

SAP Solution Brief | PUBLIC

Customer Relationship Management | SAP® Service Cloud

Perfecting Customer Service with SAP® Service Cloud Portfolio

THE BEST RUN





The new age of customer service

We live in an age of streamlined, seemingly impersonal, customer management systems. It feels like good customer service experiences have become so rare that when you experience one it evokes a sense that is usually not associated with service: Happiness. But why should those good experiences be so difficult to maintain?

How do you create experiences that will make your customers happy and build their loyalty? In the digital economy, customers are expecting more choices than ever to engage with organizations and have their service requests resolved quickly.

Customers worldwide are now making service inquiries before they even start the sales process and they expect companies to be able to support them however and whenever they need it. The days where customer service was a post sales interaction alone are long, long gone thanks, mostly, to the rise of social media and direct contact channels and review sites through which discussions and interactions are often done publicly. This is why it is more important than ever for companies to reinvest and upgrade their customer service solutions.

The new age of customer service



True omnichannel support in a **single cloud offering**

With the SAP® Service Cloud Portfolio, you will enable your organization to cover every touchpoint in a customer service engagement and exceed your customer expectations every time.

Normally, disconnected or hard to navigate channels can break the customer experience as their preferences are now for mobile and digital channels.

With SAP behind you, you can bring a consistent, unified service experience for end customers across phone, digital channels, support communities and e-commerce on a single platform with unified, intelligent routing.

Your customers can seamlessly switch channels and service agents can respond on any channel within the context of previous conversations. At the same time, your service teams will be able to deliver consistent, contextual and relevant experiences regardless of channel or device.

What this means is that you can meet the transforming needs and volume of inquiries of your customers by serving them on their terms through their preferred communication channels and simplifying the customer journey with expert guidance.

The SAP Service Cloud portfolio brings a unified and seamless customer service experience to customers, though whatever channels they choose to use.

True omnichannel support in a single cloud offering

24/7 customer service

Motivate agents by “gamifying” contact centers

Create a full feedback loop from case to resolution

Harmonize front office engagements and back office processes



24/7 customer service

If you are not available when your customers need you, you will lose them.

On the other hand, SAP Service Cloud solutions will help you:

- Provide more accurate answers, faster and automatically, outside your normal operating hours
- Leverage artificial intelligence (AI), world-class language technology, and preconfigured bots to scale your business
- Automate more customer conversations while blending in assisted service for improved experiences

- Learn from both historical interactions and direct access to transactional records to automate a broader range of answers more intelligently
- Take advantage of proprietary natural language processing (NLP) to analyze text inputs and enrich key data for a rapid deployment
- Deliver better content experiences with real-time insights and flexibility that scales
- Import content from disparate systems into a unified experience, eliminating information silos

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Motivate agents by “gamifying” contact centers

When you motivate and empower your customer service agents you can see the difference immediately. SAP Service Cloud solutions will:

- Give contact centers the tools and knowledge they need to increase employee satisfaction and reduce staff turnover
- Leverage innovative “gamifying” approaches to motivate team members’ performance

- Incentivize agents’ performance
- Motivate service agents to deliver better customer experience
- Take advantage of the power of real-time, transparent feedback, recognition, and friendly competition to motivate better performance
- Empower team members, helping them know what they are doing well and where they need to improve - at all times - from the application they are using daily

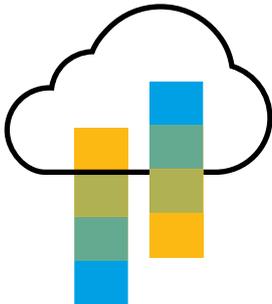
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SAP Service Cloud’s portfolio enables your teams to work in ways that help them to perform to their very best, to reach KPIs and exceed their targets.



Create a **full feedback loop** from case to resolution

The perception of your brand in the market is key to your success and the quality of your customer service plays a big part in that perception. If there is a disconnect between the customer and the agent, then the result can be falling satisfaction rates and unexpected customer churn.

SAP Service Cloud solutions come with an integral survey toolset, which enables post case feedback from the customer to ensure that the business gets the true voice of customer feedback and to identify and proactively address product and service issues.

Now you can collect and act on accurate customer feedback along the entire customer journey. You can power your customer feedback program with surveys, scripts, and forms across that entire journey.

The results include increased retention, upsell, and advocacy by streamlining customer interactions across the organization.

You'll also build a better customer culture by making the voice of the customer accessible to everyone.

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If you have out-of-date, siloed systems and process you can expect slow issue resolution and high customer and employee frustration which leads to poor customer service.

SAP Service Cloud Portfolio will bridge the gap between front office customer engagements and your back office systems and processes.

This is a single platform for omnichannel orchestration through one unified agent desktop providing next generation knowledge management and critical back office transactions.

Our single user service licenses include access to SAP ERP Central Component software and we'll also give your agents access to critical customer and product data, like stock and inventory, which means they can give an even better, more personalized customer service and resolve problems faster.

At the end of the day what this does really well is to empower employees and customers to solve any issue without any delay.

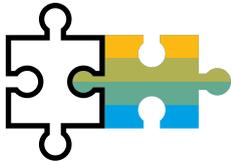
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The SAP Service Cloud portfolio harmonizes front and back offices, brand expectations and real-life experiences.



Empower your service teams and connect with your customers

The benefits that the SAP Service Cloud portfolio brings to your customer service are clear:

- **Create a true omnichannel experience** - with native support for both traditional and digital channels in a single cloud offering without the need for additional contact center infrastructure
- **Operate a 24/7 service** - providing round-the-clock customer service with quick, more accurate, automatic answers via chatbots, knowledge bases and communities

- **Motivate your team** - and reduce employee turnover by empowering your customer service agents with knowledge, tools, support and insights based on real engagements
- **Create a full feedback loop** - to enable continuous service and product improvements
- **Harmonize your business processes** - and accelerate issue resolution by harmonizing front office customer engagements with back office systems and processes

Empower your service teams and connect with your customers



The SAP Service Cloud portfolio creates experiences that drive customer loyalty.



Summary

The SAP Service Cloud portfolio brings a unified and seamless customer service experience to your customers. You can offer a consistent service experience for end customers across phone, digital channels, support communities and e-commerce on a single platform with intelligent routing. You can meet the transforming needs and volume of inquiries of your customers by serving them on their terms through their preferred communication channels and simplifying the customer journey with expert guidance.

Objectives

- To consistently provide good customer service experiences
- To communicate effectively through the channels your customers choose
- To resolve service requests seamlessly, even when they are interrupted

Solution

- True omnichannel support in a single cloud offering
- 24/7 customer service with chatbots, knowledge bases and communities
- Motivates agents by “gamifying” contact centers
- Creates a full feedback loop from case to resolution
- Harmonizes front office engagements and back office processes

Benefits

- Harmonize your business processes
- Operate a 24/7 service
- Create a true omnichannel experience
- Motivate your team
- Create a full feedback loop

Learn more

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