Multichannel Customer Service

Delighting the Empowered Customer

The Empowered Customer

Multichannel Customer Service

Satisfied and Loyal Customers

SAP Innovations

Customers have never been so empowered by social networks and digital connections. Delighting them requires that your customer service organization be proactive in understanding their needs and exceeding their expectations.
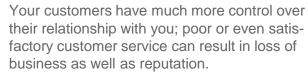
Your customers have much more control over their relationship with you; poor or even satisfactory customer service can result in loss of business as well as reputation.

Customers expect great service on whichever channels they prefer, whether it's by phone, e-mail, the Web, their favorite social media tool, or any combination. And even as they switch from one channel to another, they expect the same interaction to continue and progress to a satisfactory conclusion.

Unfortunately, your customer service organization may be ill-equipped to meet these expectations. Service reps seldom have the complete picture of the customer with whom they are interacting. Customer information is scattered across various internal software systems as well as out on the social Web, and pulling it together can be complex and time-consuming.

Adding to the challenge are the various channels you must support. Providing a consistent customer experience on each channel can be difficult if the channels do not share the same software system of record.

Delivering exceptional service across all your channels – like e-mail, chat, Web, and social media – is possible if they all share a single platform that provides a consistent and positive experience.

Enabling Multichannel Customer Service

The Empowered Customer

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Satisfied and Loyal Customers

SAP Innovations

Delight your customers by consistently exceeding their expectations, no matter when or how they interact with you.

Best-Run Customer Service Solutions

Customer Self-Service

With the proliferation of smartphones, tablets, and other Internet-enabled mobile devices, customers can log on anytime, from anyplace, to report issues and find answers to their questions.

Traditional Channels

When customers have critical issues with your product or service that they cannot resolve via self-service, they expect to get help from a real person – whether it is over the phone, via Web chat, or through e-mail.

Social Media

Today's tech-savvy customers are increasingly reaching out to social media networks to report issues, ask for help, and complain. If you aren't monitoring and responding on social media, you're being left out of the conversation.

Regardless of what communication channel customers choose, you should always be able to provide solid answers and solutions and be proactive in resolving known issues.

SAP solutions that support multichannel customer service provide these functionalities so you can drive customer satisfaction and build loyalty.

Satisfied and Loyal Customers

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With comprehensive multichannel customer service, you can exceed the expectations of your most demanding customers. And by doing so, you build customer satisfaction and loyalty and make your entire organization more competitive.

- Increase customer satisfaction by solving problems quickly, no matter which channel is used

- Enhance your net promoter score by delivering positive experiences that exceed expectations

- Increase first-contact resolution by providing all relevant customer information to service reps and empowering them with resources to solve customer problems

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Cloud-based collaboration tools and social media analytics, together with mobile customer-service offerings, allow companies to stay in touch with customers and provide consistent customer service – anywhere, anytime, and on any device.

Cloud

Cloud-based collaboration tools like the SAP Jam social software platform and the SAP Service OnDemand solution allow service reps to reach out across the organization, or even outside it, to leverage appropriate experts to help resolve difficult customer issues.

Integration with SAP Jam lets contact center agents collaborate with field service technicians to troubleshoot complex problems.

The SAP Social OnDemand solution helps service reps collaboratively resolve and respond to issues reported by customers on social media sites.

Mobile

With consumable Web services offerings for accelerated development and deployment, companies can provide mobile Web customer service by deploying native apps, Web apps, and hybrid apps.

Analytics

Customer-service analytics allow companies to see how well they are performing in resolving customer issues – whether those issues are reported through traditional contact center channels, like telephone and e-mail, or are reported via social media sites on the Web.

Enable Real-Time Service Excellence

Solution Overview

Assisted Customer Service

E-Service

Social Customer Service

Real-Time Service Excellence

Why SAP?

Agent-Assisted Customer Service
Resolve complex customer issues by matching customers with appropriately skilled agents who have the tools and resources to solve the problem.

E-Service
Provide step-by-step, intuitive Web self-service functionalities to enable service organizations to use the Web as a channel to solve customer issues.

Social Customer Service
Respond to customer service–related questions and comments on social media sites like Facebook and Twitter using collaborative tools with built-in knowledge management integration.

Multichannel Customer Service
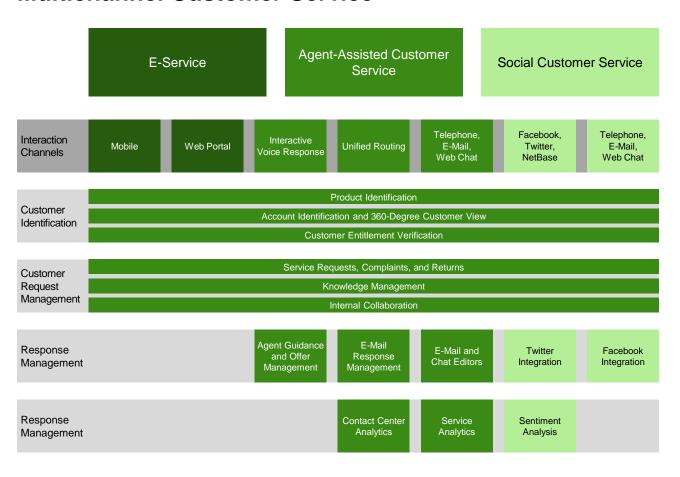
Solution Overview

Assisted Customer Service

E-Service

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Real-Time Service Excellence

Why SAP?

E-Service	Agent-Assisted Customer Service	Social Customer Service

Interaction Channels	Mobile	Web Portal	Interactive Voice Response	Unified Routing	Telephone, E-Mail, Web Chat	Facebook, Twitter, NetBase	Telephone, E-Mail, Web Chat

Customer Identification	Product Identification
	Account Identification and 360-Degree Customer View
	Customer Entitlement Verification

Customer Request Management	Service Requests, Complaints, and Returns
	Knowledge Management
	Internal Collaboration

Response Management			Agent Guidance and Offer Management	E-Mail Response Management	E-Mail and Chat Editors	Twitter Integration	Facebook Integration

Response Management			Contact Center Analytics	Service Analytics	Sentiment Analysis	

Multichannel customer service offers a consistent customer experience across all channels, including self-service, telephone, e-mail, Web chat, and social media.

Agent-Assisted Customer Service

Solution Overview

Assisted Customer Service

   Capabilities

   Benefits

   SAP Innovations

When customers can't resolve issues independently through e-services, customers can receive help from available agents who have the right skills and tools to resolve issues to their satisfaction.

Agent-assisted customer service helps route inbound customer contacts – whether they connect by phone, e-mail, or Web chats – to the most appropriately skilled agent available.

It also provides the agent with the tools needed to resolve the customer's issue including a 360-degree customer profile with customer history, contract and warranty information, and recommended next-best actions.

Knowledge management and collaboration tools give agents the resources they need to resolve customer issues on the first attempt to increase customer satisfaction and reduce service cost.

Resolve Customer Issues Efficiently
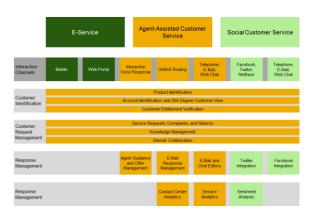
Interactive voice response and unified routing help ensure that telephone calls, e-mails, and chats are optimally routed.

Contact center agents can quickly identify customers and retrieve 360-degree profiles including registered products, warranty and service level agreements, and customer history.

Agents can readily capture and resolve issues using precategorized templates, surveys, checklists, and automatically suggested knowledge articles. Agents can also conduct manual searches.

If customers have order or invoice concerns, agents can log complaints, authorize returns, or issue credit memos.

A business modeling tool and a recommendation engine enable status alerts, retention offers, product proposals, and next-best actions.

E-mails and chats can be processed manually by agents using predefined templates, or an e-mail response system can automate e-mail processing.

Contact center analytics and service analytics are available to help tweak contact center operations.

Quick and Consistent Resolution of Customer Issues

Solution Overview

Assisted Customer Service
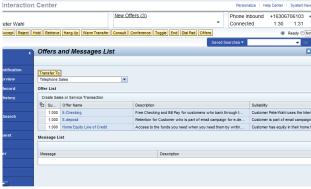
    Capabilities

    Benefits

    SAP Innovations

Agent-assisted customer service matches customers with the best-suited available agent, and provides agents with the information, tools, and guidance to resolve customer issues.

Agent-assisted customer service provides contact center agents with all the information, guidance, and productivity tools they need to efficiently resolve difficult customer issues.

By routing incoming telephone calls, e-mails, and chats to the best-suited available agent, service organizations can minimize the need for call transfers and escalations – increasing first-call resolution and improving customer satisfaction.

By instantly identifying the customer and providing agents with a complete 360-degree customer profile and interaction history, the agent can quickly identify and locate the item or issue that the customer is calling about.

Business rule and self-learning recommen-dation engines provide agents with important alerts, suggestions, product proposals, and other recommended actions to help ensure that customers receive a consistent customer experience regardless of the skill and experi-ence of each contact center agent.

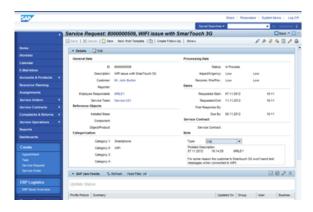# Innovations for Agent-Assisted Customer Service

Solution Overview

Assisted Customer Service

Capabilities

Benefits

SAP Innovations

Integration with SAP Jam allows agents to collaborate with field technicians to jointly resolve complex service issues.

Cloud

SAP Jam is a rich social collaboration platform that allows your contact center agents to collaborate anywhere and anytime with internal and external experts. They can solve complex issues faster, share best practices, and accelerate peer-to-peer learning and onboarding.

SAP Service OnDemand is a cloud solution that helps companies deliver consistent multi-channel customer service and helps your service reps tackle difficult customer issues with built-in collaboration. It increases pro-ductivity and adoption with intuitive user experience, and provides real-time team performance tracking with prebuilt dashboards.

E-Service

Solution Overview

E-Service

   Capabilities

   Benefits

   SAP Innovations

Provide step-by-step, intuitive Web self-service functionalities to enable service organizations to use the Web as a channel to solve customer issues.

SAP software offers a full range of self-service processes for consumers and businesses on a common platform. These step-by-step processes enable service organizations to leverage the Web as a service channel to address customer issues.

With Web self services as part of the overall customer experience, customers are em-powered to research issues, seek resolutions, and initiate service requests on their own. With this approach, companies can increase customer loyalty, lower total cost of ownership, and increase profitability.

Do More with Online Customer Service

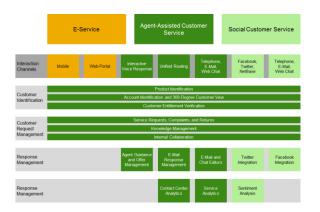Solution Overview

E-Service

Capabilities

Benefits

SAP Innovations

Account self-service enables customers to register user accounts, view and update personal information, and review online transactions. Customers can use the "my support page" for a cockpit view of all their information.

They can quickly schedule services without calling in, and service contract management lets customers view and extend service contracts online.

Complaints and returns management guides customers through the process of returning or complaining about a purchased product. Predefined reason codes make it easier for the customer to enter a complaint. Further, companies can analyze products, customers, and reasons for complaints to identify and address root causes and prevent future issues.

Customers can register products and activate warranties online. They can view warranty information and create product-related service requests.

Additionally, knowledge management connectors enable companies to connect to their preferred third-party knowledge management solutions.

Immediate Resolution to Common Customer Issues

Solution Overview

E-Service

Capabilities

Benefits

SAP Innovations

With intuitive self-service as a part of the overall customer experience, customers are empowered to solve their own issues at their own convenience while reducing cost for companies.

Reduce customer service and support costs by enabling customers to make service requests, report complaints, and manage returns online.

Increase options and flexibility by providing the customer with a full range of self-service management functionalities and customer interaction communities.

Get better customer information by enabling product registration, activating warranties, and viewing order history online.

Innovations for E-Service

Solution Overview

E-Service

Capabilities

Benefits

SAP Innovations

Innovations from SAP enable you to
bring the right resources, knowledge,
and information to real-time interactions.

Mobile

With consumable Web services that accelerate
development and deployment, companies
can provide complete customer service to
the mobile Web through the deployment of
native apps, Web apps, and hybrid apps.

Social Customer Service

Solution Overview

Social Customer Service

Capabilities
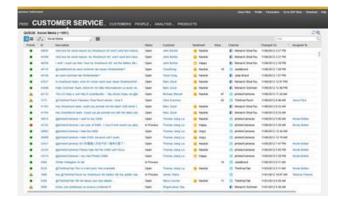
Benefits

SAP Innovations

Respond to customer service–related questions and comments on social media sites like Facebook and Twitter using collaborative tools with built-in knowledge management integration.

On-demand solutions and tools from SAP enable fast and collaborative responses to customer conversations across social media channels. You can filter, sort, categorize, prioritize, and route high volumes of customer content to direct the right expert to the right customer.

Customer service agents are then empowered to respond to issues reported on social media sites, including Facebook and Twitter.

By leveraging team-based social media engagement software, organizations can quickly identify and respond to the most important customers, prospects, and issues reported.

Respond to Relevant Social Media Posts

Solution Overview

Social Customer Service
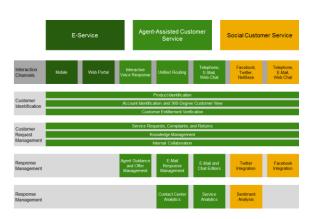
Capabilities

Benefits

SAP Innovations

SAP Social OnDemand enables your customer service organization to monitor and respond to comments, questions, and complaints posted on social media sites.

Using Facebook and Twitter integration, you can respond to issues posted directly on your company's Facebook page or tweeted to your company's Twitter handle. You can also use sentiment analysis to measure brand or product favorability and identify and respond to comments about your company's products posted anywhere on the social Web.

If in responding to a social media post, it becomes necessary to privately discuss a customer concern in greater detail, agents can communicate directly by telephone, e-mail, or Web chat.

If an agent is still not able to resolve an issue with the customer, even after using integrated knowledge management tools, the agent can create a follow-up service order and escalate the issue.

Identify and Respond to Relevant Social Media Posts

Solution Overview

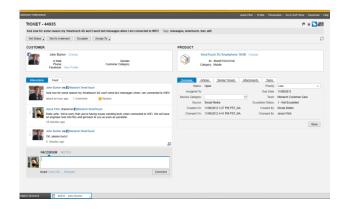**Social Customer Service**

Capabilities

Benefits

SAP Innovations

Use sentiment analysis to identify critical social media items requiring attention, and provide agents with the information, tools, and guidance they need to resolve the issues.

With so many people using social media and so much content being generated, SAP Social OnDemand helps you identify key influencers and respond to critical service issues before they become viral.

You can systematically scale and respond to messages by finding, filtering, and prioritizing the most relevant messages.

By merging traditional enterprise data with social customer data harvested from the Web, agents are better able to understand and serve the social customer.

Built-in knowledge management integration saves time and helps agents respond intelligently and consistently to customer messages, improving the customer experience.

Agents can collaborate with other experts in the organization, regardless of department or geographic location, to break down silos and speed up average resolution time.

Automatic assignment, routing, and escalation help ensure that issues reach the most appropriate resources, reducing latency and improving first-contact resolution.

Innovations for Social Customer Service

Solution Overview

Social Customer Service

Capabilities

Benefits

SAP Innovations

Social media analytics, with sentiment analysis, lets you track real-time service performance and trends.

Analytics

The SAP Social Media Analytics application by NetBase allows you to track what people are saying about your company's products online, including net sentiment; number of mentions; intensity that assesses word choices such as "like" versus "love"; and conversation drivers that note the product features being discussed.

You can track what people are saying and gauge how well your service organization is performing in resolving service-related social media issues.

You can track real-time service performance with preconfigured dashboards, use embedded reports to track response times and escalation trends, and run your own ad hoc queries.

Customer Service Solutions Value Map

Multichannel Customer Service	Agent-Assisted Customer Service	E-Service	Social Customer Service	
End-to-End Service Management	Service Contract Management	Field Service Management	Complaints, Returns, and Depot Repair Management	IT Service Management
Advanced Contract Management and Service-Centric Billing	Package and Solution Business	Service Contract Management	Service Controlling and Accounting	

Multichannel customer service enables companies to provide a consistent customer experience across all channels including self-service, telephone, e-mail, Web chat, and social media.

Why SAP?

Solution Overview

Assisted Customer Service

E-Service

Social Customer Service

Real-Time Service Excellence

Why SAP?

SAP is the only company that can offer all of the functionality that you need for total customer engagement – real-time insights, interactions, and execution – in context and delivered anywhere you need it.

State-of-the-Art Customer Service

SAP gives customer service organizations the platform, support, and information they need to provide superior customer service while driving down costs.

Technological Innovations

Convenient, intuitive mobile and social apps provide real-time access to relevant enterprise data and business transactions, letting you enrich and personalize the customer experience. Customers can share insight and opinions, creating engagement that builds lasting relationships.

Proven Solution Across Industries

SAP has built trusted relationships with thousands of customers across 24 industries over nearly 40 years. We consistently enhance our solution offerings with industry-specific functionalities and develop functionality to support new business models.

Find Out More About How Your Organization Can Become Best-Run

Benchmark Your Performance

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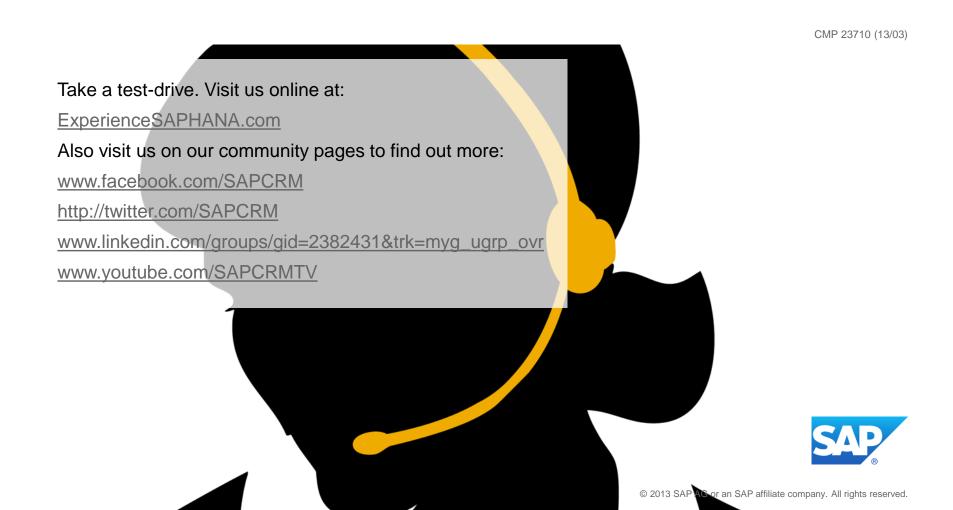
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