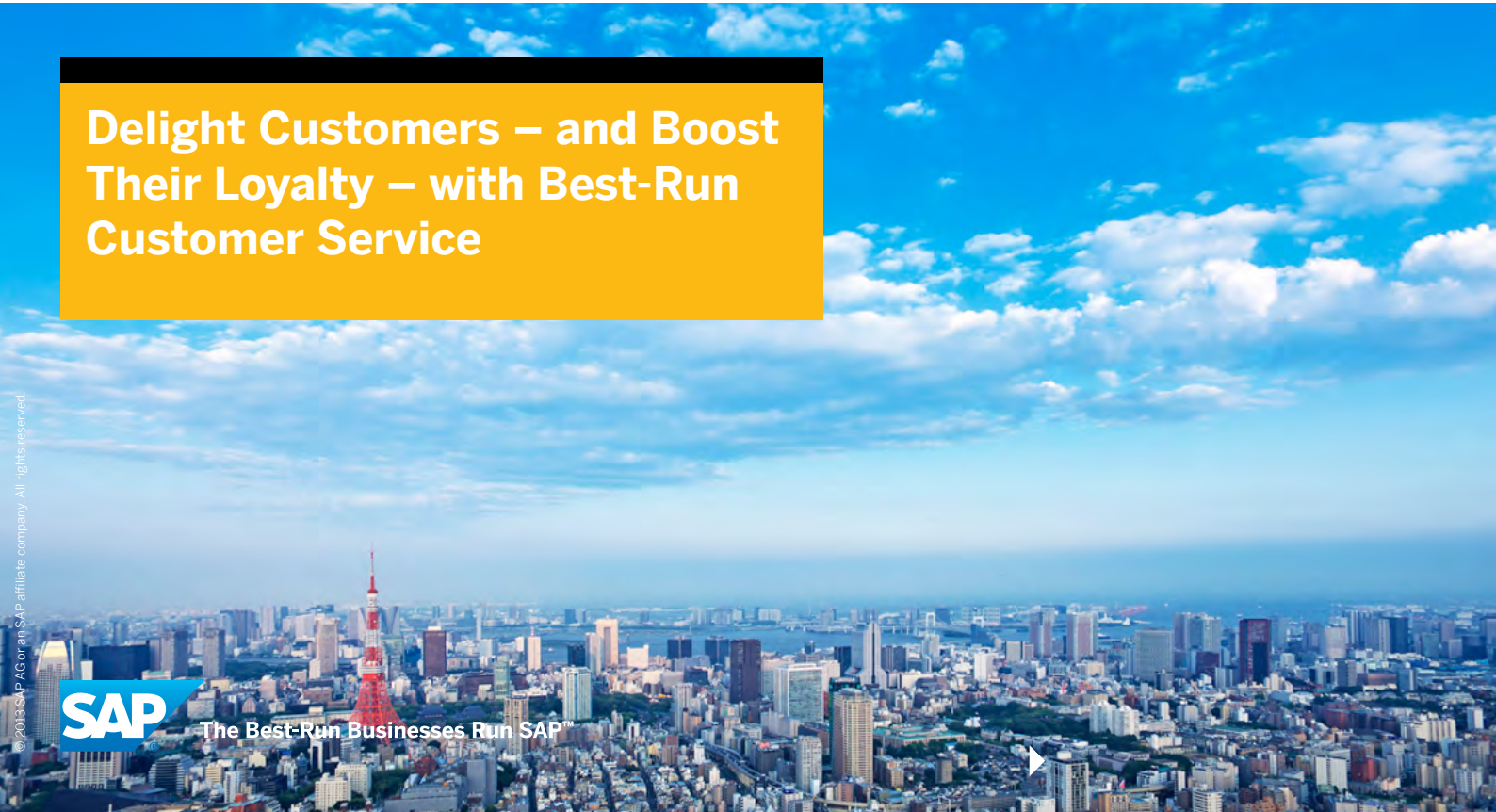
Delight Customers – and Boost Their Loyalty – with Best-Run Customer Service



The Best-Run Businesses Run SAP™

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It's time to rethink customer service

Today's customers are digitally connected, socially networked, and better informed. They live their lives "in the moment," updating their relationship status, interacting with friends, and sharing their likes, dislikes, and opinions in real time via mobile devices. All this is empowering and positioning them to demand more from companies – especially when it comes to service.

For example, they want products that make their lives better and service that makes their lives more convenient. They want simple, fast interactions, anytime, anyplace, and on any device. They want interactions to be relevant and personalized to their individual needs. And they want real-time responses to help them solve issues.

It's a tall order – forcing companies to rethink how they can service this next generation of customers. And that's where the SAP® 360 Customer solution, powered by the SAP HANA® platform, can help. The solution encompasses all the SAP applications you need to run a best-run organization. Specifically, here's what this software can do for your customer service organization:

- Solve customer problems faster and more effectively
- Streamline service operations
- Drive service profitability
- Analyze and exploit "Big Data" for key insights

Your customer service organization will be able to deliver the "wow" customer experience needed to differentiate – and to drive customer loyalty.

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Solve customer problems faster and smarter

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Streamline service operations

Drive service profitability

Make sense of Big Data

Deploy SAP solutions your way

Solving customer issues faster and smarter requires that your service reps have lightning-fast access to relevant information about the customer – including enterprise data and information from external and social media sources. Equally important, they need to find accurate, consistent answers and solutions and deliver consistently great service over the channels the customer prefers. Those channels must include mobile devices, in person, contact centers, or social networks – in short, where your customers prefer to interact. Finally, your reps need to collaborate in real time with internal experts and customers to solve complex cases.

SAP Customer 360 helps you do all this and more. You get an integrated set of software that empowers your employees to solve customer problems faster and more effectively by providing service reps with a 360-degree view of customer activities across all channels. At the same time, it enables real-time collaboration across your network so service reps can team up on the customer's behalf.

Solve customer problems without the typical long wait, handoffs, and runaround. By respecting your customer's time, you'll earn their loyalty.

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Streamline service operations

Solve customer problems faster and smarter

Streamline service operations

Drive service profitability

Make sense of Big Data

Deploy SAP solutions your way

To streamline your service operations, everyone on your team needs access to the right information at the right time. But stale information is as useless as no information. What's needed is a zero-latency view of each service situation and your entire service landscape.

With SAP 360 Customer powered by SAP HANA, you can have real-time visibility into your operational status, key performance metrics, and customer feedback. Data across all of these areas is continuously collected, analyzed, and made available for real-time insight. Armed with this insight, you can make adjustments and take corrective actions immediately (or as needed).

SAP Customer 360 also includes tools that boost the productivity of your service reps as they work with customers. For example, mobile apps automate mundane administrative tasks for them and give them instant access to up-to-date, relevant information anytime, anywhere. Additionally, they can use tools that support collaboration in the field – for example, to leverage the expertise of your entire organization to solve customer problems faster and more effectively.

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Drive service profitability

Solve customer problems faster and smarter

Streamline service operations

Drive service profitability

Make sense of Big Data

Deploy SAP solutions your way

Driving profitability is now the norm for leading service organizations. The good news is that many service organizations already have the data (for example, past transactions and customer interactions) to help them become an effective profit center.

With SAP 360 Customer, your service organization can dive into this data, generate key insights, and learn from past transactions and customer interactions. Based on what you learn – and by leveraging the integrated functionality of SAP software – you can create and operationalize relevant service offerings that customers really want. You can also define bundles of products and services that capture service revenue up front, increasing share of wallet over time.

Leverage customer insights and interactions to cross-sell and up-sell more effectively, which will drive revenue and profitability for your company.

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Make sense of Big Data

Solve customer problems faster and smarter

Streamline service operations

Drive service profitability

Make sense of Big Data

Deploy SAP solutions your way

Every minute, an incredible amount of data is being generated by your customers (for example, via social media) and by the equipment installed at their location. What if you could tap into this stream of data, make sense of it, and capitalize on it to service your customers more effectively?

With SAP 360 Customer, your service organization can analyze this vast amount data in real time and use it to anticipate and meet customer needs. For example, you can collect and analyze data from customer equipment and predict potential breakdowns. Based on this insight, you can offer and deliver predictive service maintenance to customers so they avoid frustrating unscheduled downtime.

Big Data can also come from social media. With SAP 360 Customer, your customer service team can monitor data and mine it for relevant customer conversations. The solution can also help determine sentiment, context, and the relative importance of conversations to help you identify and prioritize conversations for response. With this context, you can respond proactively to customer issues, when appropriate, and use these interactions to strengthen customer loyalty.

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Solve customer problems faster and smarter

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Deploy SAP solutions your way

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SAP offers a broad set of solutions that help your organization gain a 360-degree view of customers. Now you can choose how and where to deploy these solutions.

If your organization prefers on-premise software, you can run SAP 360 Customer within your IT landscape. When you need a cloud-based solution, we offer on-demand versions that deliver rapid time to value without major investments in hardware and software. And these solutions run on any device, including mobile phones and tablets that can bring new insight to mobile users.

With this deployment flexibility, you can make the most of the investments you've already made in SAP technology while plotting a clear path to the future. We call this "elegant innovation without disruption" – giving you the tools your business needs without driving up IT costs.

Meet expectations for convenience, relevance, personalization, and responsiveness – and you'll win over today's empowered customers.

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Boost customer satisfaction – and realize the benefits

Boost customer satisfaction – and realize the benefits

Run better, faster with SAP Rapid Deployment solutions

With SAP 360 Customer, you can turn your customer service organization into a source of competitive differentiation, as well as powerful driver of positive word of mouth through social networks. At the same time, you can:

- **Boost customer satisfaction and the quality of the customer experience** by empowering service reps to solve issues faster and more effectively
- **Increase operational efficiency** by streamlining service operations based on accurate insights into what's working – and what's not – and empowering service reps with tools that help them be more productive
- **Maximize profitability** by creating and offering new services that customers really want and are willing to pay for

In initial trials of SAP 360 Customer, we've seen remarkable results. For example:

- An increase in the performance of contact centers in terms of speed of answer, time to respond, and first call resolution
- 5% reduction in costs
- 23% increase in contact center productivity
- A decrease in dropped or abandoned call rates from 60% to 2%
- 10% increase in revenue without increasing contact center headcount

These kinds of results go beyond merely "redefining" the rules of customer engagement. Rather, they illustrate how SAP is reinventing the customer experience, enabling companies to sell better, service better, market better, and engage better with their customers.

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Run better, faster with SAP Rapid Deployment solutions

Get fast time to value with easy-to-deploy and integrated SAP Rapid Deployment solutions, including preconfigured software, implementation services, content, and end-user enablement.

The SAP CRM rapid-deployment solution powered by SAP HANA enables service agents and service managers to streamline the service process to resolve customer issues. It provides agents handling inbound service activities with tools to process service requests during the interaction with the customer – avoiding unnecessary callbacks or follow-ups – along with a simplified customer intelligence reporting framework. And as a rapid-deployment solution, it can be implemented within the organization in eight weeks or less.

Customer relationship management (CRM) functionality enhanced by the power of SAP HANA is just one element in SAP 360 Customer. A full portfolio of SAP Rapid Deployment solutions is available across industries and lines of business, including analytics based on SAP HANA along with mobile, cloud, social, and database and technology software.

Rapid-deployment solutions are delivered at the speed of your business to solve immediate needs, while providing a path to future innovations.

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Summary

With the SAP® 360 Customer solution – powered by the SAP HANA® platform – you can empower your organization to deliver best-run customer service across all channels. Leverage integrated SAP customer relationship management, analytics, and other software to meet customer expectations for convenience, relevance, personalization, and responsiveness. You'll not only win today's empowered customers, but turn them into loyal advocates that share their positive experiences with others through social networks.

Objectives

- Make it more convenient for customers to do business with you
- Personalize service and offerings based on individual needs
- Respond faster to customer needs

Solution

- Instant 360-degree view of customers across all channels
- Productivity and collaboration tools
- Analytics to understand "Big Data" and gain instant insights

Benefits

- Turn your customer service organization into a source of competitive differentiation and driver of positive word of mouth
- Boost customer satisfaction and the quality of the customer experience
- Increase operational efficiency by streamlining service operations
- Maximize service profitability by creating and operationalizing new service offerings that customers really want

Learn more

To find out more, call your SAP representative today or visit us online at www.sap.com/customer-service.

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