

A Message for Every Channel – Dial, Tap, Click, Send

Great Engagements Start by Intelligently Connecting with Customers Through the Best Channel

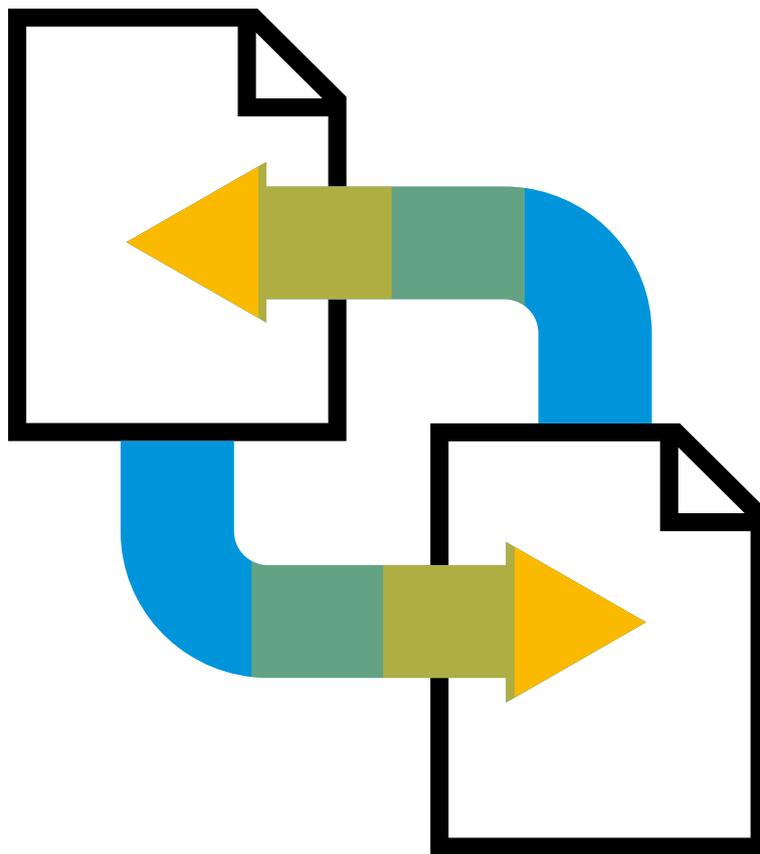


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On any given day, the average person receives hundreds of e-mails, text messages, voice messages, and social notifications through a smartphone. When asked which communication is preferred, it's not the channel that's important – it's convenience.

Businesses' communications must rival or surpass the easy flow of personal communications that consumers know and love. To move communications seamlessly across multiple channels and create exceptional customer engagements and customer experiences, **businesses need intelligent notifications.**

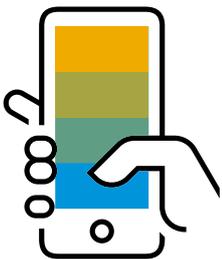
Positive Engagements Win Hearts and Minds

Marketing leaders are experts at creating positive engagements with customers, and they work tirelessly to maintain excellent customer relationships. What's difficult, though, is that communications take many forms. One-size-fits-all strategies and random, uncoordinated tactics don't work when it comes to long-lasting customer engagements.

Our hyperconnected world, the proliferation of mobile, and the powerful, capable smartphones in everyone's hands demand a higher level of intelligent communications. Banks, retailers, airlines, health organizations, insurance providers, and their customers are among the many industries that want secure transactions, time-sensitive and location-aware services, and personalized experiences.

Intelligent notifications enable rich, meaningful customer experiences by connecting and reaching

customers through multiple channels on the mobile devices that they prefer and depend upon. If your organization is engaging with customers through e-mail, SMS (Short Message Service), or in-app push notifications, intelligent messaging platforms can easily expand the engagement opportunities by adding more one-way and two-way notification options. The vast majority of customer engagements (approximately 80%, based on analysis of application-to-person traffic on SAP networks) fall into four categories: customer support; notifications, alerts, and activations; marketing promotions, loyalty and engagement; and security and identification verification. Regardless of the types of engagements you want to have with your customers, intelligent notification services can ensure they receive the right message at the right time using the right mobile channel.



Intelligent notifications enable **rich, meaningful customer experiences** by reaching customers on the mobile channels that they prefer and depend upon.

A Brave, New World of Communications

Intelligent, interconnected customer engagement is the new digital battlefield for companies, and those that create exceptional experiences will separate themselves from the weaker competition. To win these battles, companies need an integrated, intelligent notification solution that delivers an exceptional user experience, reliability, and superior quality of service. The following use cases showcase why intelligent notifications are a compelling solution for today's digital economy and how they are increasing engagements with consumers, customers, employees, and partners.

BUILD A TIER-1 CUSTOMER SUPPORT CENTER

An international airline has tiered support for customers reserving airline tickets. The first level of support can answer basic questions, but customers often need help with more complicated inquiries. When a customer asks about refunds for canceled or missed flights, for example, the support desk needs to bring in a specialist. With an intelligent notification solution deployed, the call center can send an SMS or voice notification

request to a specialist that provides an overview of the customer's request and contact information so that the specialist can call, e-mail, or send an in-app push notification to the customer with a simple click.

Intelligent notifications also adapt to the passengers' changing status. Before leaving home for a flight, the notifications with reminders about check-in times and flight information are sent to the customer's e-mail. As flight time nears, the status updates change to SMS to inform passengers about gate changes or delays. After the flight, in the case of lost luggage or connecting flight information, the airline can move to a voice call to provide updates with a higher level of customer service.

Insurance companies, banks, retailers, utility providers, cable companies, telecommunication providers, and equipment manufacturers are among the many organizations leveraging two-way notifications and escalation options to improve their customer support.

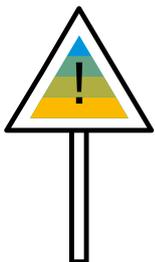
BE CONFIDENT WITH SECURE, TWO-FACTOR AUTHENTICATION

Some communications need an extra layer of security to ensure the identity of the recipient. Large money transfers and user profile updates for banks and financial services fit into that category. Security is especially critical during fraud attempts. When a customer requests to change confidential account, home address, or beneficiary information, for example, the bank responds by sending a message through SMS to notify the customer and confirm the account update, as these activities often indicate fraud. If the customer does not respond within the determined period, the intelligent notification system autonomously engages and escalates the message through other available channels including e-mail or voice message. Stock brokers and fund managers also often use authentication services backed by failover rule sets and decision engines to validate high-value transactions.

Across every industry, enterprises are recognizing the value of two-factor authentication. As phishing

attacks become more popular, businesses are requiring authentication in addition to e-mail requests for payments. Too many hackers have been successful at posing as the CFO through e-mail and executing transactions. Beyond the finance department, access to online portals and business apps are other examples where enterprises are adding authentication for better security and relying on intelligent notifications for two-way communications. Enterprises can both send the request for the PIN and collect the response before providing the user with privileges to access the app or portal.

Banks, credit unions, and financial services companies also use intelligent notifications for reminders and alerts. These organizations can send notifications to alert customers about an account breach, overdraft, a large or suspicious transaction, loan application workflows, and marketing offers. Customers are extremely receptive in these types of proactive notifications, and they often improve engagement, revenue, and customer loyalty.



Customers are extremely receptive to contextual, personalized messages, and they often improve engagement, revenue, and customer loyalty.

NOTIFY CUSTOMERS OF CHANGES AND UPDATES WITH REMINDERS AND ALERTS

Travel agencies and travel sites must stay in constant contact with customers as these customers move across the globe. When bus routes close, flights are delayed, or drivers miss pickup times, customers need to know how their service is affected and how it will be restored. Intelligent notifications alert customers to changes and updated travel itineraries. When a flight is canceled, the airline or travel agency hustles to rebook the customer on the next available flight. Depending on the customer's channel preference, the customer service representatives can call, e-mail, or push the new flight information through the mobile app. The customer can review the new check-in time, gate, and seat assignment. If the customer doesn't respond, the message can be resent through SMS or by some other channel.

After reviewing the new travel plans, customers can approve the purchase and be on the way to their next destination, avoiding multiple customer-service calls, long wait times, and possibly missed flights.

STAY INFORMED WITH TIMELY NOTIFICATIONS FOR WORK SCHEDULES OR EMERGENCIES

Government agencies, utilities, universities, and school districts rely on intelligent notifications for sending mass communications during extreme weather and other disruptions. During a snowstorm, for example, an employer could send an e-mail announcing road closures or network outages early in the morning, then move to SMS for more critical and time-sensitive updates that would arrive during the employee's commute. A utilities company could send a notification of planned and unplanned interruptions, and the university could alert students of canceled classes or public safety threats. What's consistent in all of these examples is that the organizations need a fast, reliable method to share important, time-sensitive notifications.

The large majority of these businesses rely on SMS, but as the scenarios change, the notifications automatically escalate to e-mail, in-app push, social media networks, or a voice call, depending on what's best for the situation and the recipients. Decision engines, algorithms, rules-based sets, and other tools ensure the message is delivered to the right person, at the right time, and on the most appropriate messaging channel. These fast, two-way communications are critical in time-sensitive, life-threatening situations.



Organizations need a **fast, reliable method to share important notifications** that support critical and noncritical use cases.

Built-In Advantages of Intelligent Notifications

Your customers want to engage with you. Intelligent notifications can make those communications possible with voice, e-mail, SMS, social media, push notifications, and emerging messaging and engagement technologies. With intelligent notifications, your organization has an edge over other businesses. Customers will sign up with organizations that communicate the way they do – across multiple channels that flow from one type to another as their needs, location, and connectivity change. Intelligent notifications provide that communication ease, convenience, and reliability.

MANY MESSAGE TYPES, ONE SOLUTION

Uncoordinated, nonintegrated solutions that house siloed data and support only one channel lead to server sprawl in the data center and require more operational and capital resources to manage, support, and execute. By consolidating all notifications into one integrated system that supports critical and noncritical use cases, enterprises can access SMS, push notifications, e-mail, voice, and social channels from a single solution.

ADD LOCATION-BASED INFORMATION

Location-based notifications increase personalization and message relevancy. Retailers and banks, for example, can send messages when a customer approaches a store or branch office. Banks can also refuse transactions from messages beyond a designated boundary. Airlines and hotels can send marketing offers and upgrades to customers upon arrival.

ONE-WAY AND TWO-WAY MOBILE ENGAGEMENTS

Notification solutions aren't intelligent if they cannot support outgoing and incoming messages. Two-way notifications let companies engage with customers rather than leaving them with "Do Not Reply" messages. With two-way notifications, companies can engage by requesting responses. They can invite attendees to events, offer coupons to customers for time-sensitive offers, and request status information from employees about sales activities, work projects, or personal safety.

One-way messages with "Do Not Reply" headers that leave customers with no way to contact the sender mark companies as behind the times and make them appear as uninterested or incapable of interacting with their customers.

PERFORMANCE METRICS HIGHLIGHT CUSTOMER ENGAGEMENT

Metrics tell the story of a campaign's success. Intelligent messaging systems can easily track the notifications sent for each individual campaign and provide valuable statistics, including conversion rates, campaign effectiveness, demographics reached, and more campaign-effectiveness metrics. As a rule, campaigns are more successful when the right message, offer, or alert reaches a customer at the right time and on the right channel. Relevancy and timeliness are hallmarks of rules-based intelligent messaging systems that raise the level of communications and relationships between consumers and enterprises.

FLEXIBLE INFRASTRUCTURE FOR SIMPLIFIED INTERNAL DEVELOPMENT

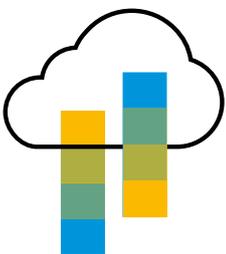
Every business and its customers and partners are unique and have their own set of messaging needs. To support the full range of messaging requirements, make sure the notification solution can be fully integrated with existing in-house systems, including CRM, billing, and workforce management. Look for robust application programming interfaces (APIs) and software development kits (SDKs) that allow you to create a customized messaging environment that supports the engagements, workflows, and business processes within your business environment. They should also allow you to integrate with marketing and e-commerce platforms and emerging technologies. Schools can collect student absentee information, for example, or a sales team can automatically update the CRM system. The APIs provide a quick path for system integrations and improved workflows.

CLOUD-BASED SOLUTIONS ADD SCALABILITY

Cloud-based services keep up-front costs at a minimum. Companies can select a service subscription based on usage and upgrade when needed. When usage spikes unexpectedly, during an emergency situation or seasonally, cloud services easily manage the increased usage without requiring advance notification to add more bandwidth, computing power, or systems. These services can manage the extra traffic loads and continue to send and receive messages reliably and securely.

GLOBAL PARTNERS PROVIDE GLOBAL EXPERTISE

Partnering with a global provider helps enterprises enter new markets and opens unexpected business channels. Global companies work with technology and market leaders across the world and have a global customer service team that is able to respond 24x7. Global leaders can introduce partners, share current market leadership strategies, and provide both local and global expertise.



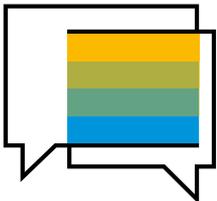
Advanced intelligent notification services autonomously route and deliver e-mail, push, social media, SMS, voice, and emerging messaging formats

Bridge Communication Gaps with SAP® Intelligent Notification 365

In our digital modern world, mobile devices are our first choices for tapping, clicking, dialing, and swiping out our messages. With so much convenience, the world has never sent or received so many communications.

The SAP® Intelligent Notification 365 mobile service provides the messaging services that ensure the right message reaches the right recipients at the right time by providing:

- An orchestrated, coordinated strategy for sending e-mail, push, social media, and SMS messages – with more channels on the road map
- Multichannel engagement with superior quality experiences and quality of service
- Reliability from delivery receipts and a carrier-grade network that connects more than 1,000 operators worldwide
- Security through encryption, firewalls, and two-factor authentication that protects business systems, the brand, and customer data and privacy
- A scalable, cloud-based platform
- Global connectivity that reaches 99% of mobile subscribers



SAP Intelligent Notification 365 helps ensure the right message reaches the right recipient at the right time and on the right channel.

Don't Get Left Out of the Digital Economy

Connecting with customers and creating positive customer engagements is more important than ever before. While the noise from so many communications is deafening, SAP Intelligent Notification 365 delivers the right notes in a smart way so that your communications will be heard over the loud

din. By combining ultrareliability and intelligence with personalized content, SAP Intelligent Notification 365 provides your organization with the best possible integrated messaging solution for creating innovative customer engagements.

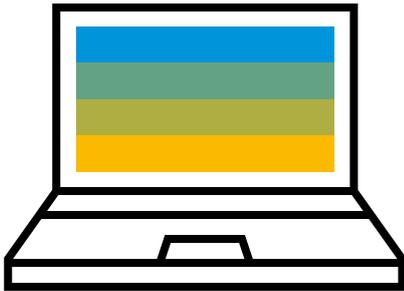
CASE STUDY: QUEENSLAND SCHOOL DISTRICT

Public schools in Queensland, Australia, adopted the SAP® Intelligent Notification 365 mobile service (implemented by SAP partner Infoways) to send out daily notifications to the parents of absentee students. The SMS, e-mail, and voice messages serve multiple purposes for the district: first, letting parents know when their students are absent, and second, keeping the schools in compliance with national educational guidelines.

Infoways, which manages the relationship with Queensland Unified Schools, has designed many unique features for the school during the past decade. When a cyclone ravaged the northeast coast of Australia, the Queensland schools stayed in contact with parents and sent regular messages about school closings and student whereabouts throughout the storm. Other systems failed during the bad weather.

Since adopting SAP Intelligent Notification 365, the school district is:

- Sending high volumes of two-way voice, SMS, and e-mail communications in less than a minute
- Scaling throughput on demand – from 5,000 messages to more than 50,000 messages a day
- Reducing time spent manually entering data into school enrollment system by up to 90% for some clients
- Realizing four times the savings by sending notifications instead of calling
- Meeting national governmental compliance to track school absenteeism, to not send messages over an overseas communications network, and to encrypt all data in transit and at rest



LEARN MORE

If you have other questions about intelligent notification services, we can help you find answers. The SAP Digital Interconnect group:

- Connects with more than 1,000 operators
- Reaches 220 countries and territories
- Processes 1.8 billion secured messages daily
- Engages with 500-plus enterprise customers
- Supports more than 500 operators over Internet packet exchange network layer protocol
- Touches 7.3 billion mobile subscribers worldwide
- Enables faster go-to-market times at lower cost
- Extends to existing SAP® platforms and offerings
- Reduces operational expenses with cloud-based services

For more details about how SAP Digital Interconnect can help transform your business and improve customer experiences in the digital economy, please contact us at sapdigitalinterconnect@sap.com or visit us on the Web at www.sap.com/digital-interconnect.

To learn more about intelligent and interconnected mobile engagements, join the SAP Digital Interconnect group at <https://community.sapmobileservices.com> and follow us on Twitter at [@SAPInterconnect](https://twitter.com/SAPInterconnect).

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