



AI Agents Unleashed

Supercharging Sales and Service
Automation

powered by SAP CX Sales & Service Cloud





Ellen

Jinjili

AI

Agentic | Generative | Embedded

Macroeconomic
Disruption

Business Model
Transition

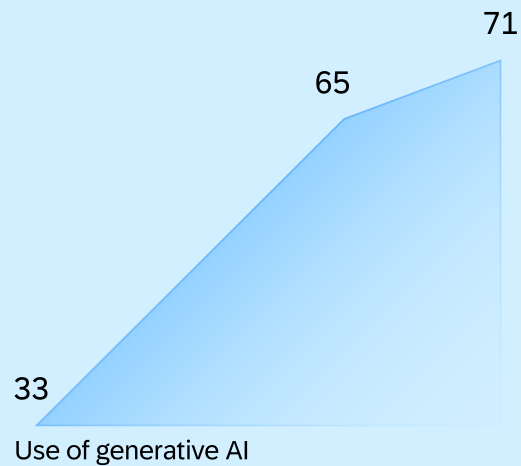
Generational
Change

AI is transforming the customer experience (CX) faster than any other function

Today

71%

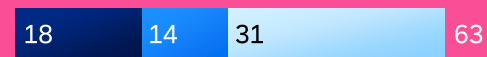
of businesses use generative AI.



>60%

report increased revenue from marketing and sales and service operations.

Service operations



Marketing and sales



- Increase by >10%
- Increase by 6%–10%
- Increase by ≤5%

45%

report reduced cost in service operations.

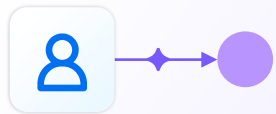
Service operations



- Decrease by ≥20%
- Decrease by 10%–19%
- Decrease by <10%

AI agents — are the next era of business automation

AI is moving beyond Copilots to autonomous agents that act and collaborate across systems and work alongside humans

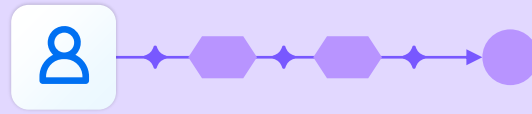


Assist

Agents provide guidance and retrieves data on requests.

Ex: Suggest next best action. Pull inventory or pricing data. Summarize customer history

Grounded in web & business data (LLMs, RAG, knowledge graphs)

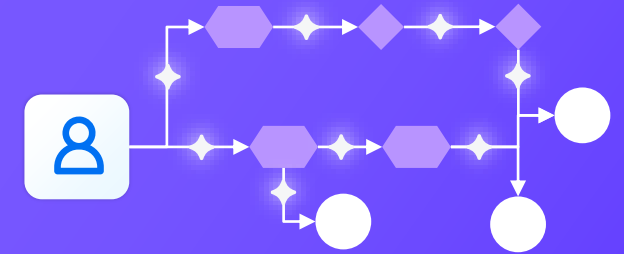


Execute

Agents executes discrete tasks when prompted.

Ex: Generate a quote. Route a service ticket. Update an order request

Reasoning & research models, tool calling (APIs), policy & permission frameworks



Orchestrate

Agents act autonomously to orchestrate end to end processes and workflows across systems

Ex: Manage quote to cash end-to-end. Adjust pricing dynamically based on supply chain data. Resolve service issues by coordinating ERP, CX, and logistics

Multi-agent systems (ERP, CX, Supply Chain, Finance), planning & reasoning models, enterprise knowledge graphs

Familiar barriers — but the stakes have changed

What's holding organization back from these returns?



% of respondents

**Data quality
or availability**

42.30%

Concerns about trust and compliance

42.30%

**Integration with
existing systems**

39%

Lack of internal expertise

37.30%

Change management/readiness

35.30%

Cost of implementation

34.30%

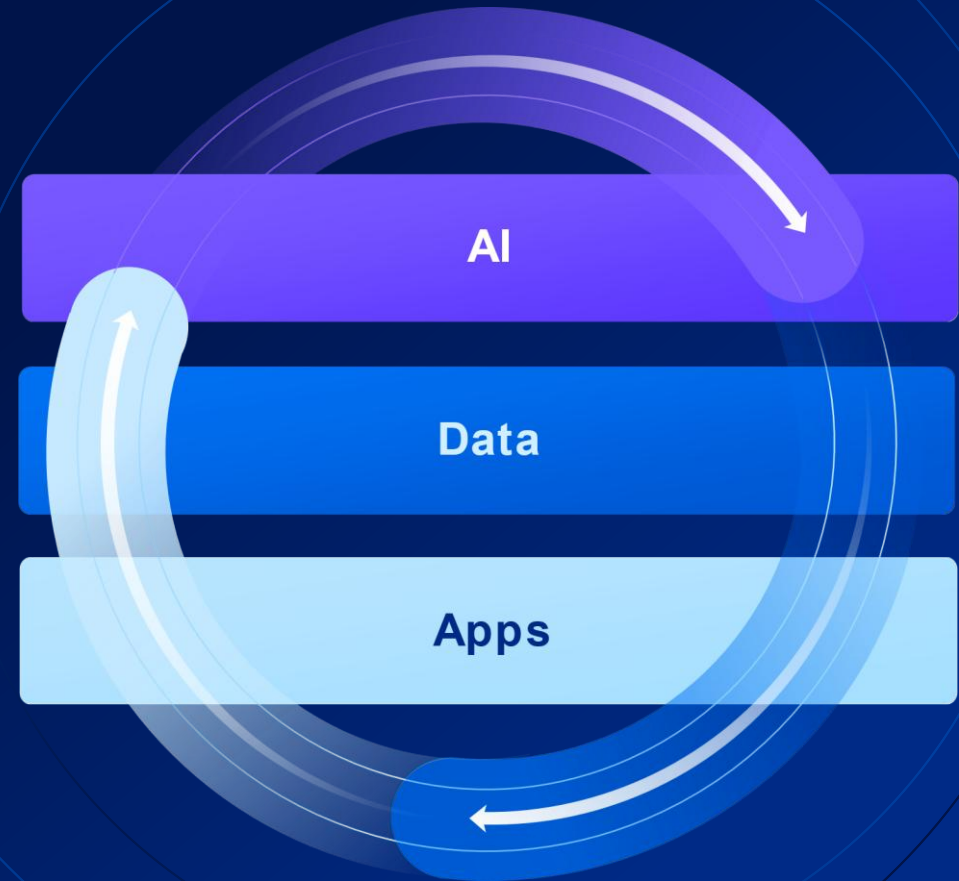
Source: Oxford Economics report

Why agentic requires unified enterprise Data

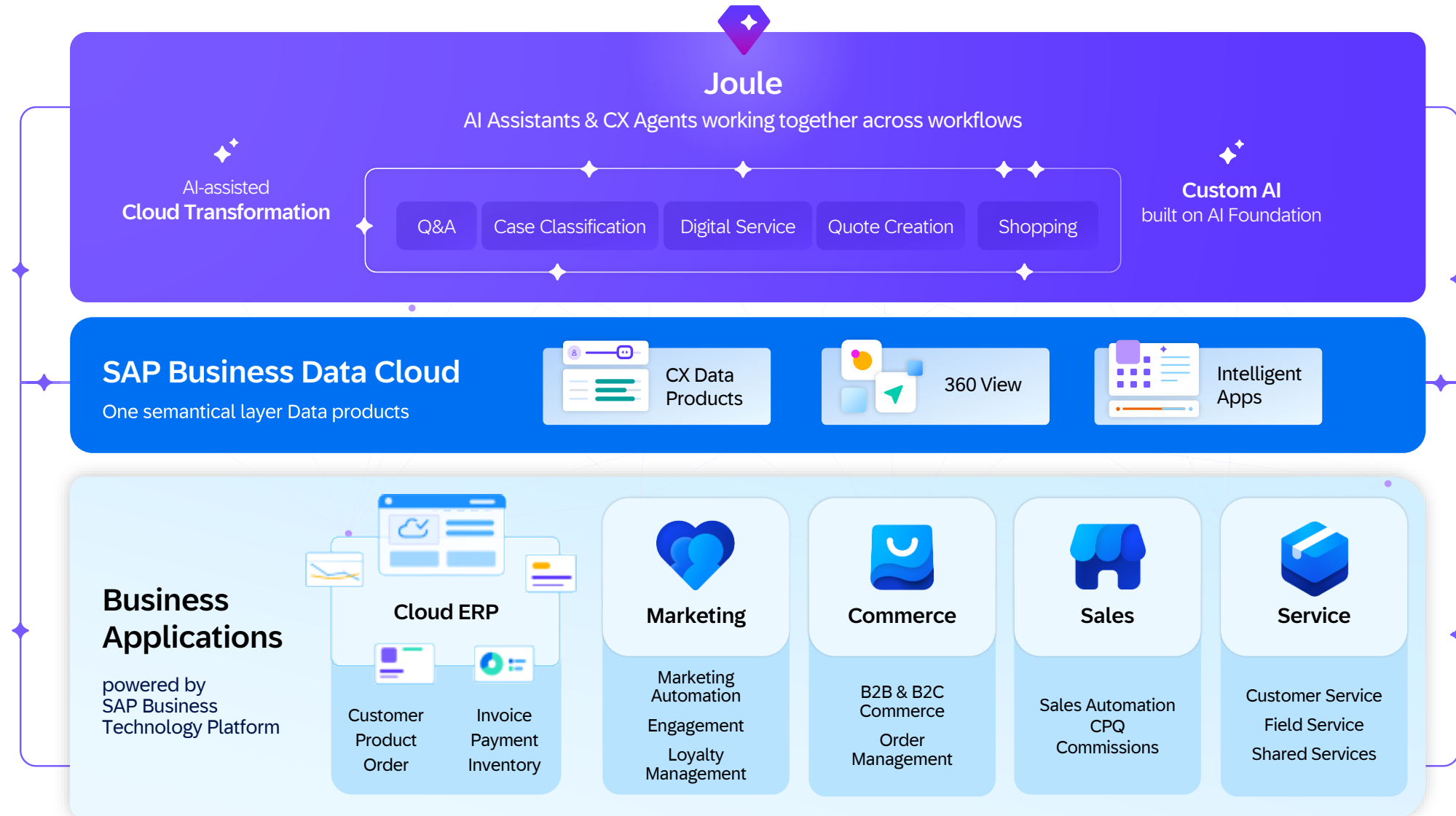
Agentic automation needs a complete picture — not just customer intent, but operational truth.

This is where most CX platforms fall short — they treat CX as a standalone system, not a business-wide engine.

SAP Flywheel



SAP Customer Experience



SAP Sales Cloud



SAP Sales Cloud | Accelerate growth with an AI first sales strategy



Connected suite

Connect with front-to-back process automation to enable sales reps with real-time pricing, inventory, and financial information, for faster sales execution.

Sell faster



AI-driven selling

Utilize AI as an assistant for sales reps to improve their efficiency and spend more time selling. Enable reps to identify the right deals, and improve conversion rate.

Sell more



Unparalleled UX

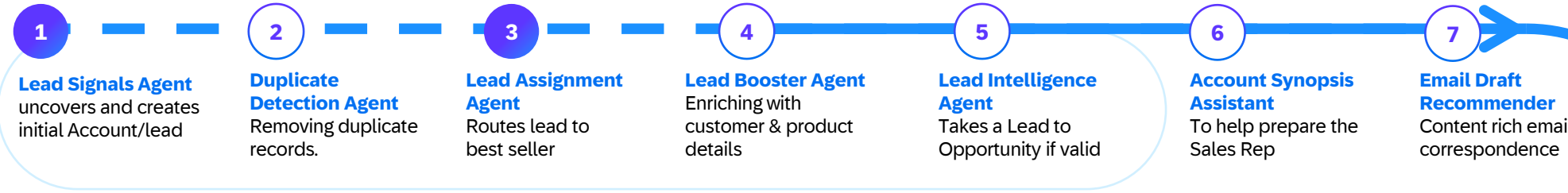
Deliver a consumer-grade, adaptable experience across different devices. Improve adoption and stickiness, with optimized interactions and aesthetic visual experience.

Sell better

Embedded Intelligence in the Selling Journey

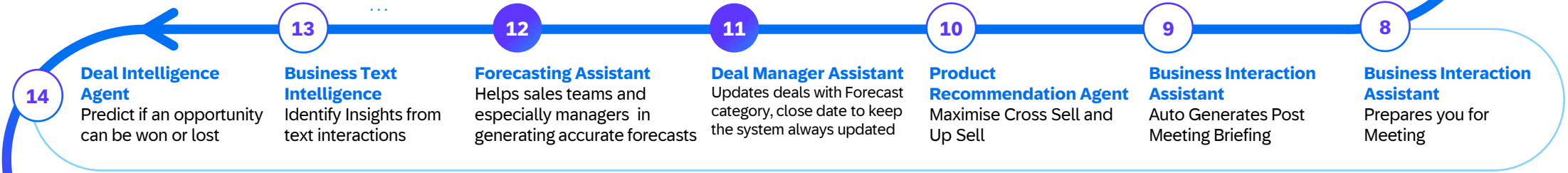


Automate to Improve Lead Qualification

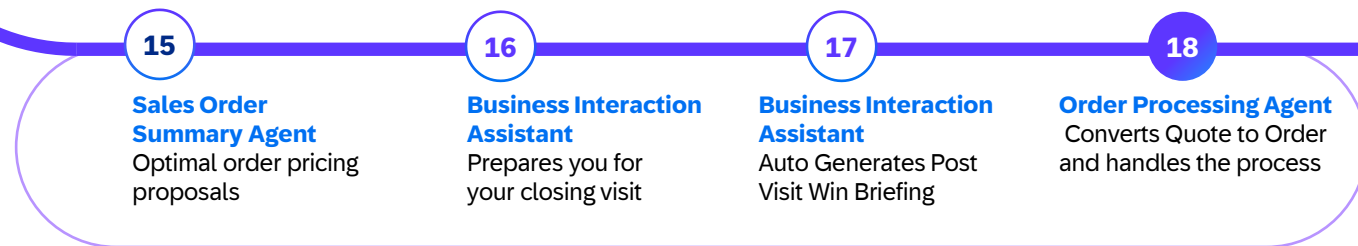


— AI Only
— AI/Human Collaboration
AI Agent
AI/Human Collaboration

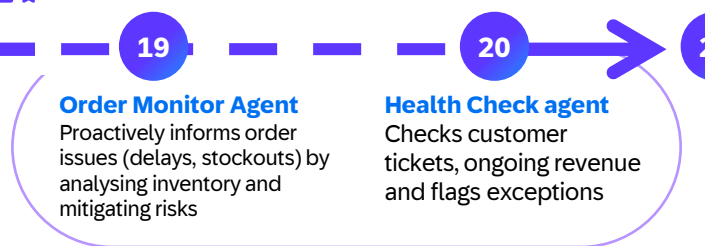
Elevate Sales Efficiency



Close More Business Effectively



Touchless Customer Max Attention



SAP
 CX
 AI
 Sales Assistant



IT'S DEMO TIME !!!

Intelligent Q&A Agent

Demo

5%

Higher sales and service staff productivity

1%

Higher in win rate

8%

Higher first-call resolution rate

Higher

Customer satisfaction

SAP Sales and Service Cloud | Search All

Home

Wednesday, May 6
Good afternoon, Mike Summers

My Cards

- Pins**
 - Deep Link
 - Create Lead
 - Create Opportun...
 - Create Task
 - Create Appointm...
 - Create Case
- My Upcoming Activities** (6 May 2026)
 - 12:30 PM (30 m) Appointment on Initial Need Analysis (CBont Industries)
 - 03:30 PM (30 m) Deal Proposals (CBont Industries)
 - 04:00 PM (1 h) UpSelling - Multi Eco 33i Pump (CBont Industries)
 - 06:30 PM (30 m) Follow-up Meeting (Corbent)
 - 10:00 PM (30 m) Visit to CBont for Upsell - Multi Eco 33i P... (CBont Industries)
- My Leads Summary** (243)
 - Open: 85
 - Converted: 139
 - Accepted: 19
- Pipeline Manager** (BRM Sales Unit 1, Q1 2026)
 - 2 Opportunities
 - Low Risk: 0
 - Medium Risk: 2
 - High Risk: 0
- My Leads Qualification** (243 Total)
 - Undefined: 82
 - Warm: 74
 - Hot: 69
 - Cold: 18
- My Opportunities** (Close Date, 325 Total)
 - Apr 2026: 115
 - May 2026: 106
 - Apr 2027: 32
 - Jun 2026: 16
 - Others: 56
- Forecast Tracker** (BRM Sales Unit 1, Q1 2026)
 - Target: \$1.07M
 - Won: \$0
 - Committed: \$10.64K
 - Most Likely: \$300K
 - Best Case: \$24.66M
- Visit Coverage** (This Week, 13% Completion Rate)

Opportunity Insights

Demo

SAP Sales and Service Cloud

Search All

Home | Guided Selling | Opportunity | 1003 | Excellaris Food - Opening new re...

All Opportunities | Account | Close Date | Sales Cycle | Sales Phase | Status

Opportunities (4) | Sorted By Changed On

Search: excellaris

<input type="checkbox"/>	Name	ID	Account	Sales Phase	Close Date	Owner	Phase Progress	Opportunity Score	Reason for Status	Status	Sales Group	Action
<input type="checkbox"/>	test	1051	Excellaris Baking	Develop Value Proposition	May 28, 2026	Kate Jacobs	Stalled	56	—	Open	—	
<input type="checkbox"/>	Excellaris Food - Opening new rest...	1093	Excellaris Food	Decision	Apr 30, 2026	RM Robert Mark	Stalled	46	—	Open	—	
<input type="checkbox"/>	Excellaris Projects - Co-Developme...	1002	Excellaris Projects	Quotation	Mar 31, 2026	RM Robert Mark	Stalled	72	—	Open	—	
<input type="checkbox"/>	Excellaris Baking - Co-development...	991	Excellaris Baking	Close	Mar 11, 2026	RM Robert Mark	Not Relevant	73	Lost to competitor	Lost	—	

“With intelligent Q&A, we'll turn our product management's knowledge into instant answers for our sales team.

When you have many products, your sales reps can't remember everything - but now they won't have to.

We expect this will automatically answer majority of their product queries.”

Ashish Rajput

Business System Development Manager - IT

DUNI
GROUP



SAP Service Cloud



SAP Service Cloud | Make every customer feel like they are your #1 priority



Get to the right resolution faster

Let AI handle routine issues and guide service teams to the best action, reducing customer effort and accelerating resolution.



Personalize support at scale

Deliver impactful, context-aware interactions powered by AI insights grounded in unified enterprise data



Turn customer service into a growth driver

Drive measurable business impact by increasing retention, reducing escalations, unlocking upsell opportunities, and lowering cost to serve

25-50% Faster
time to resolution

2500 Hours
annually expected
time saving per
contact center

Redefining customer service excellence



AI Agents and human agents working seamlessly in harmony to consistently deliver superior customer service

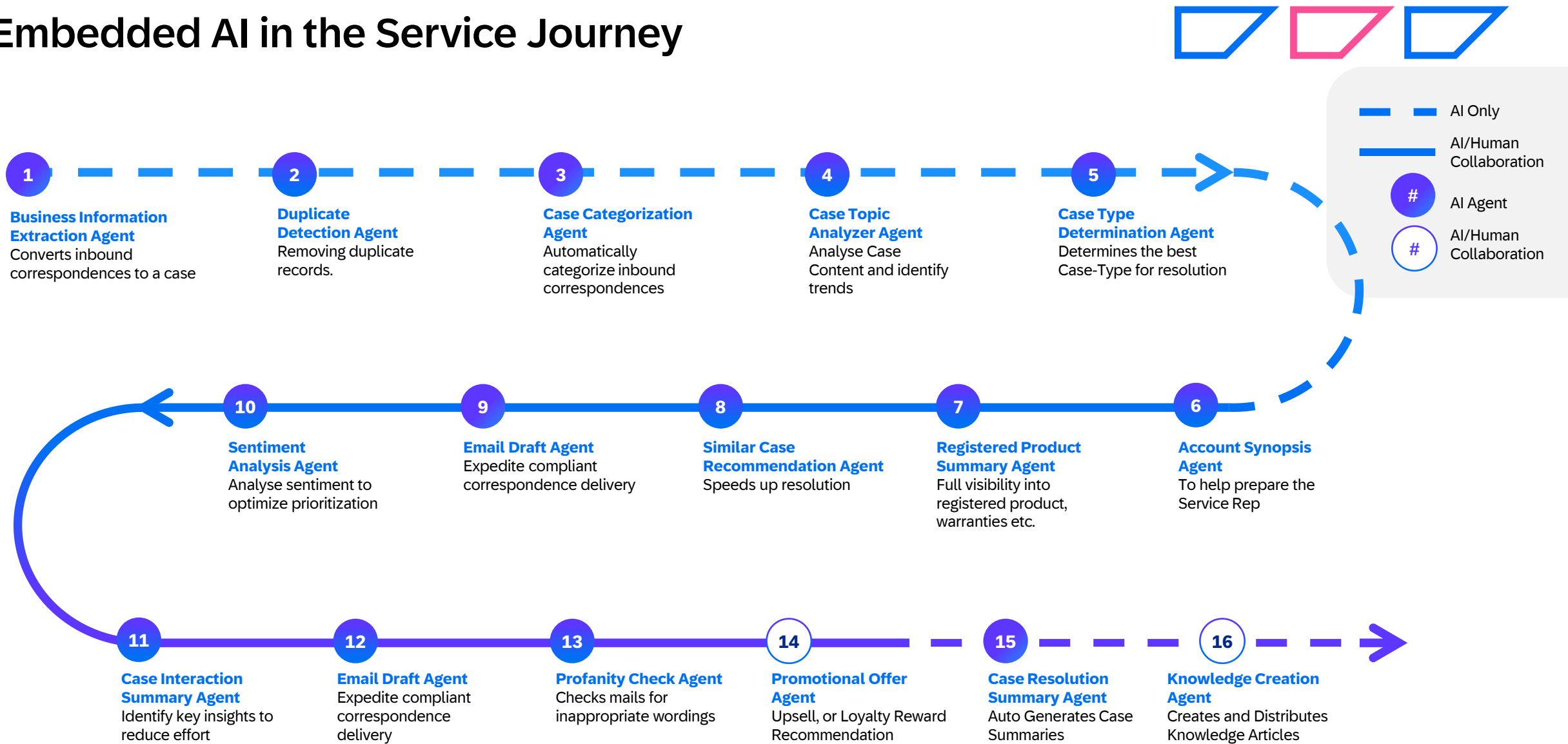


Increased focus on orchestrating the human and AI workforce for flawless execution & ongoing optimization



Unified data layer providing actionable insights and enabling AI-driven transformation

Embedded AI in the Service Journey





IT'S DEMO TIME !!!

Classification, Knowledge & Q&A Agent

The screenshot displays the SAP Sales and Service Cloud interface for a case titled "Noise in Pump - BE 1605". The interface is divided into several sections:

- Header:** SAP Sales and Service Cloud logo, search bar, and navigation icons.
- Case Overview (Left Panel):**
 - Case ID: 14150
 - Case Type: Standard Service
 - Account: CBont Industries
 - Status: Open
 - Priority: Normal
 - Source: Manual Data Entry
- Case Flow (Main Panel):**
 - Step 1: Information Gathering (Active)
 - Step 2: Resolution
 - Task: Assess
 - Capture/Verify Issue Details
 - Update Status and Identify Severity
 - Add Registered Product
 - Form fields: Status Code (Open), Priority Code (Normal)
 - Buttons: Save, Set Step to Done
- Timeline (Bottom Panel):**
 - Interactions, Entities, Date Range filters
 - Timeline view for May 7, 2026
 - Interactions: Email sent to joe.wills@demo.cloud.sap: Noise in Pump - BE 1605 (12:05 PM, 12:01 PM, 11:51 AM)

Classification, Knowledge & Q&A Agent

- Home
- Intelligent Q&A
- AI Tools
- Meetings
- Scheduling
- Product Attributes
- Product Descriptions
- Product Images
- Visual Search
- AI Tool Builder
- AI Agents

Good afternoon, Presales Admin

Try asking me anything. I can help answer your business related questions and search across your workplace applications.

AI Tools

Work faster with AI Tools designed for your role!

i Activate your data sources to use all AI Tools. [Open Settings](#)

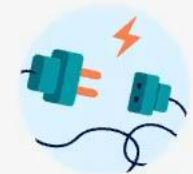
My Favorites

- Ask about this Product**
Ask AI any question about a product
- Create an Account Summary**
Generate a short overview of any account
- Create Knowledge Base Article**
Write a knowledge base article using case details
- Generate Questions for a Discovery Call**
Generate a set of questions to use in a call with a new prospect

Smart Actions

Improve efficiency with AI insights!

Last 7 Days



Missing data sources

Smart actions are enabled when you activate Microsoft Office 365 in settings.

[Open Settings](#)

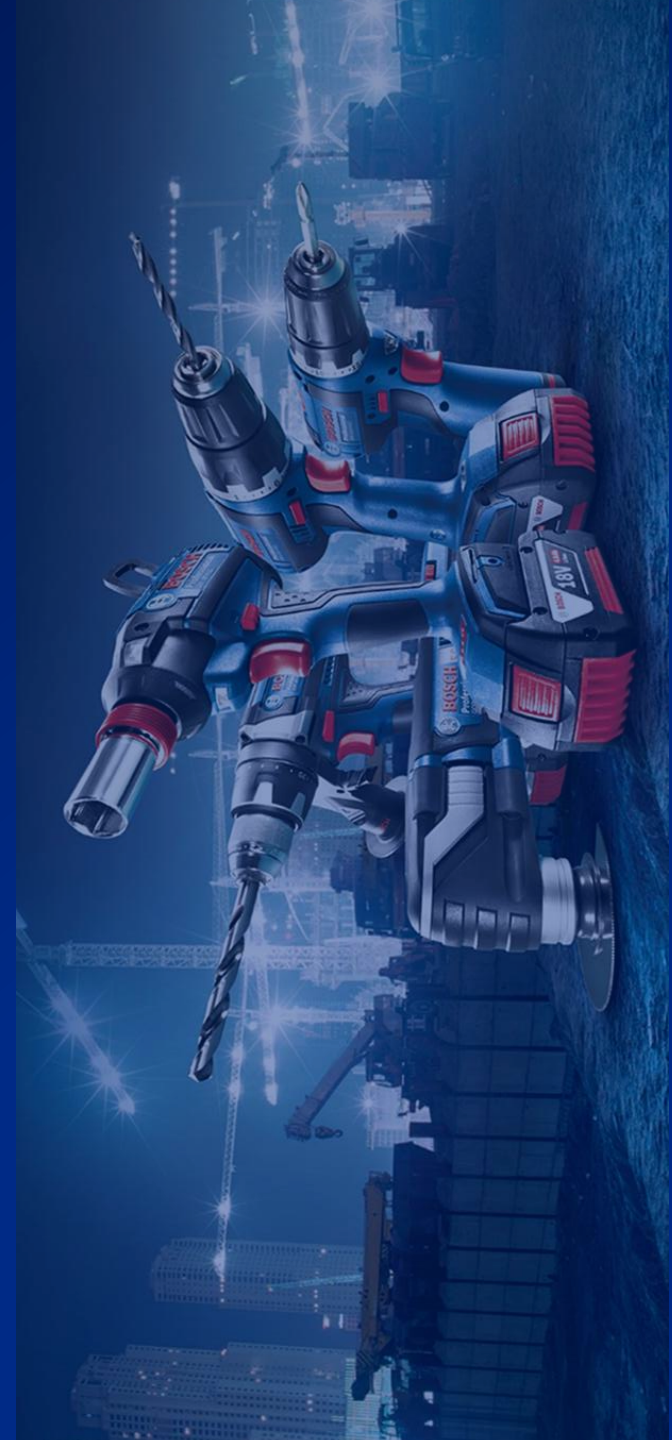


“Integrating the AI-powered Case Classification Agent in our SAP Service Cloud has been a game-changer for fast customer ticket resolution.

Replacing hundreds of routing workflows with a single prompt has significantly improved accuracy, reduced manual effort, and accelerated resolution times - boosting efficiency while enhancing response quality. ”

Florian Haustein

Business Digital Organization - Digital Customer Experience



#AlforCX

45% Increase in
Customer Satisfaction.

Personalized

Experience Oriented

10% Rise
in Conversion Rate.

70% Improvement of
employee productivity.

Future Ready

SAP Business AI

Search Catalog

Search for AI Agents and Features

46 Results [Clear All](#)

Sort By: None [Download](#)

SAP Sales Cloud Version 2 x SAP Service Cloud Version 2 x SAP CX AI Toolkit x

Quick Filters

Joule New Featured

AI Types

AI Feature AI Agent

Commercial Types

Premium Base

Availability [Info](#)

All x



Account Synopsis

Facilitate targeted and relevant sales conversations.

Premium SAP Sales Cloud Version 2



Account Synopsis

Provides all the information related to an account that helps service agents.

Premium SAP Service Cloud Version 2



Business Interaction Intelligence

Provides insights for appointments and visits.

Base SAP Sales Cloud Version 2



Featured

Thank you!

see you at
the SAP CX
Booth

