

SAP Innovation Day for CX

Sales and Service Cloud



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Public



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SAP Sales Cloud V2 – some of our priority innovation themes



Industry-Tailored

Continue to enable selling into traditional industries of strength – mill product/mining, manufacturing, Consumer Products and Retail etc.



Connected

End-to-end connected selling with S/4HANA Public Cloud and lead-to-order processing.



Insightful

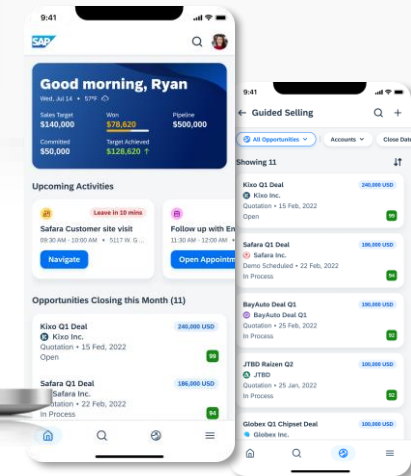
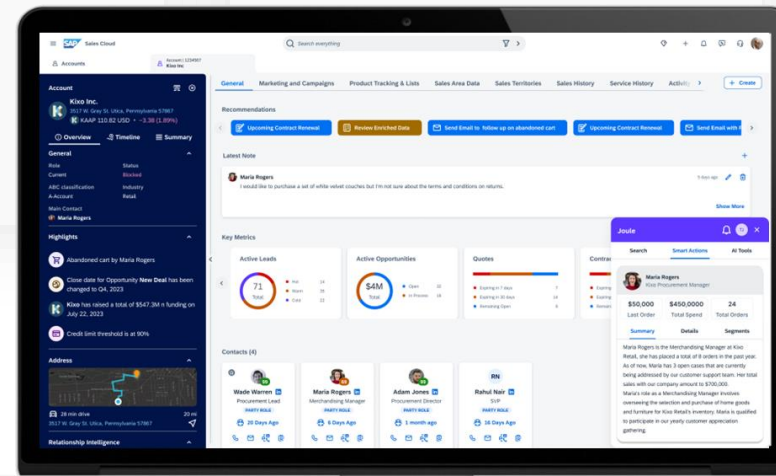
Continue to Infuse AI in selling processes for insights, productivity improvements and automations.



Adaptive

Enhanced workflow, extensibility and customization functions.

Embedding of CX AI toolkit.



Business AI in SAP Sales Cloud

Enable efficiency by infusing AI at every step of the process

Campaign to lead



Opportunity to quote



Order to cash



Retention and expansion

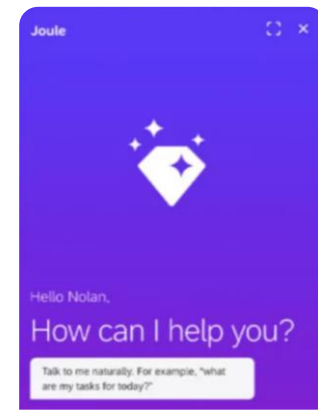
- Lead booster with external insights (**Generative AI**)
- Lead scoring
- Sentiment analysis
- Prospecting e-mail generation (**Generative AI**)
- Discovery questions generation (**Generative AI**)
- Duplicate detection
- Intelligent segmentation

- Opportunity win prediction
- Close date prediction
- Cross-sell and up-sell recommendation
- Text intelligence
- Relationship intelligence
- Mobile sales assistant
- Opportunity summary
- Meeting summary and follow-up
- Playbook recommendation
- Price optimization
- Predictive forecasting
- Visit summary (**Generative AI**)

- Predictive product proposals
- Price optimization
- Promotion simulation
- Predictive alerts
- Order simulation insights (**Generative AI**)

- Account summary (**Generative AI**)
- Contextual smart actions with smart Q&A
- Timeline summary (**Generative AI**)
- Churn prediction
- White-space analysis
- Revenue optimization

Currently under general availability



Service Cloud V2 – some of our priority innovation themes



Industry-Tailored

Utilities
Consumer Products...



Connected

Deeper S/4 Integration
Field Service management
Initial SuccessFactors Integrations



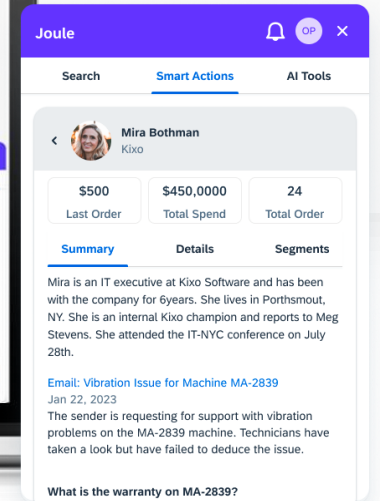
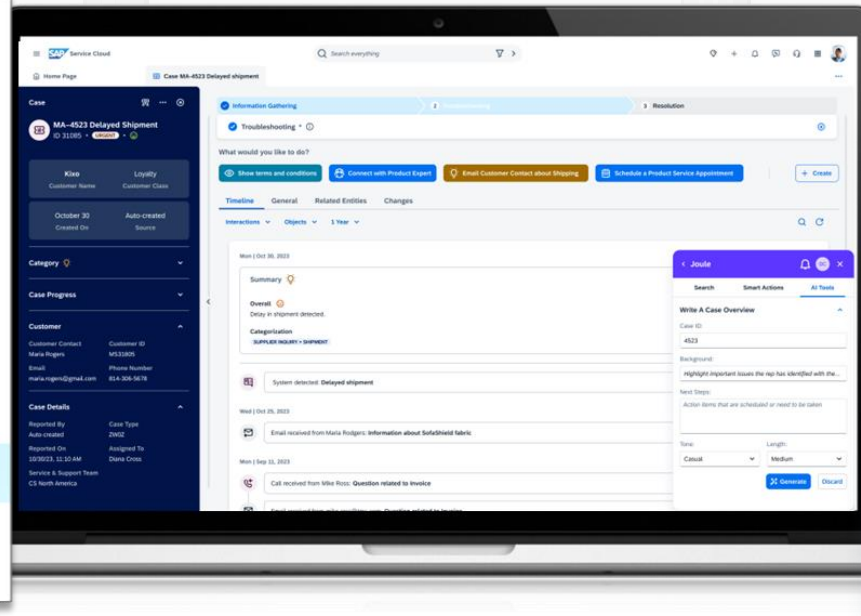
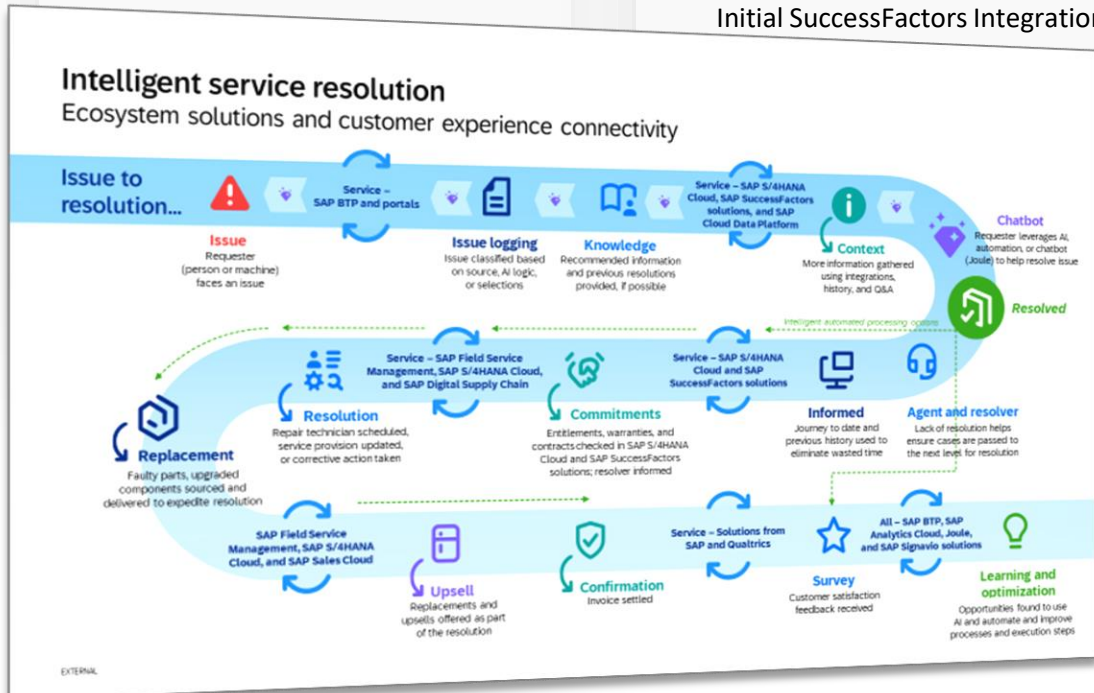
Insightful

Increased Gen AI adoption and use
of AI for Automation
Joule Agent and Voice Assistance

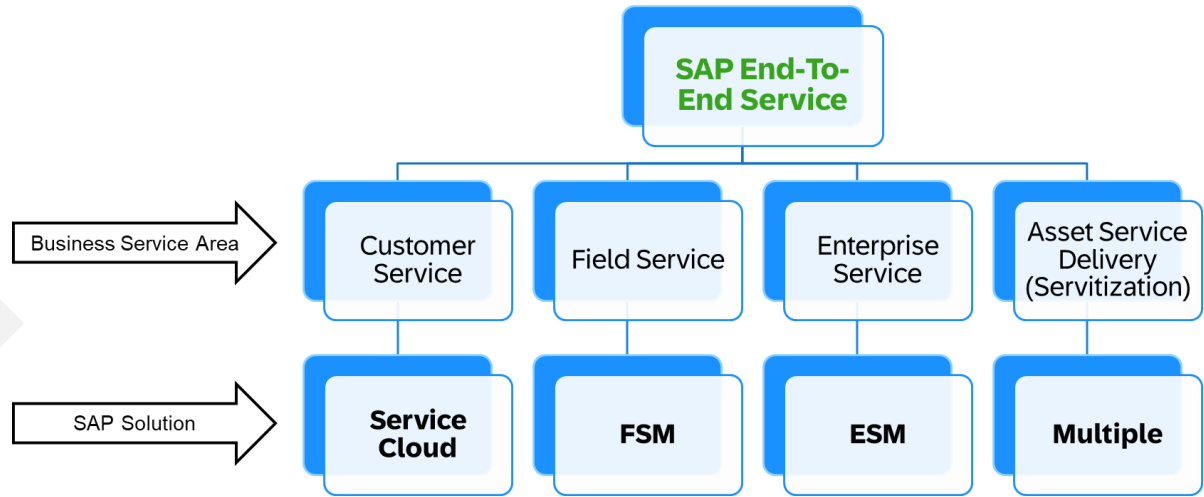


Adaptive

Drag & Drop Case Designer
Contextual Forms
Extend to partner ecosystem



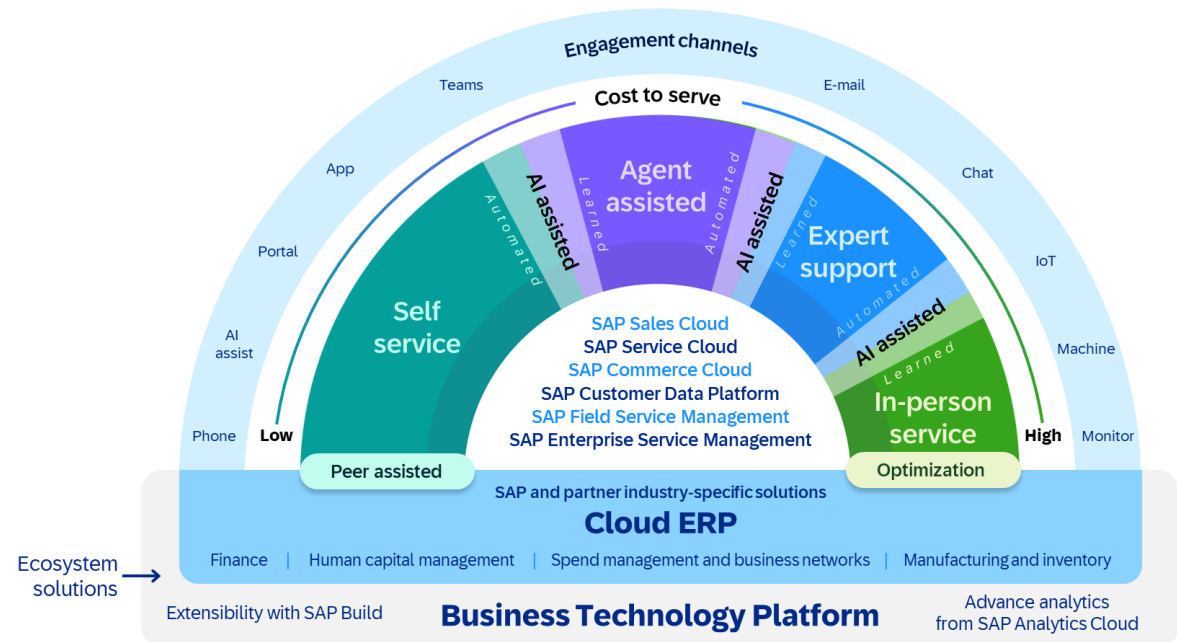
SAP Has A Market-Leading And Unique View Of Service Software



Pain points & challenges

- **Productivity Challenges**
- **Duplicated Processes**
- **Inconsistent & Complex Experiences**
- **Right sizing your organization**
- **Lack of Intelligent Recommendations**
- **Need for Cost Reduction**

Issue-to-resolution and outcomes deflection framework



Business AI in Service

Drive process efficiency through continuous learning

From reactive...

...to proactive



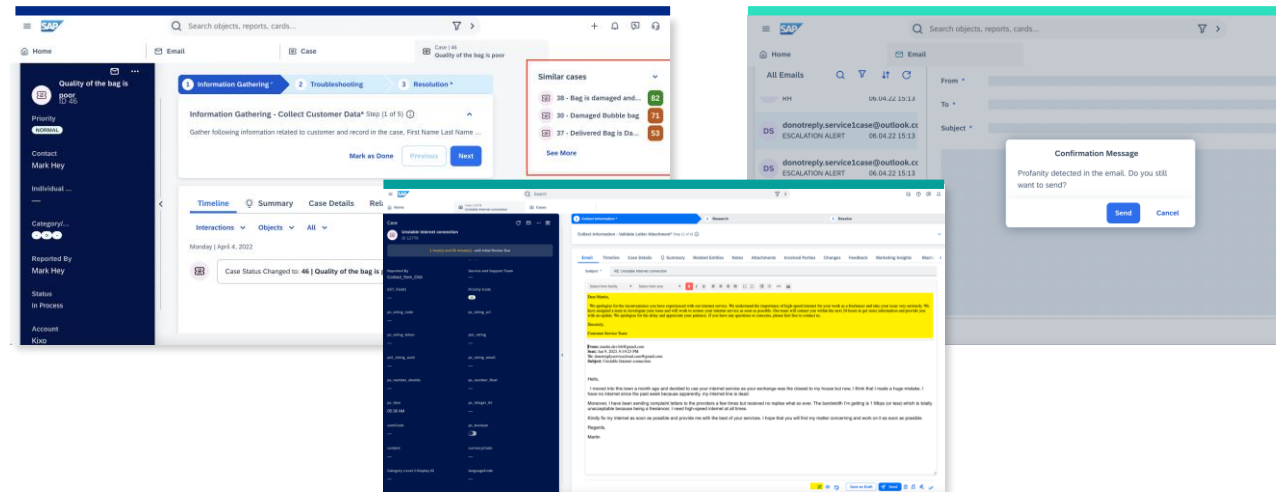
↪ Continuous Learning

⚙️ Machine Learning

💡 Artificial Intelligence (AI)

↪ Continuous Learning

- Case categorization
- Case type determination
- Case topic analysers
- Contextual search
- Entity extraction
- Language detection
- Priority prediction
- Profanity check for agent replies
- Similar cases



- Agent assistance
- Auto-generated e-mail
- Case summarization
- E-mail sentiment analysis
- E-mail template
- E-mail translation
- Knowledge-base creation
- Next-best action
- Q&A with smart knowledge base
- Recommendations
- Similar case recommendation



Thank You

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