SAP Hybris [y]

How to increase conversions and customer satisfaction
SAP Hybris Service Engagement Center

Jonathan Pearson, SAP

June, 2017

SAP Run Simple

1. Market trends

2. Use cases

3. Product overview

4. Portfolio fit

5. Ideal customer

6. Questions

Public

Fill in the blank:

annoyed

frustrated
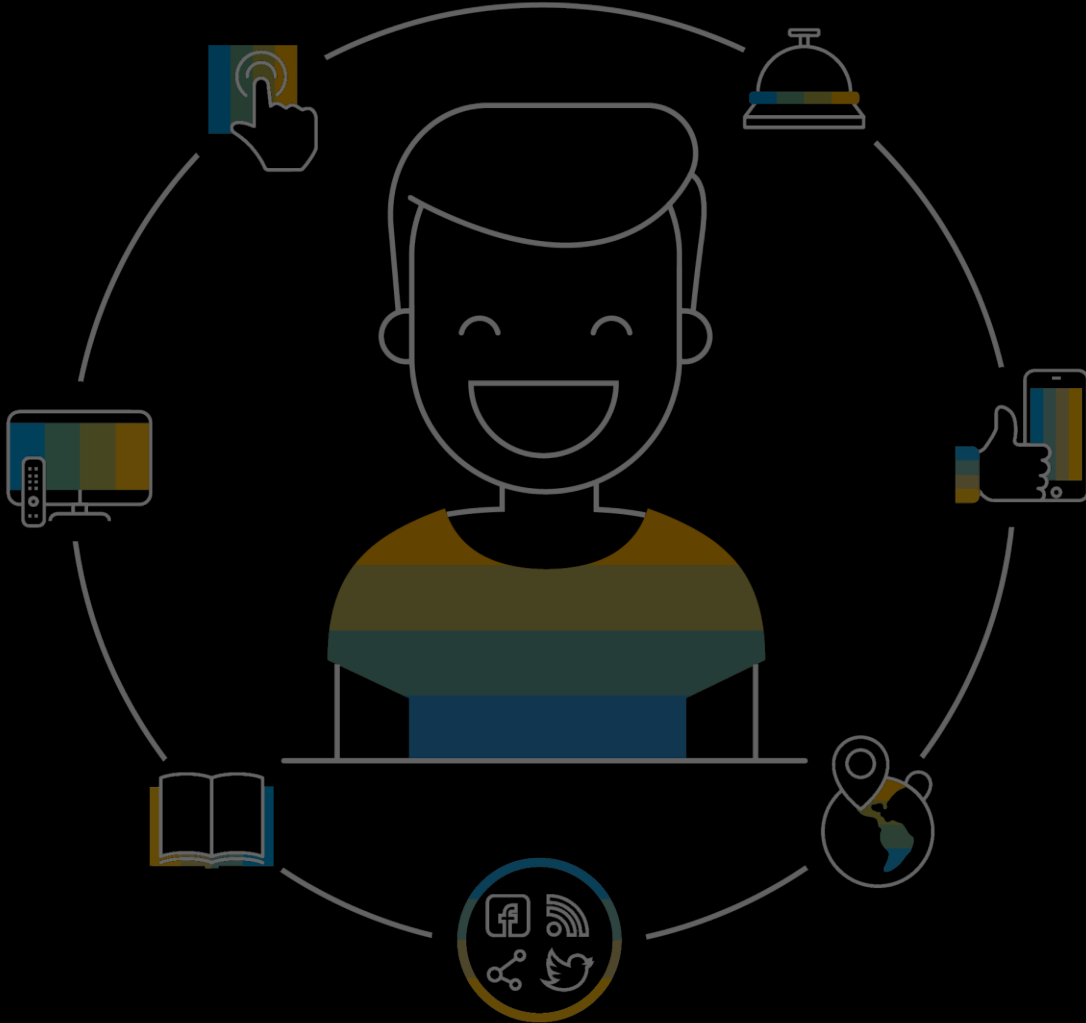
When I contact customer service I feel _____.

happy?

irritated

unsatisfied

Our service needs have changed – and expectations have risen

Customers have **more choices** than ever before

We have **less patience** in meeting our needs

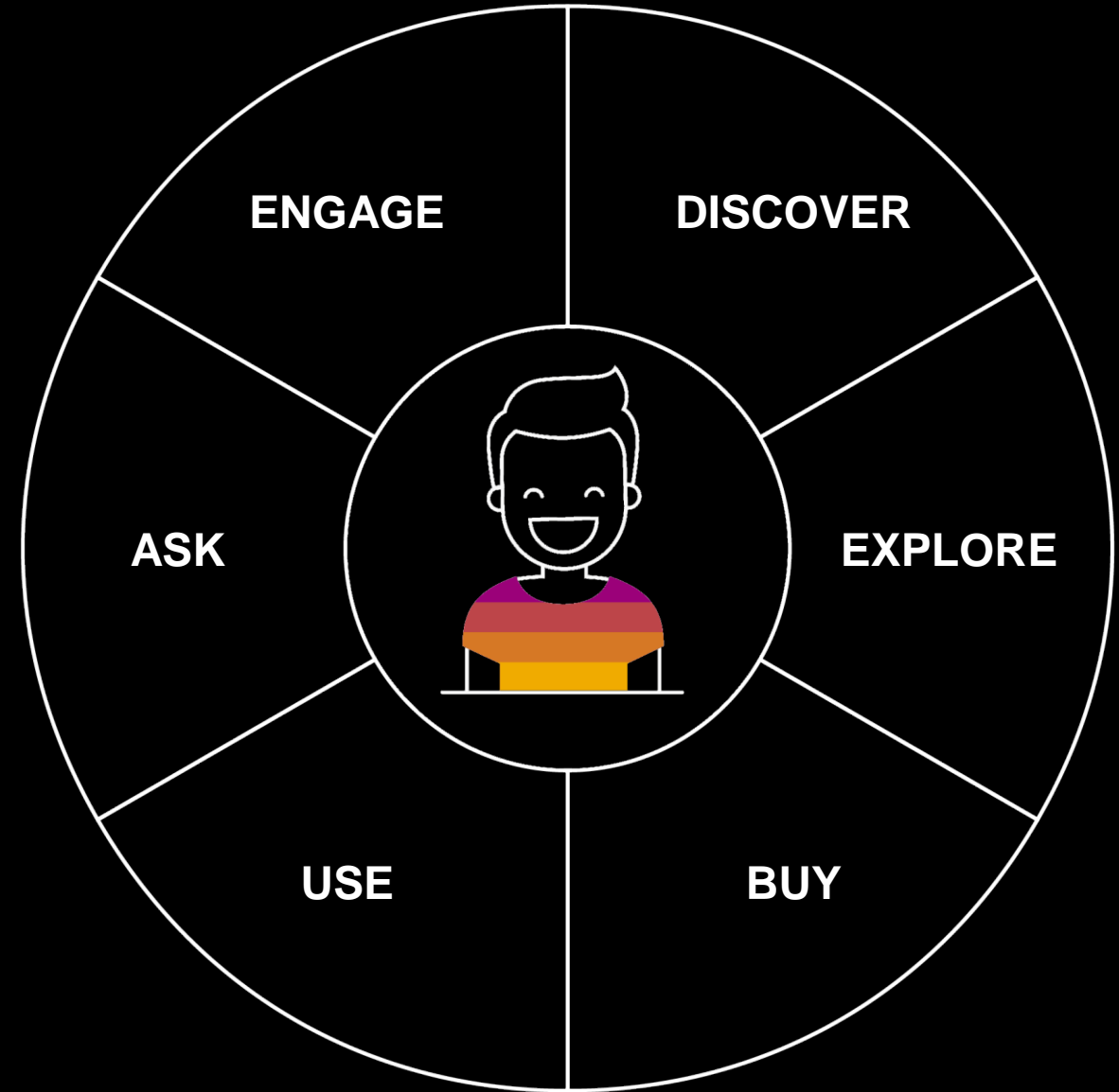And we're **eager to share** their experiences – good or bad

Public

" If you make customers unhappy in the physical world, they might each tell six friends.

If you make customers unhappy in the internet, they can tell 6,000. "

Jeff Bezos, Amazon CEO

Public

More **opportunities** to create a **positive** feeling.

Quantifying the **opportunity**

74% of enterprises see greatest buyer dropout in pre-purchase stages **where customer service is least involved.**
~ Forrester 2016

49% of enterprises struggle to make live support services available for customers.
~ Forrester 2016

Public

"Customers don't want companies to waste their time. They want a self-service experience combined with the ability to easily speak to an agent via voice or chat as needed. And they want authentic, honest information when they need it, where they need it."

Frost&Sullivan 2017

Public

What Makes Customers Happy With Service and Support?

Do you offer convenient self service options?
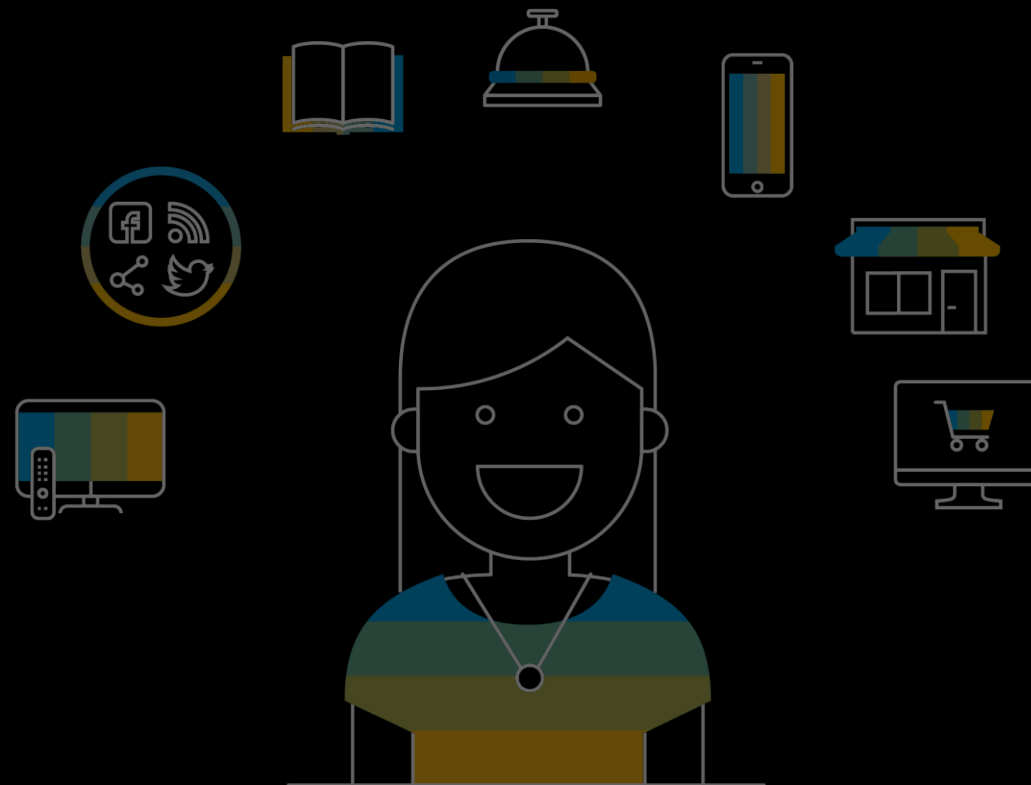
How easy is it to contact your customer service?

When your customers contact you, how quickly do you respond?

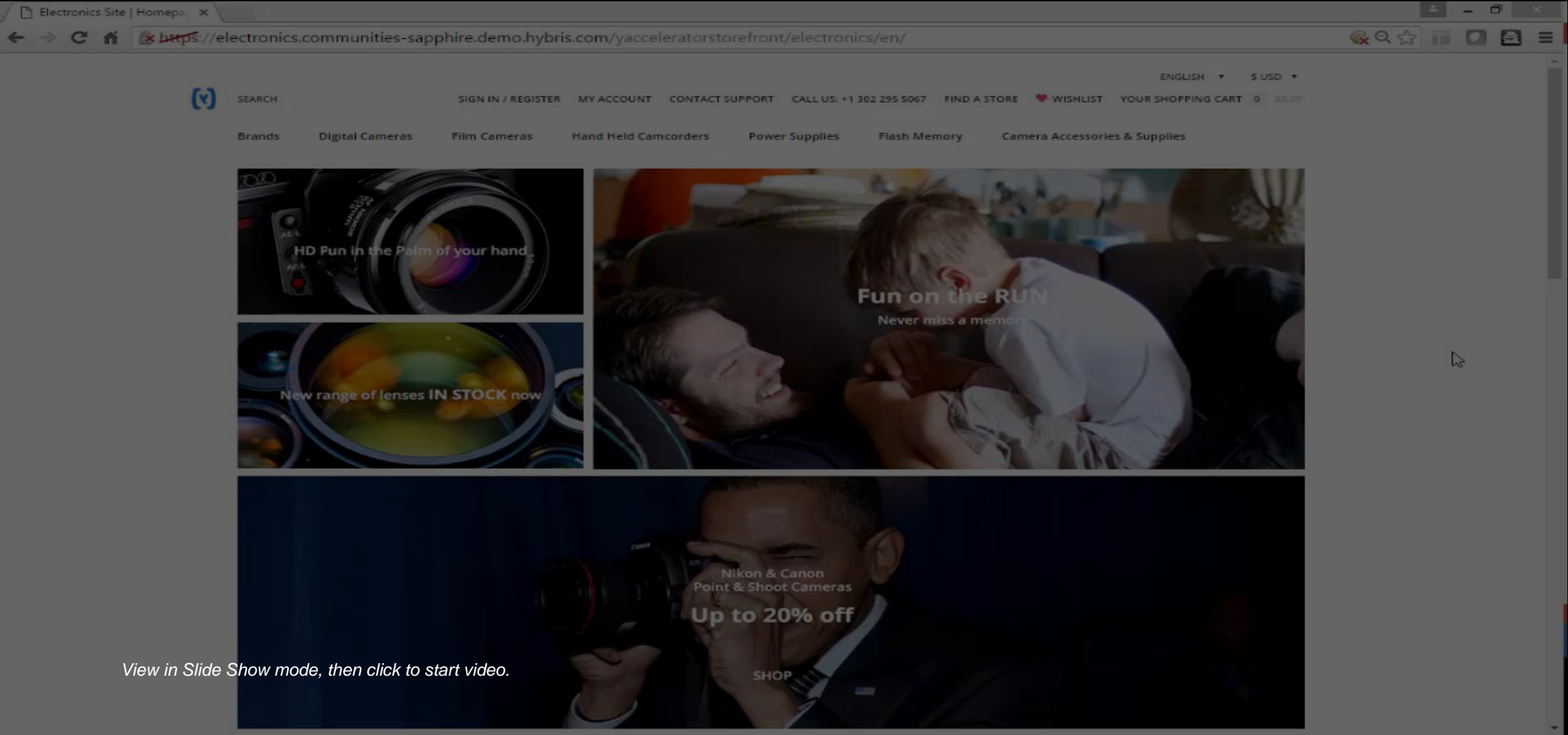When your customers talk/chat with your agents, how good is the experience?

If the customer reports an issue, how quickly do you resolve it?

SAP Hybris Service Engagement Center

Demo

*View in Slide Show mode, then click to start video.*

SAP Hybris Service Engagement Center

Support your customers throughout their journey with an omnichannel contact center

- Resolve your customers queries faster with a unified agent desktop

- Combine self-service and agent-assisted service for optimal customer experience

- Boost your webshop experience with easy access to support

- Align your business processes to customer service to deliver on your customer promises

Public

Combine **self-service and agent-assisted service** for optimal customer experience

Public
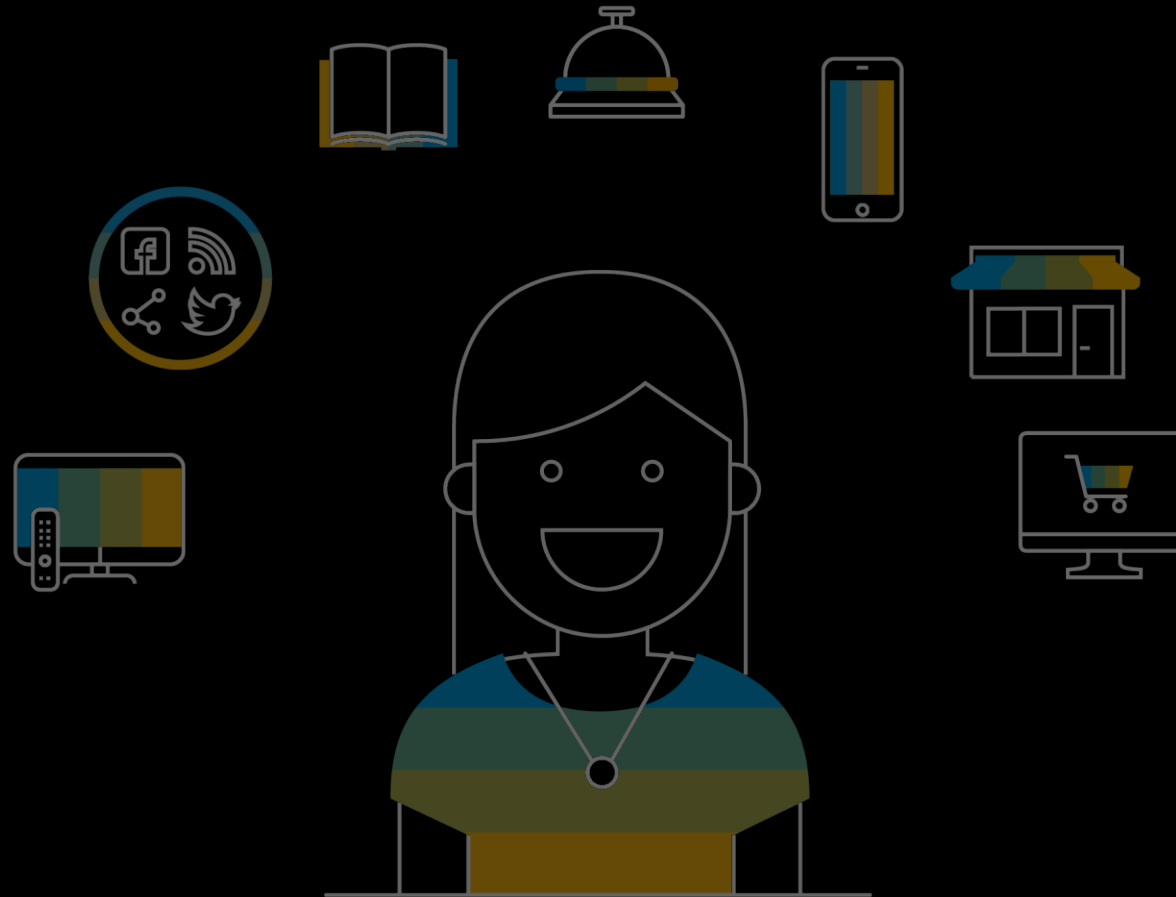
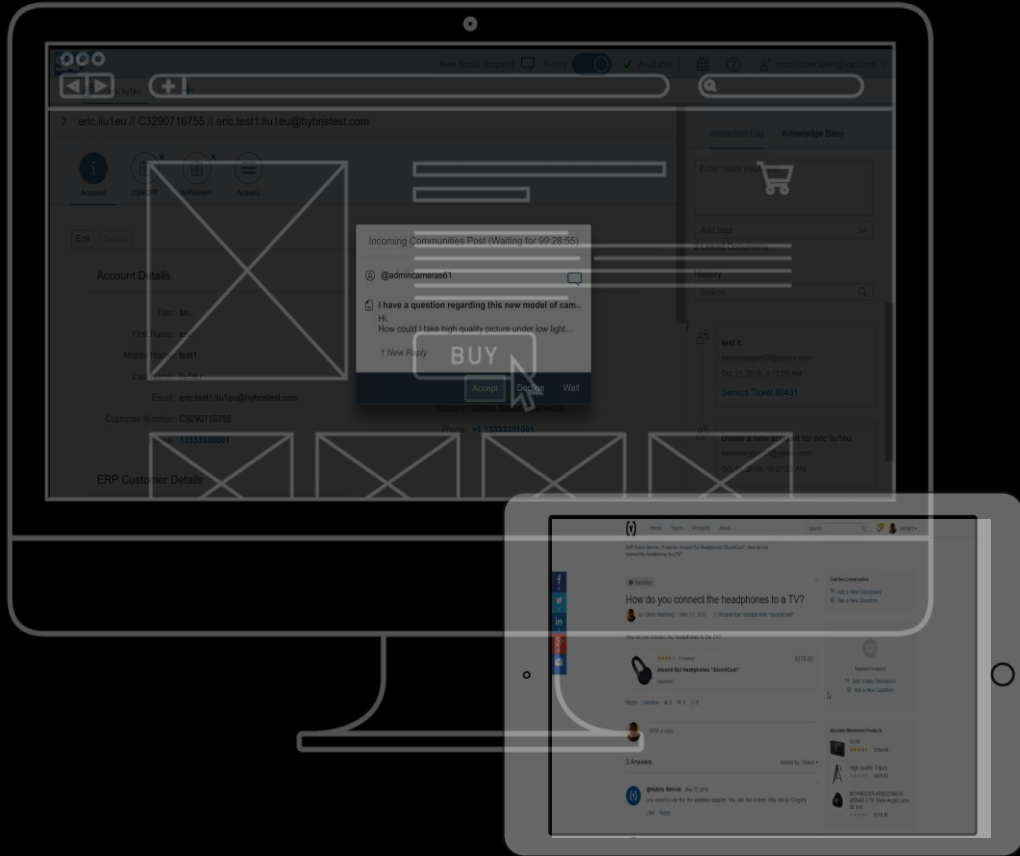# Help your customers help themselves with flexible self-service
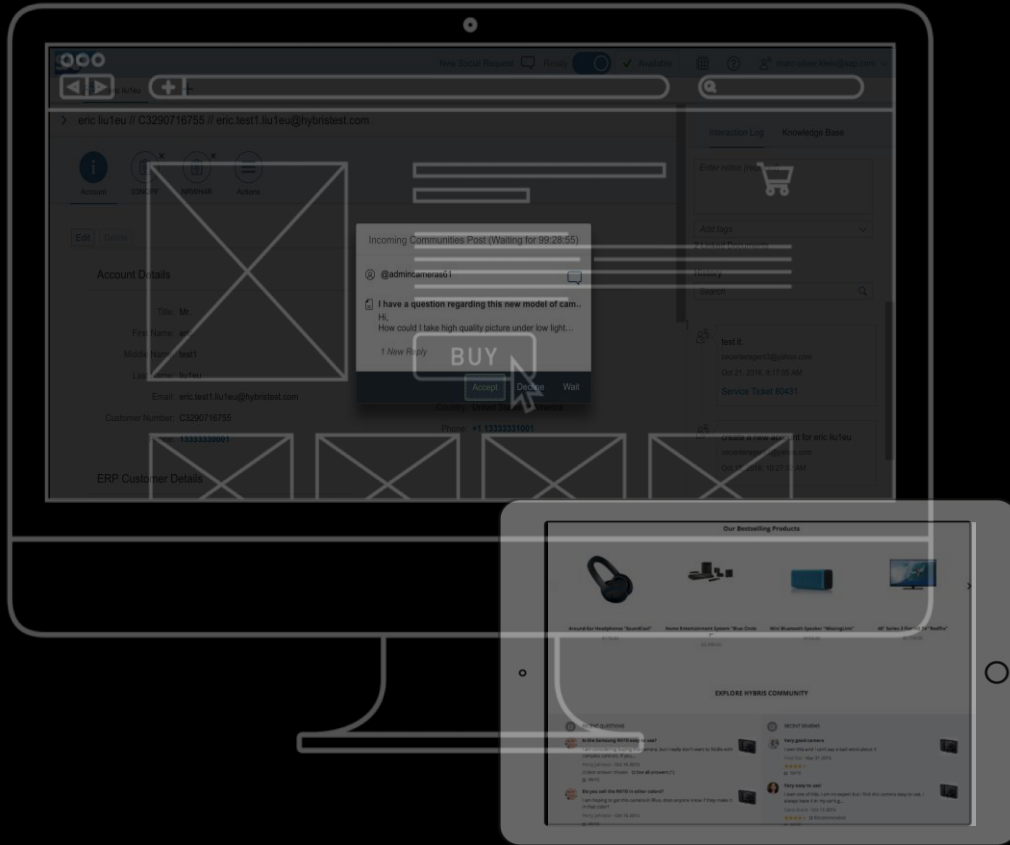
Enable your customers to:

- Track support requests

- Create new service tickets online

- Find answers in a knowledge base*

- Register products for post-purchase engagement and support

*With SAP Jam Communities

Public

Drive engagement with SAP Jam Communities

- Engage your customers by creating online communities for information and experience sharing
- Escalate and route community post to customer service to ensure all questions are answered
- Leverage knowledge articles in customer service
  - Agents have access to the knowledge base to find information
  - Agents can also link the articles in chat conversations

Public

Phone, chat and video chat channels included
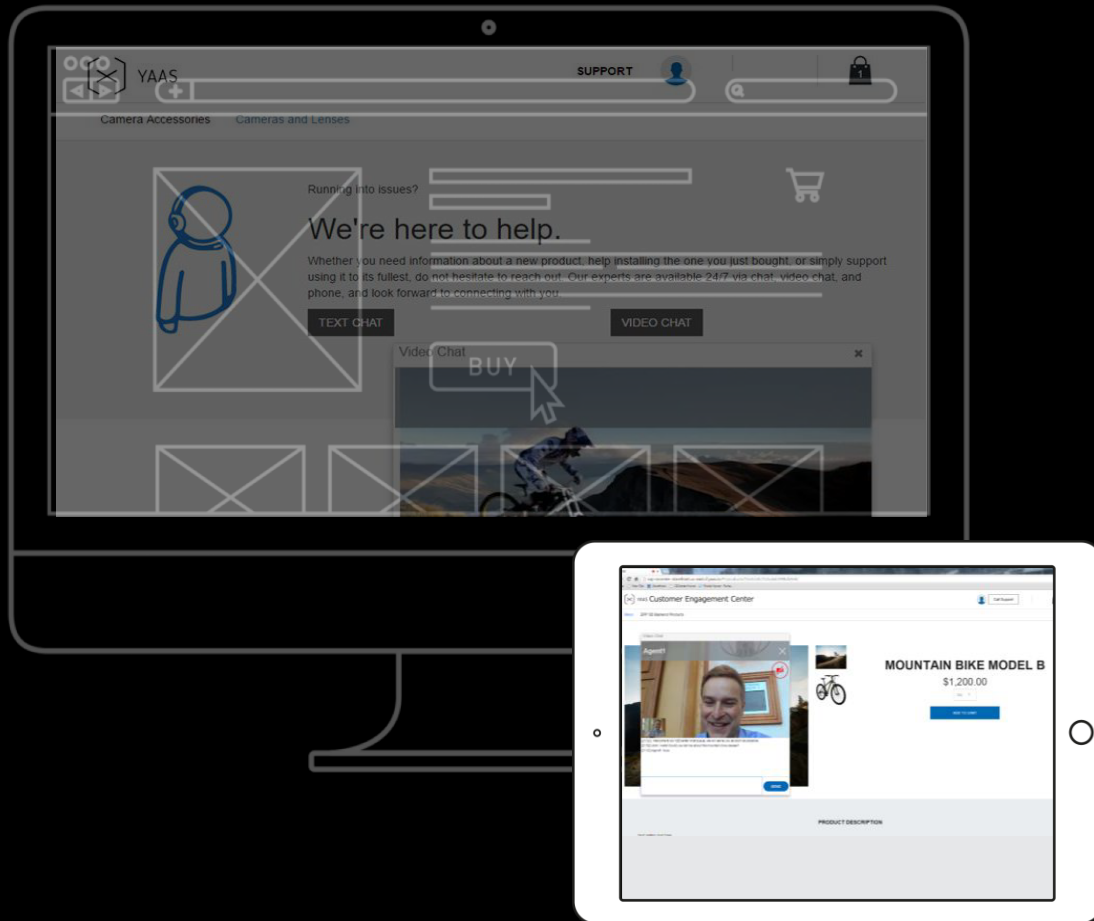
- Support your customer via chat, video chat and phone
- Communication tools are embedded in Engagement Center User Interface, no separate phone, chat or video tools required.
- Service agents can engage in multiple interactions simultaneously, all within the context of each customer

Public

# Enrich customer conversations with text chat and video chat
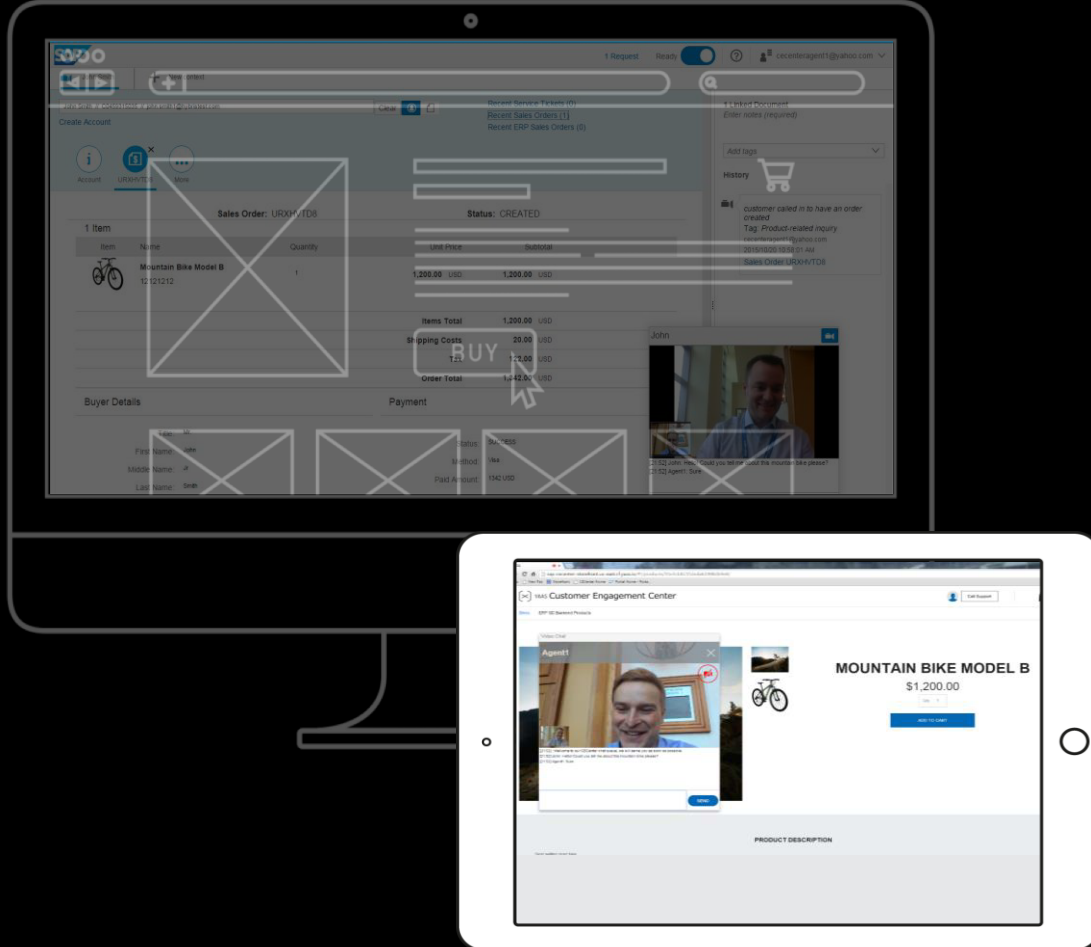
- Engage in live chat or video chat conversation with customers to assist with a support issue or product question.
- Embed chat /video chat widget on your website to allow customers to quickly get help
- Video chat works with any WebRTC compatible browser, no add-ons needed

Public

Resolve your customers queries faster with a unified agent desktop
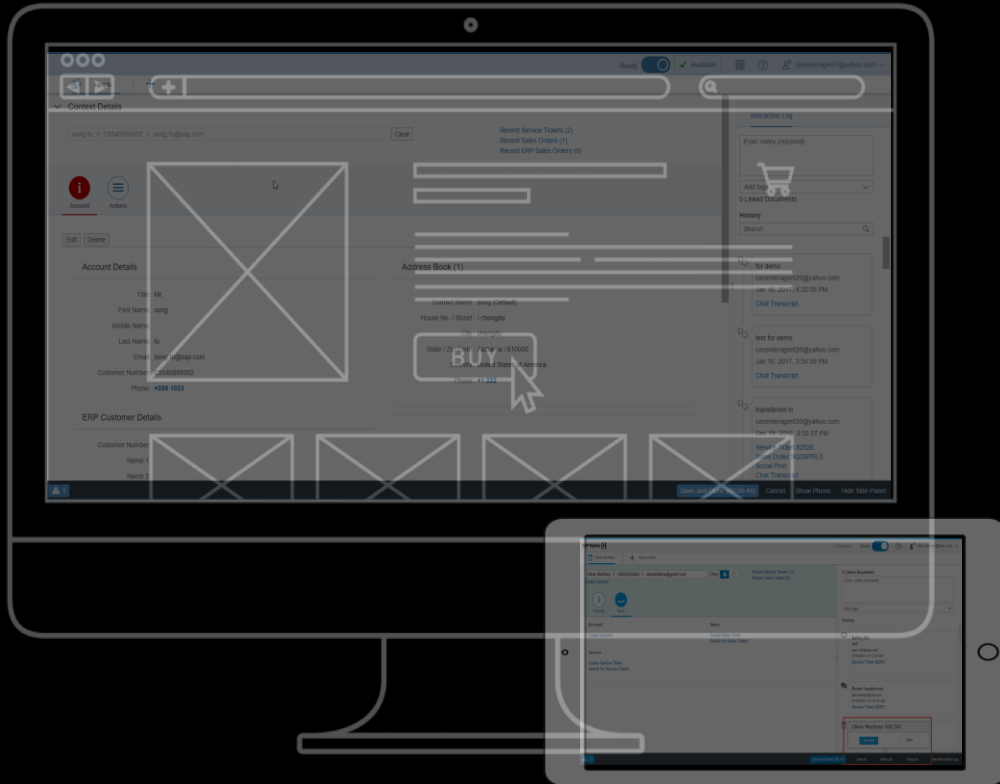
Public
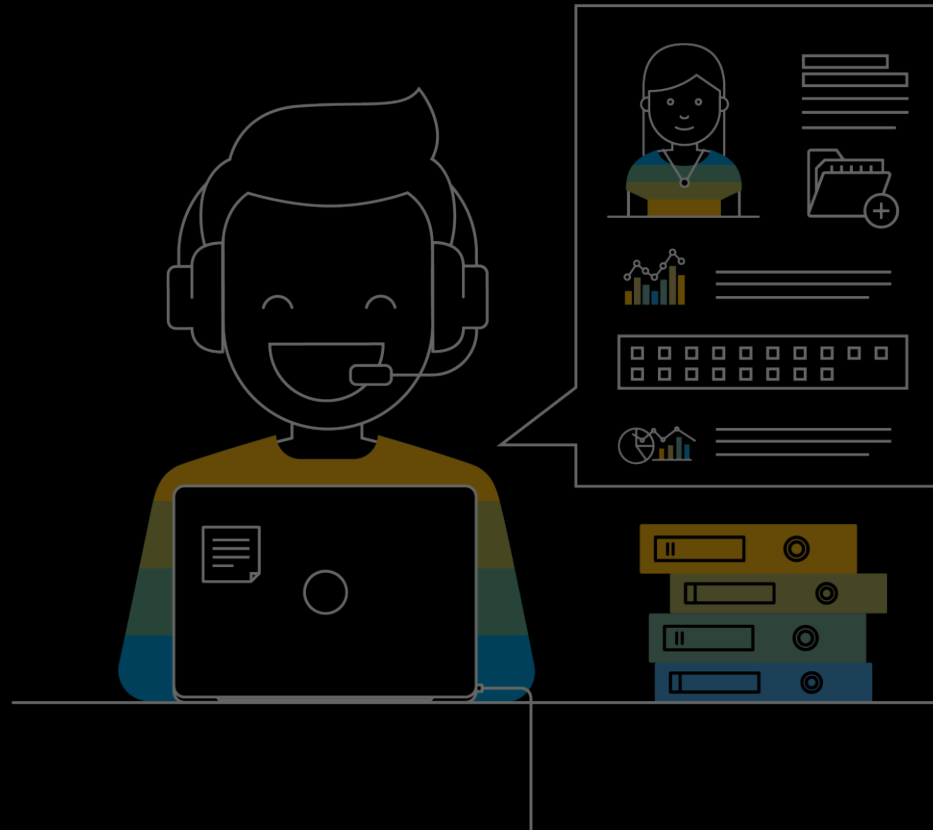
Unified agent desktop: boost productivity with embedded communications and workflows
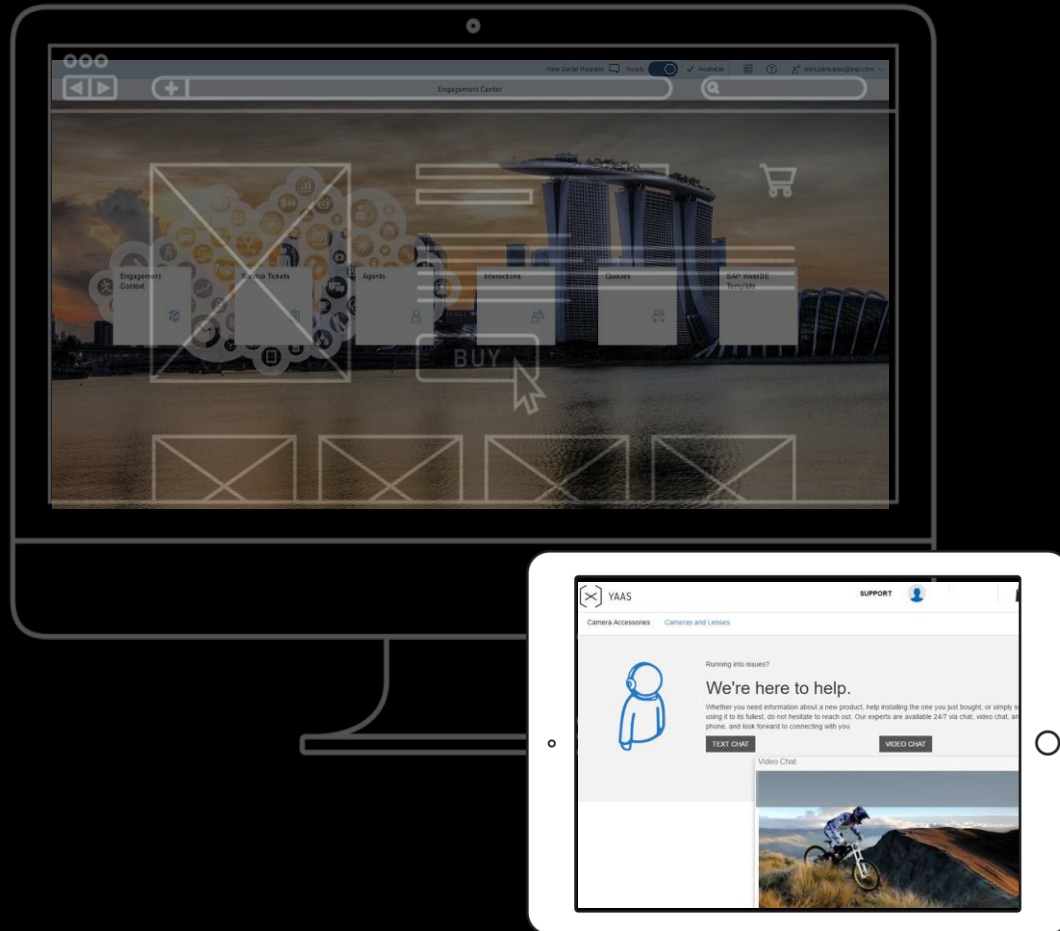
- Intelligent contact routing

- Customer insights

- Sales order or service ticket creation directly from the agent interface

- In-built contact channels (chat, video chat, phone)

Enable high-value interactions with customer insights

- **Automatic customer identification for known customers**

- **Agents can see relevant customer and product data, past interactions and order history**

- **Quick access to past interactions and business context (i.e. orders, tickets, ERP transactions)**

- **When calls and chat conversations are transferred to next-level experts, the interaction context follows**
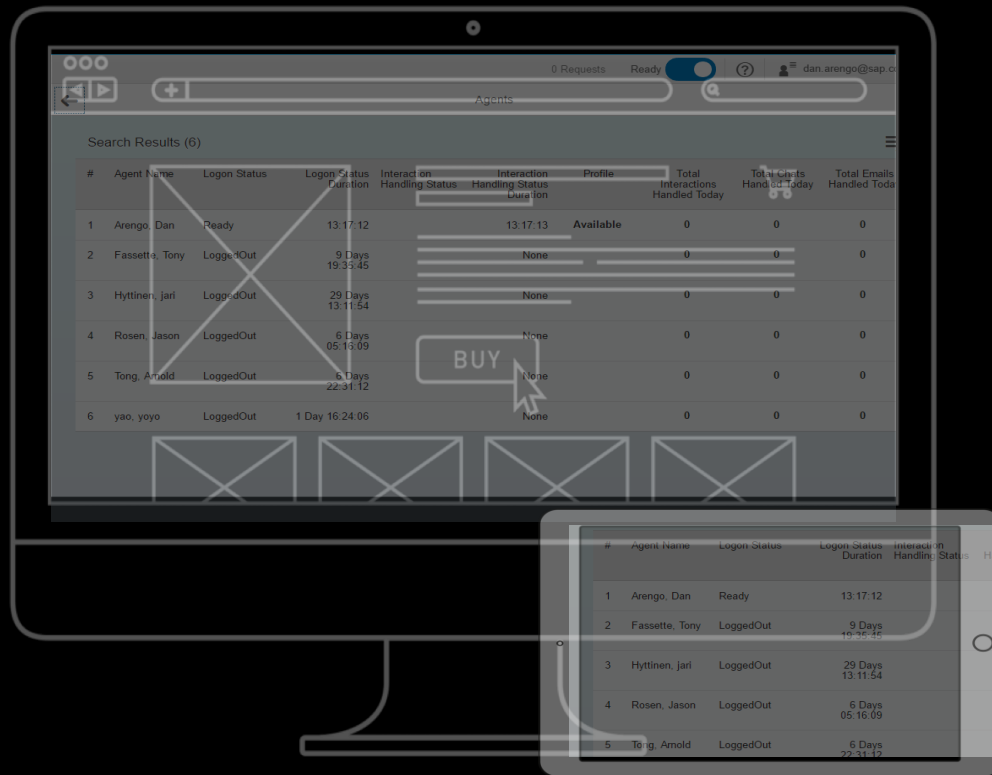
Create and track service **tickets**
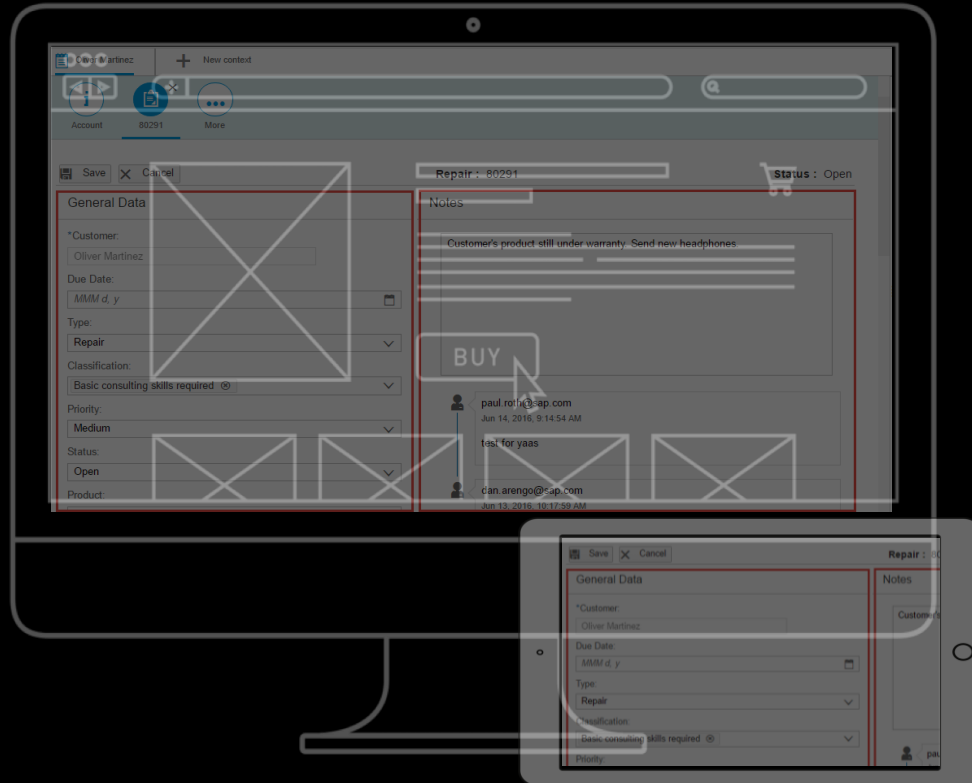
- Create and track service tickets with ticket routing for service follow-up
- Provide consistency with service ticket tracking, follow-ups, and service notes history
- Easy access to customer's past service tickets directly from the Interaction Log

Public

Utilize simple analytics for real-time insights

- ▪ Real-time statistics available to supervisors
- ▪ View daily interactions and agent workload
- ▪ Easily view team member status and performance

Public

Boost your webshop experience with easy access to support
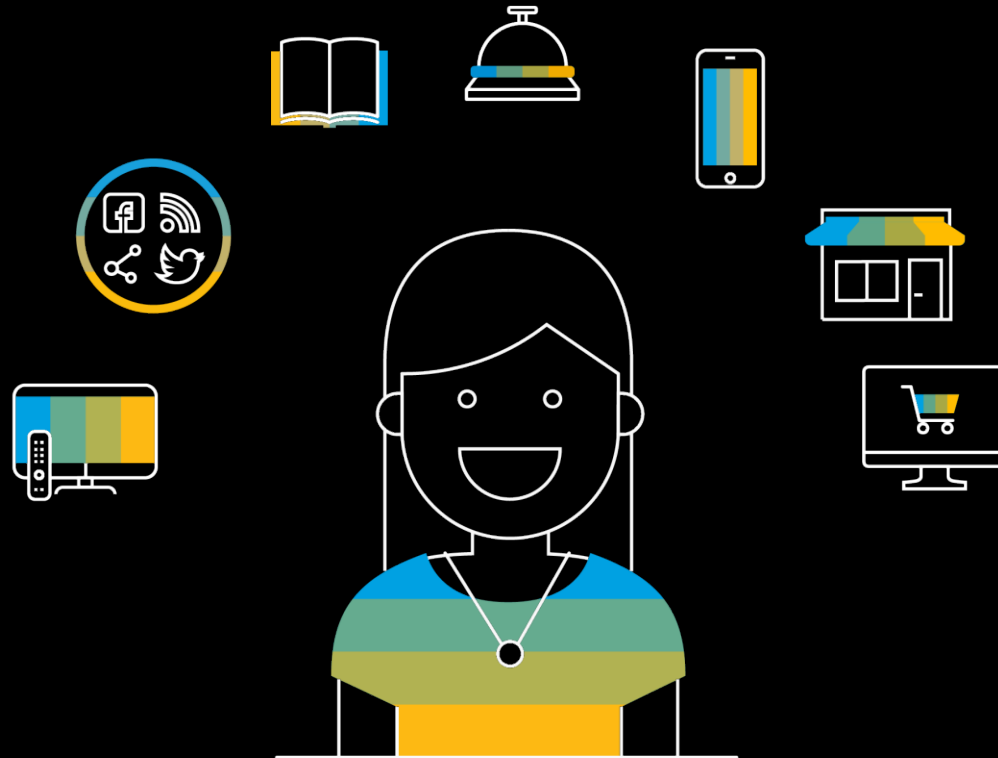
Support your customers with their web experience
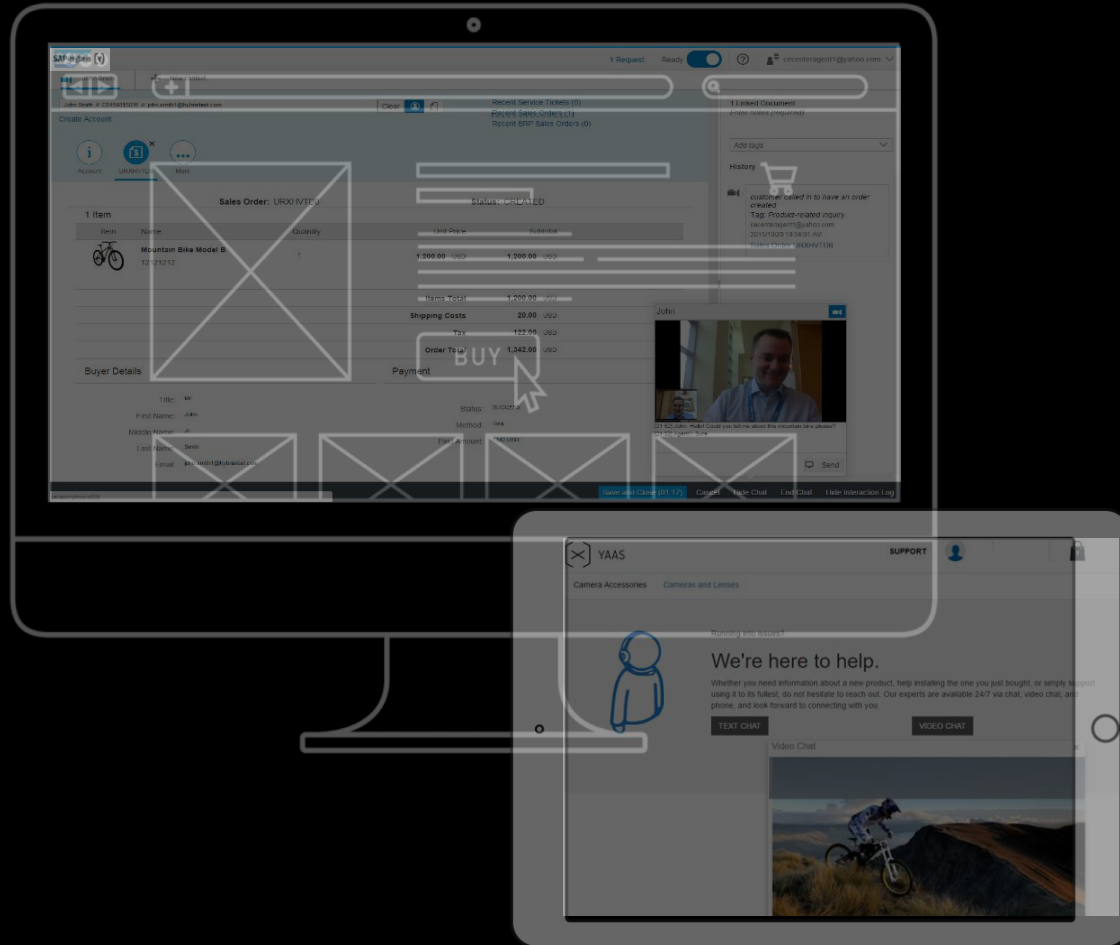
- Give your customers quick access to in-person help via chat, video chat and phone channels -directly from the storefront
- Easily embed contact channels on websites, webshop and community pages

Public

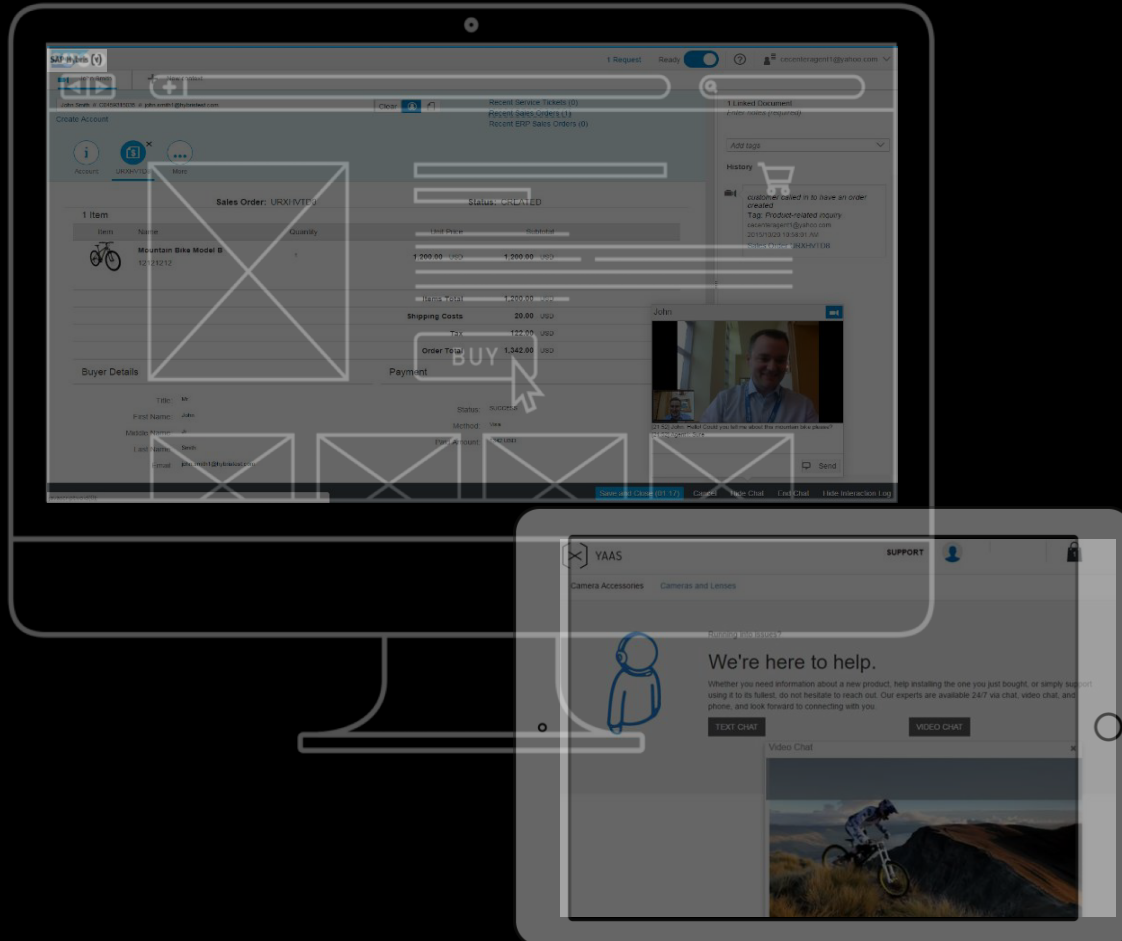# Enable your service agents help customers with their webshop purchase

- Let your service agents view and modify the customer's shopping cart and help with the purchase *
- Enable your service agents to create sales orders directly from the same interface *
- Increase the webshop conversion rates with real-time support

*With integration to SAP Hybris Commerce Cloud

Public

Align your business processes to customer service to deliver on your customer promises
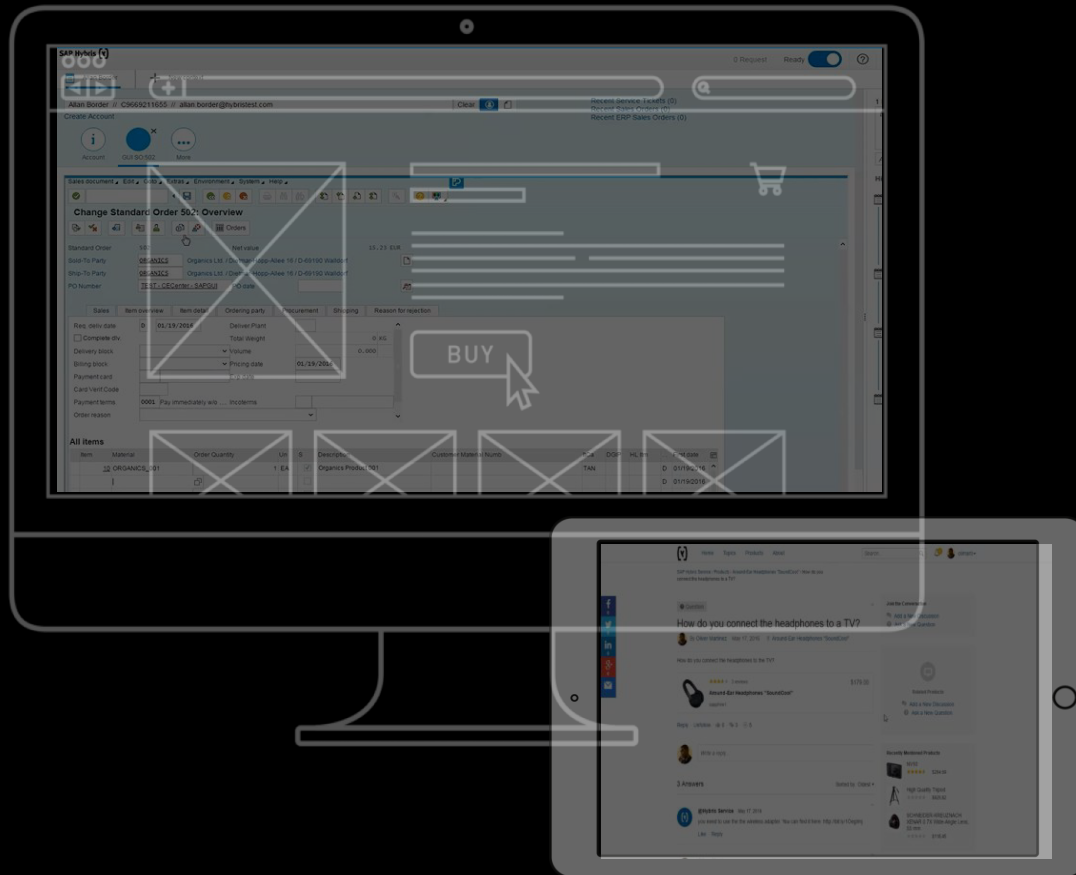
Public
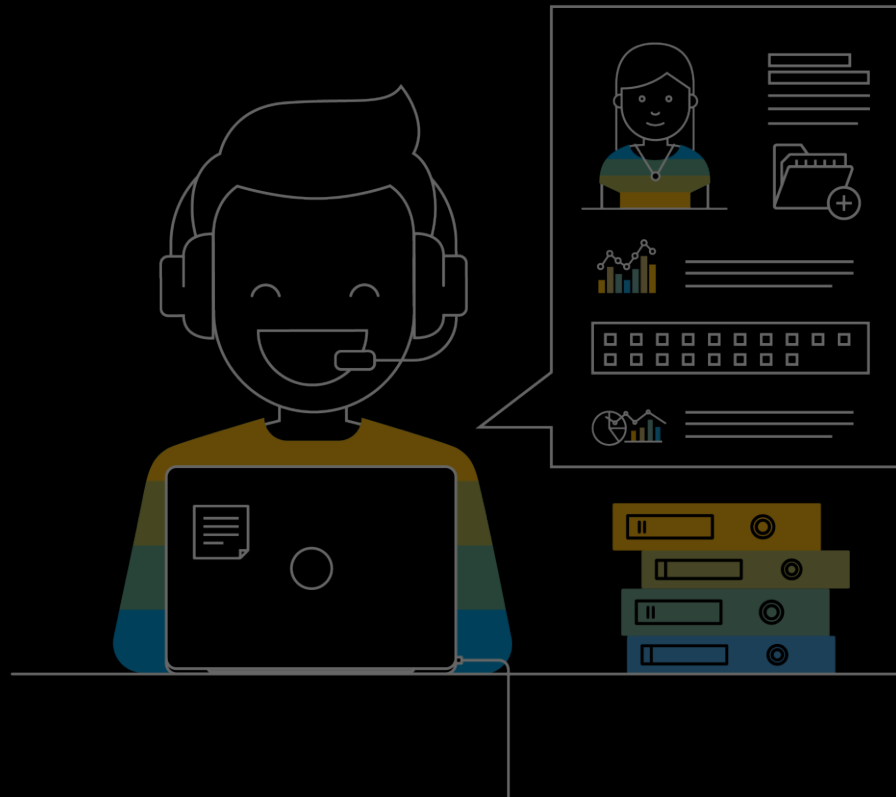
Increase customer service productivity with **SAP ERP integration**

- Bring the ERP customer data directly on your service agents' desktops
  - Master data replication done via SAP Hana Cloud Integration (HCI)
- Give your agents the visibility into all product, customer and order data within SAP ERP
- Let your agents make sales orders and manage all ERP transactions from the same user interface

Public

Create sales orders with SAP ERP Sales and Distribution (SD) integration

- Provide agents with a direct access to SAP ERP Sales and Distribution
- Agents can easily see recent orders and order information
- Agents can create new sales orders from the same interface
- Directly linking to ERP Sales Order within Interaction Log allows service agents to quickly access the customer's order history

SAP Hybris Service Engagement Center
Highlights

CONTACT CHANNELS

- Video
- Chat
- Phone
- Community posts (with integration to SAP Jam Communities)

INTERACTION HANDLING

- Interactions
- Service tickets
- Community posts
- Chat Transcripts in Interaction Log
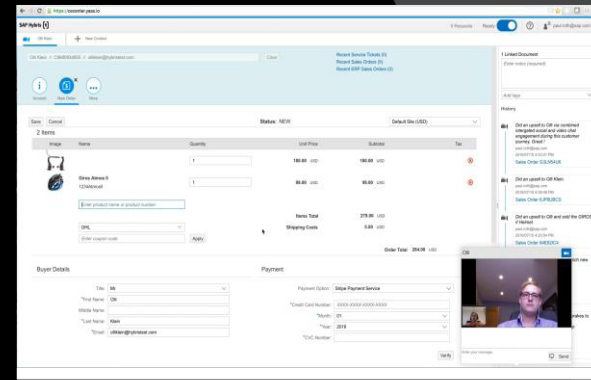
SELF-SERVICE

- Ticket deflection via SAP Communities integration
- Tickets from self-service handled in Engagement Center

COMMUNICATION AS A SERVICE

- Robust communications services from the cloud
- Cloud-based agent UI
- Tile extension

MODERN USER INTERFACE

- Widgets based on SAP' Fiori
- Multi-session & multi-context support
- SAP Fiori's new Belize theme

Integration to SAP back-end for end-to-end service delivery

CUSTOMER INSIGHTS

- Customer profiles
- Order, service tickets, interaction history
- Interaction touchpoints
- Product registration
- Chat Transcripts

OMNI-CHANNEL ROUTING

- Real time- intelligent routing
- Presences, skills, queues
- Channel priority routing
- Contextual customer insights
- Interaction transfer

REAL-TIME ANALYTICS

- Real-time monitoring and simple reporting
- Agent presence

EMBEDDED COMMUNICATIONS

- Pre-built embedded communications UI
- Customer chat and video UI embeddable into HTML5 applications

Make Customers **Happy** with SAP Hybris Service Engagement Center

Resolve your customers queries faster with unified agent desktop

Combine self-service and agent-assisted service for optimal customer experience

Boost your webshop experience with easy access to support

Align your business processes to customer service to deliver on your customer promises

" By 2019, over 85% of new packaged customer service and support software will be delivered on a cloud-based model, and SaaS will emerge as an essential selection factor for CRM customer engagement centers in all geographies and for all but the most complex processes. "

Gartner 2017

Public

Service Portfolio fit
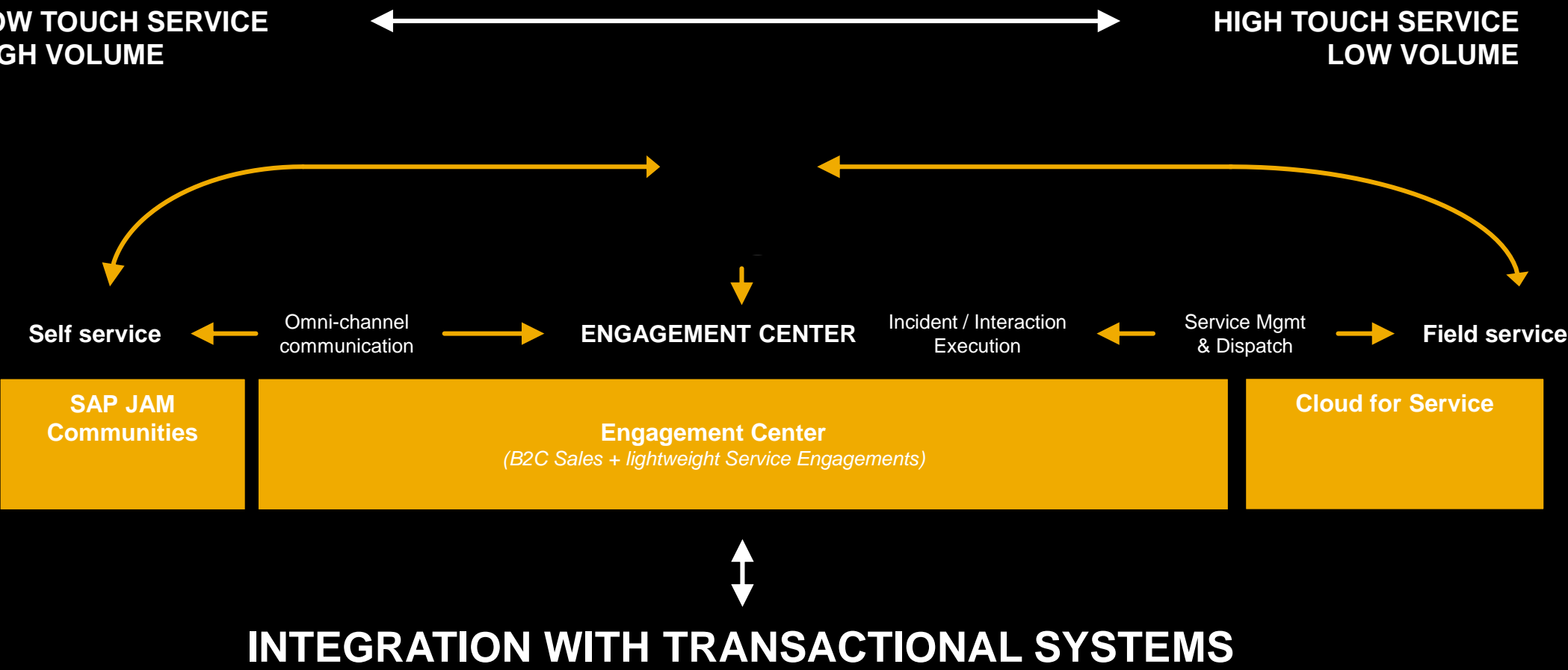
What does the ideal SEC customer look like?

Uses yCommerce and SAP ERP

B2C

Simple customer problems to resolve

High volume

Commoditized services

Subscription Services

Highly competitive

Cx source of competitive advantage

Replacing legacy comms

Referrals key acquisition driver

Fill in the blank:

When I contact customer service I feel _____.

HAPPY

Public

Thank you.

Happy to take questions!

jonathan.pearson@sap.com

http://www.the-future-of-commerce.com/2017/05/30/customer-service-are-you-ready-for-the-socially-connected-customer/