloud delivers powerful embedded analytics and predictive dashboards to help monitor, understand, and improve service operations in real time and over time. You can track trends and KPIs, quickly generate operational reports to business subscribers, and bring external data sources into prebuilt or self-built reports and dashboards. By integrating it with the SAP Analytics Cloud solution, you can create reports showing how service team contributions and improvements impact your bottom line.

“The reporting side is very well structured, allowing us to have **data-driven decision-making**. This is essential for us to detect new business opportunities for our customers.”

Chiara Bearzatti, Global Consumer Care Manager, De'Longhi Group⁸

8. [“The CX Show: De'Longhi – Ultimate Guide to Customer Care.”](#) SAP, December 2021.

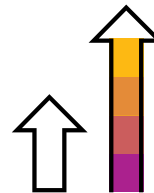


Integrating with Customer Experience Functions

You can strengthen customer relationships by creating smooth experiences across different customer experience functions.

The SAP Commerce Cloud solution can be connected with SAP Service Cloud, enabling you to support your e-commerce customers with proactive and responsive customer service, improving e-commerce conversion rates, reducing returns, and increasing customer loyalty. Agents can more easily access order information, answer questions, and support online customers throughout the buying process. Connecting the SAP Sales Cloud solution and SAP Service Cloud aligns sales and service operations, enabling your teams to better understand customers, provide improved offers, and enhance customer service.

You can also help ensure high customer satisfaction with a comprehensive service offering combining self-service, agent-assisted service, and field service. For on-site service and repairs, integration of SAP Service Cloud and the SAP Field Service Management solution makes it easier to create repair tickets and schedule appointments with the right technician. This facilitates initial customer interaction to resolution, helps ensure a great customer experience, and optimizes first-time fix rates and mean times to repair.



50% increase in
efficiency of contact
center agents⁹

9. [“The Total Economic Impact™ of SAP Sales Cloud and SAP Service Cloud.”](#) Forrester, June 2021.



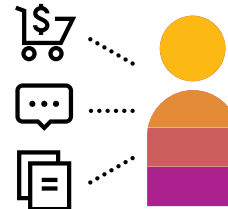
Deliver Greater Profitability

ENHANCING THE BUSINESS IMPACT OF CUSTOMER SERVICE

With SAP Service Cloud, you can protect and grow revenue streams by increasing the business impact of your customer service. You can protect brand value by exceeding customer expectations, boost e-commerce conversion rates with proactive customer service, and support new business models by embedding customer service deeper into your business processes.

You can reduce the cost to serve by solving issues faster with connected customer service. This means you save time and costs by streamlining services and overcoming organizational silos, automating and accelerating service processes with machine learning, and increasing agent efficiency with contextual insights.

By providing strategic insights and trends, you can help improve customer satisfaction and maximize the business impact of your customer service. Understand servicing trends and act proactively, monitor service performance and help ensure high customer satisfaction, and feed service insights into other parts of your organization for continuous improvements.



12% increase in customer retention¹⁰

10. ["The Total Economic Impact" of SAP Sales Cloud and SAP Service Cloud.](#) Forrester, June 2021.



Proven Business Results

It's clear that customer service can no longer afford to exist as an isolated and reactive department. It needs to be connected to every part of the business to be truly efficient and effective. This is a vital step in becoming an intelligent enterprise.

By covering the interaction-to-resolution process, SAP Service Cloud is a game-changer, ultimately helping reduce the time to resolution and leading to greater accountability and happier customers. It also means that you can run your business better by generating revenue and cost saving.

25% increase in customer satisfaction achieved at Eczacıbaşı Building Products (VitrA)¹²

SAP Service Cloud solutions deliver proven business outcomes such as:¹¹

- 50% improvement in service agent efficiency
- 12% increase in customer retention
- 10% uplift in net-new revenues

The opportunity is rife for you to be the first to capitalize on emerging revenue opportunities; identify, convert, and retain the right customers; and scale and strengthen your business with enterprise-grade customer experience functions.

LEARN MORE

For more information, visit us [online](#).

11. "The Total Economic Impact" of SAP Sales Cloud and SAP Service Cloud," Forrester, June 2021.

12. "Customer Spotlight: Eczacıbaşı Building Products," SAP, November 4, 2021.



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