



Understand – Act – Grow

Close the Gap with SAP

THE BEST RUN



SAP Customer Experience

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A close-up, high-contrast photograph of a soldier's face. The soldier is wearing a military helmet with a chin strap and has a look of intense shock or alarm. His eyes are wide open, and his mouth is stretched into a large, open 'O' shape, showing his teeth. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the texture of his skin and the details of the helmet.

**CUSTOMER
ENGAGEMENT IS
BROKEN!**

**SHOUT LOUDER,
AT MORE PEOPLE**

What kind of **moments** do your customers encounter?

I got transferred multiple times

I really like this: just one phone call, and shortly after, I can use my washing machine again!

The customer service rep wasn't helpful and not very knowledgeable

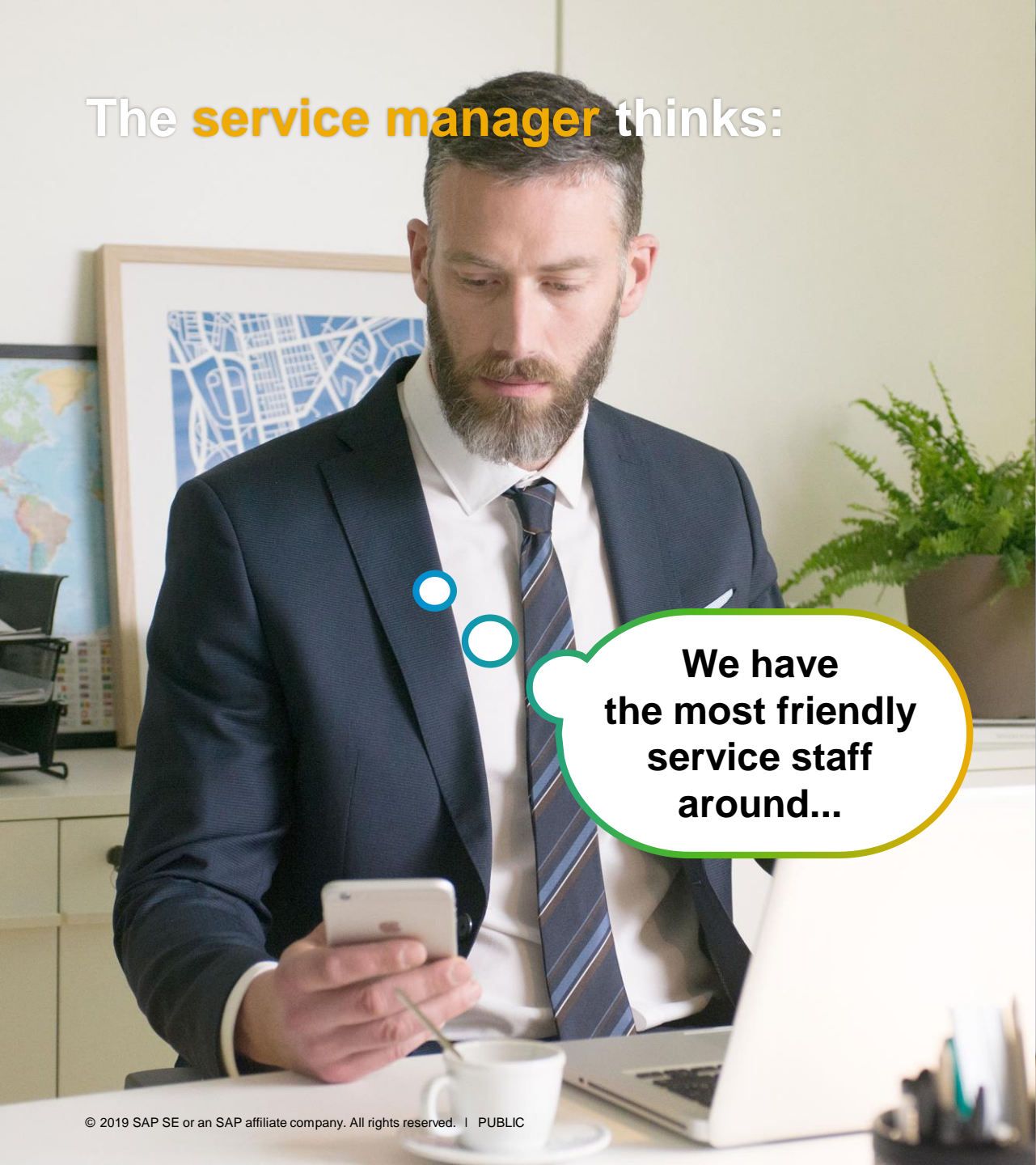
These guys keep me informed all the time – I appreciate it.

It took forever to get my problem solved

Hey, that was fast!


I had to wait for days until the technician showed up

The **service manager** thinks:

A man with a beard, wearing a dark suit, white shirt, and striped tie, is sitting at a desk. He is looking down at a white smartphone in his right hand. On the desk, there is a white coffee cup on a saucer and a laptop. In the background, there is a framed map and a potted plant.

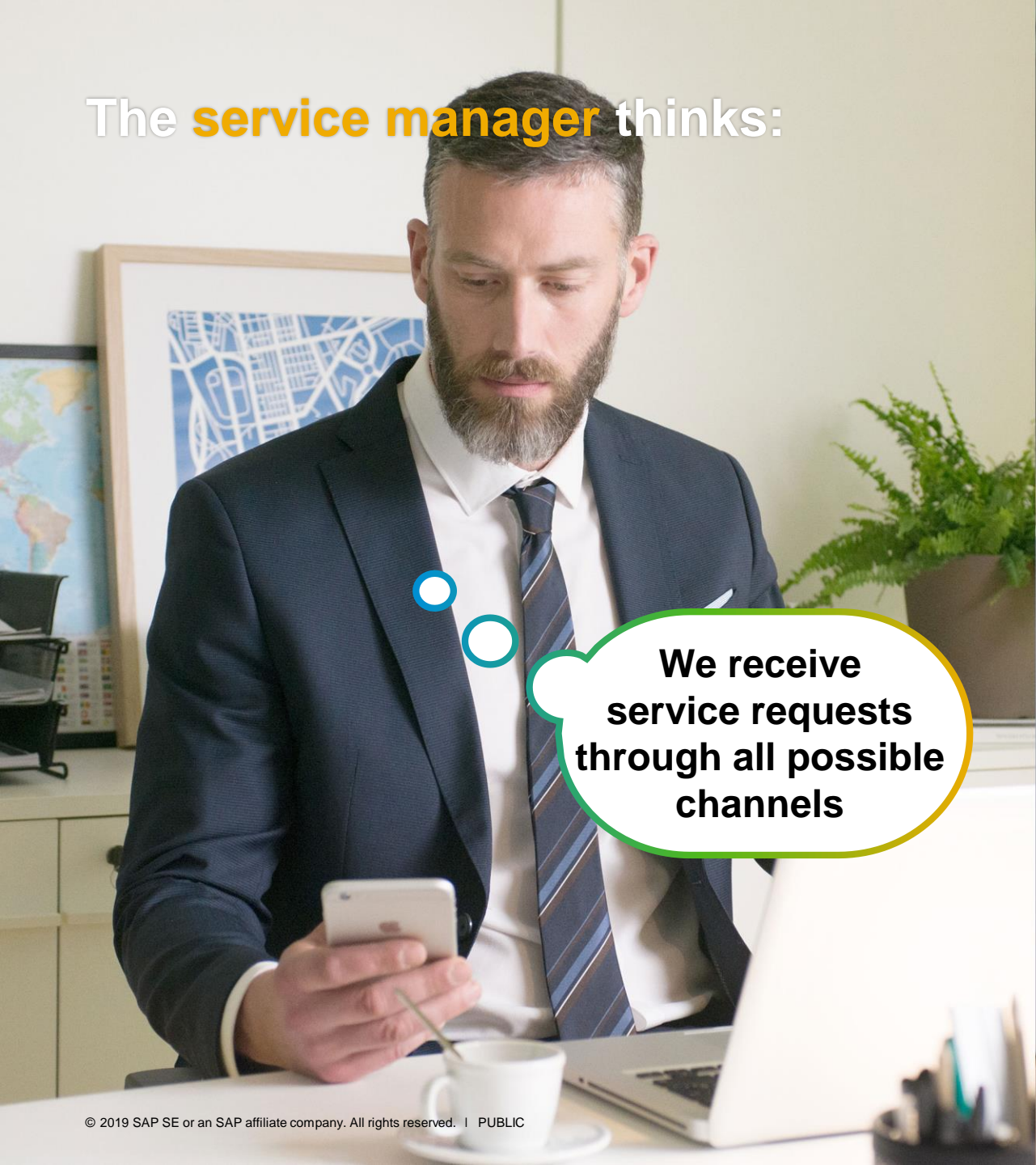
**We have
the most friendly
service staff
around...**

The **customer** feels:

A woman with short brown hair, wearing a teal turtleneck sweater, is sitting at a desk. She is looking down at a black smartphone in her hands with a concerned or disappointed expression. In the background, there is a modern office interior with large windows and a hanging light fixture.


**The service rep was
very friendly, but
unfortunately he couldn't
answer my questions**

The **service manager** thinks:

A man with a beard, wearing a dark suit, white shirt, and striped tie, is sitting at a desk. He is looking down at a white smartphone in his right hand. On the desk, there is a laptop and a white coffee cup. In the background, there is a framed map and a potted plant.

**We receive
service requests
through all possible
channels**

The **customer** feels:

A woman with short brown hair, wearing a blue turtleneck sweater, is sitting at a desk. She is looking down at a black smartphone in her right hand. In the background, there is a modern office interior with large windows and a hanging light fixture.

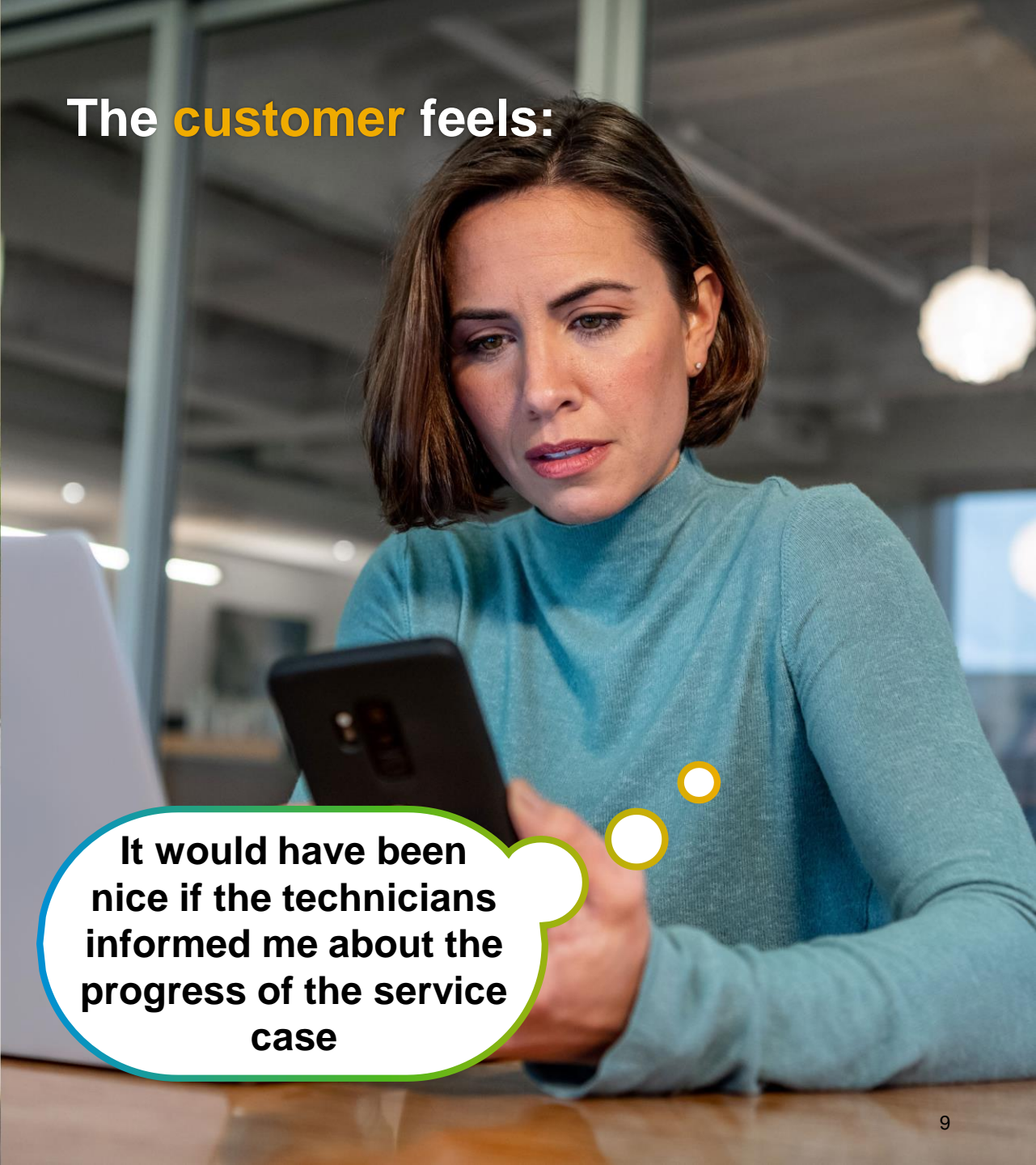
**It was a big hassle
going through chat,
e-mail & phone to get
my issue resolved**

The **service manager** thinks:

A man with a beard, wearing a dark suit, white shirt, and striped tie, is sitting at a desk. He is looking down at a white smartphone in his right hand. On the desk, there is a white coffee cup on a saucer and a laptop. In the background, there is a framed map and a potted plant.

My service techs
have all required
information in their
pocket

The **customer** feels:

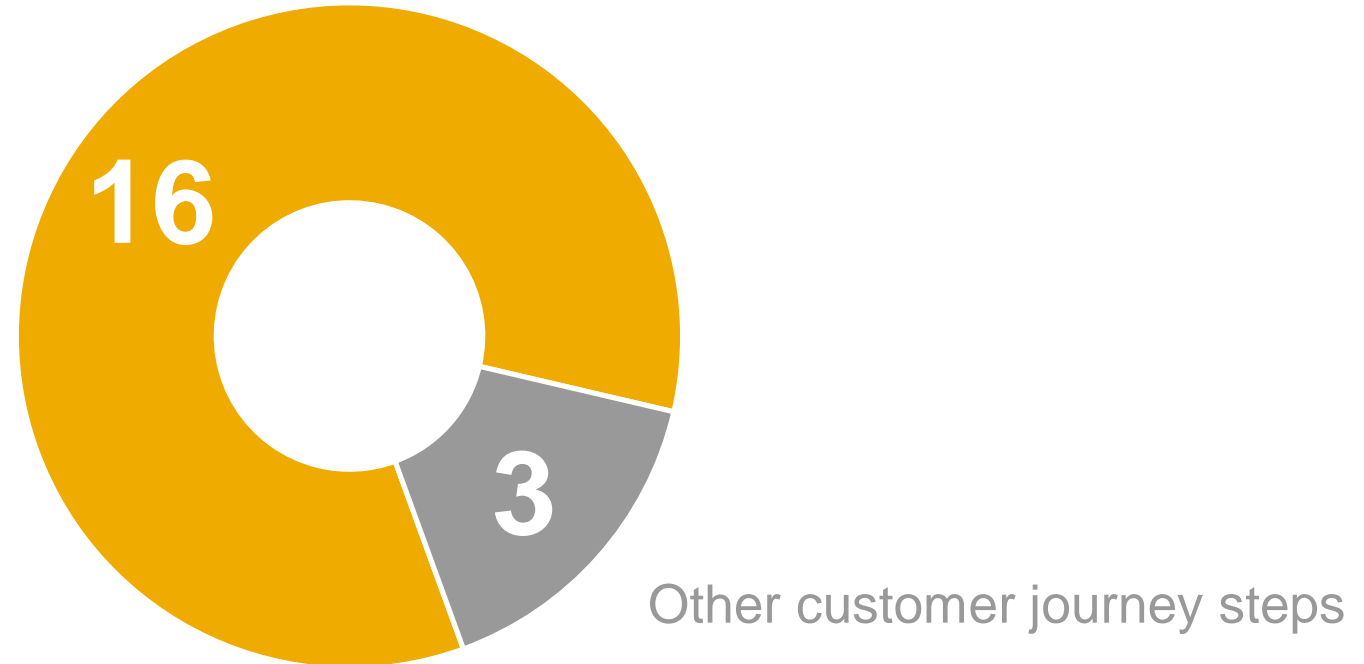
A woman with short brown hair, wearing a teal turtleneck sweater, is sitting at a desk. She is looking down at a black smartphone in her hands with a concerned expression. In the background, there is a laptop and a modern office interior with large windows and a spherical light fixture.

It would have been
nice if the technicians
informed me about the
progress of the service
case

**= CUSTOMER SERVICE
EXPERIENCE GAP**

Moments of Truth: **Customer Service Moments** have strongest impact on Customer Experience in most industries

16 industries report that customer service / technical support has the biggest impact on customer experience



Source: Temkin Institute Insight Report: The customer journeys that matter most. The most problematic experiences across 19 Industries

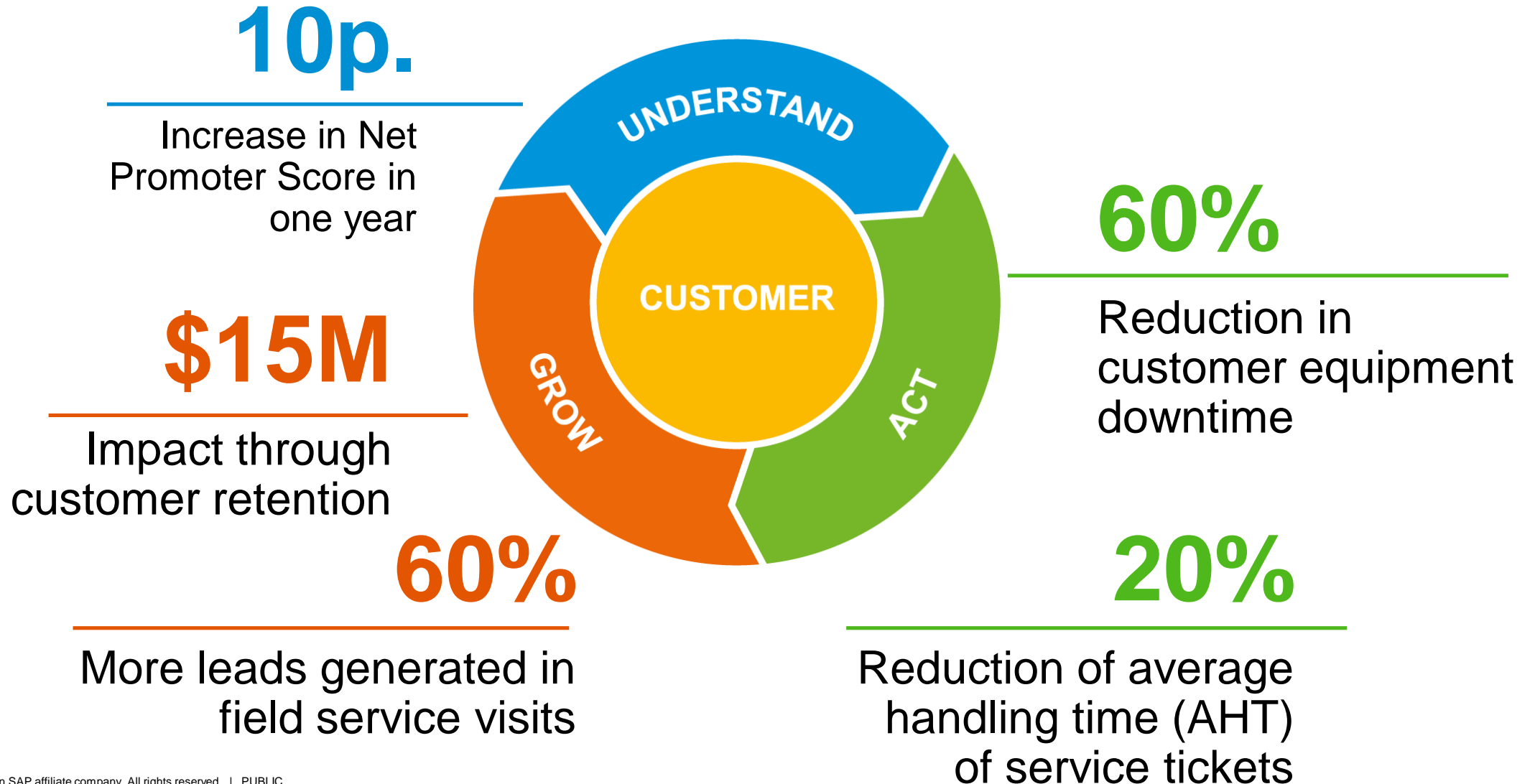
Service moments matter

78%

of consumers will permanently change the way they feel about a brand based on **single interaction with a company's contact center**

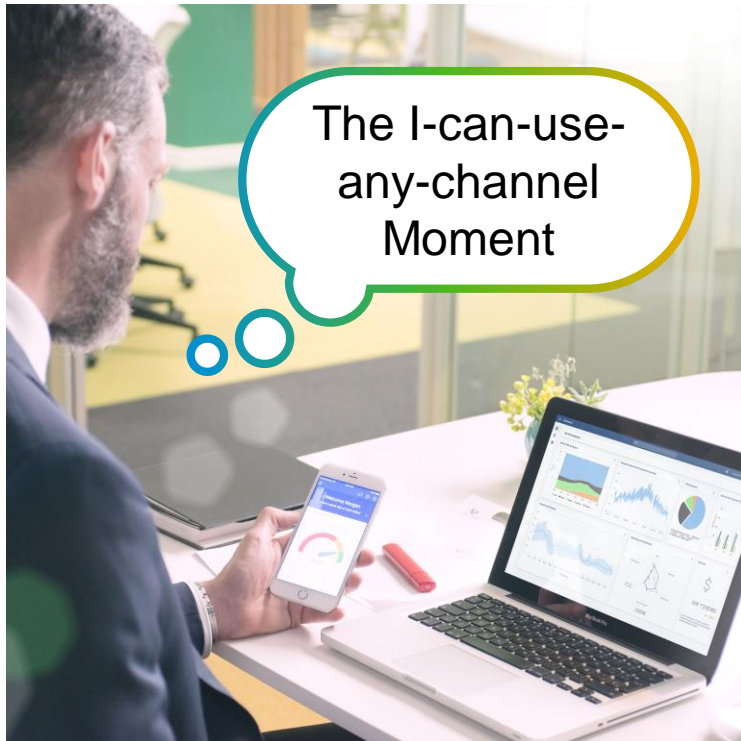
LET'S FILL THAT GAP

Close the service experience gap and **grow your business**

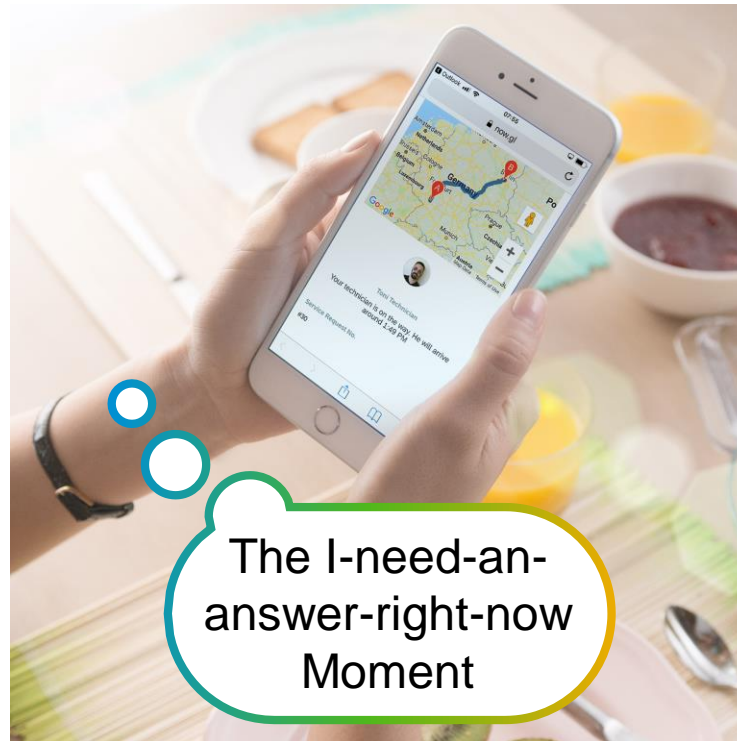


In the experience economy...

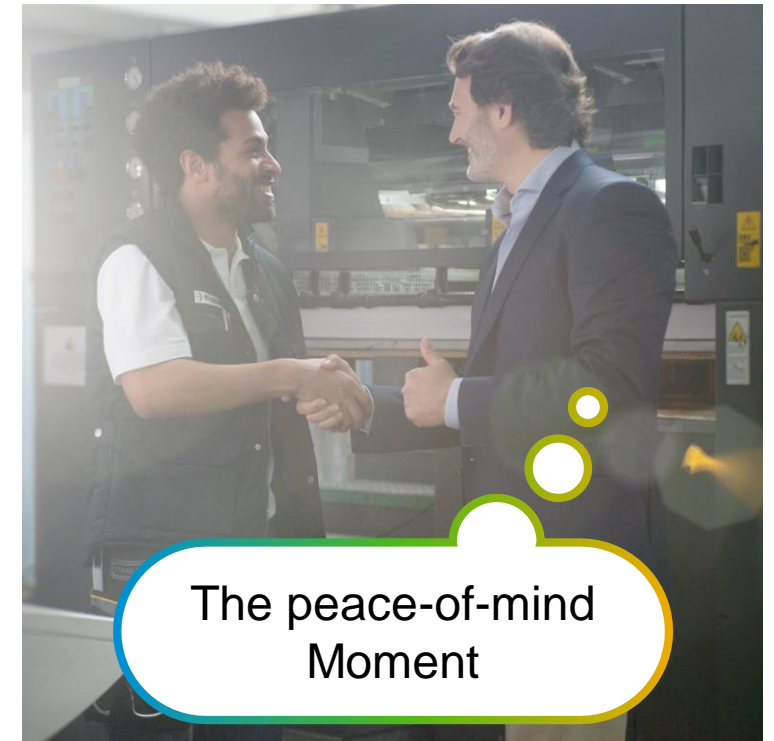
Customers expect perfect moments



Convenience



Speed



Reliability

Close the experience gap and create perfect service moments

The Service Moments Flywheel



UNDERSTAND customers and employees,
ACT by engaging customers, empowering employees, and execute on perfect service moments and ultimately **GROW** the business.

Closing the service experience gap – connecting X+O



+



=



Experience Data, “Why?”



“It was very difficult to find the right answer to my question on your support Website”



“The chatbot didn’t understand my questions so I had to pick my phone and call”

Customer Effort Score is **HIGH**

Customer Satisfaction w/ self service is **LOW**



“The customer service agent wasn’t very helpful and not very knowledgeable”



“I was transferred multiple times and every time I was put on hold and had to wait”

Customer Satisfaction Score **LOW**

Customer health score is **LOW**

Customer churn risk is **HIGH**

Operational Data, “What?”

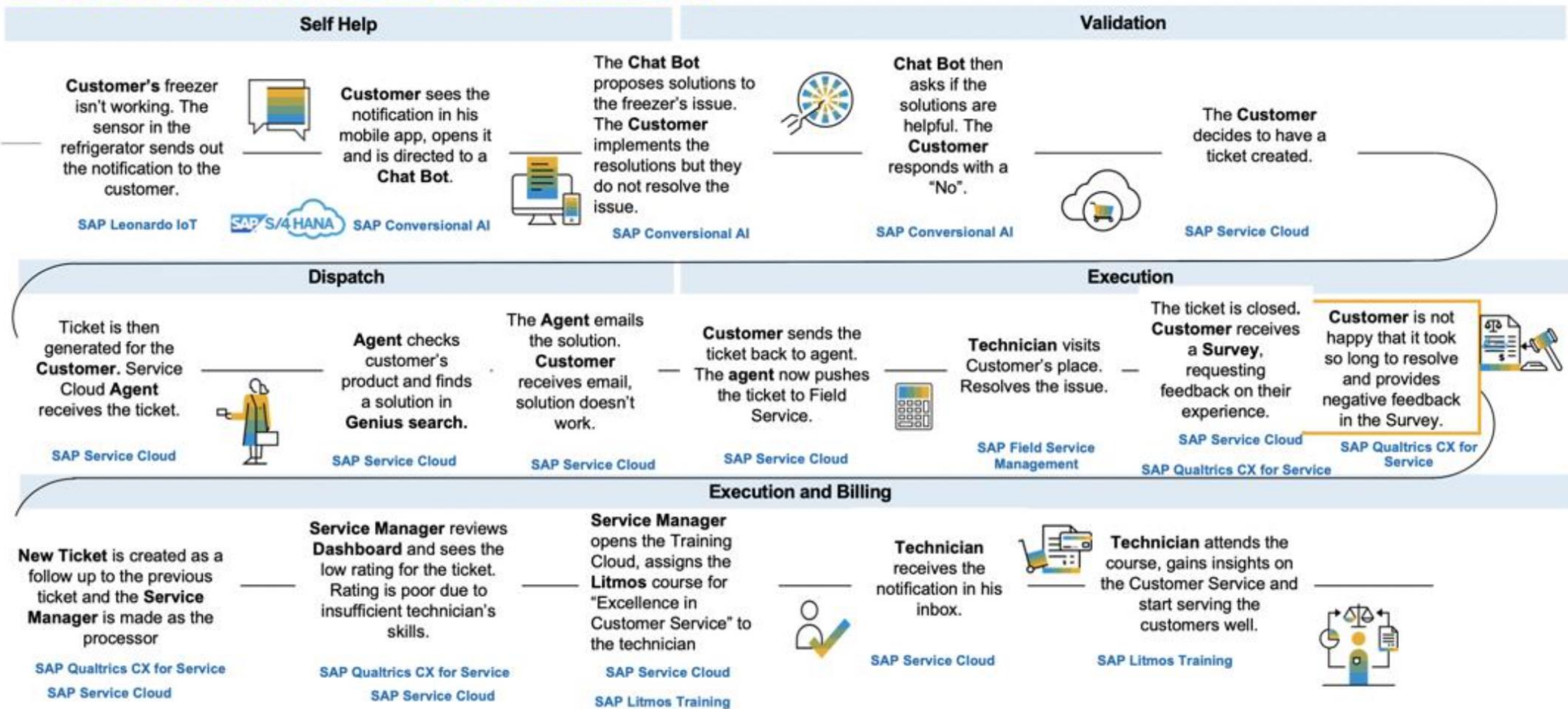
- Online inquiries **HIGH**
- Service cost **LOW**
- Call volume **AVERAGE**
- Renewal rate **LOW**

- First Call Resolution Rate **AVERAGE**
- Average wait time in queue **HIGH**
- Average Handling Time (AHT) **HIGH**
- Product & service revenue **DECLINING**

Experience Management

- ✓ *Improve search capabilities and/or knowledge base for online self service*
- ✓ *Offer pro-active live chat on support site*
- ✓ *Automatically escalate from bot to live chat with human agent in real-time*
- ✓ *Leverage X-data to better train chat bot*
- ✓ *Provide training to improve agent skills*
- ✓ *Immediately follow-up with /re-engage customer with specialized service rep*
- ✓ *Recover service quality & customer satisfaction by proactively following up with your detractors*
- ✓ *Proactively engage at risk customers with special offers*

SERVICE CLOUD PROCESS FLOW



SAP's Next Generation Customer Experience Suite: C/4HANA



SAP Marketing Cloud

Build brand awareness
and drive demand
uncovering what matters
most to your customers



SAP Sales Cloud

Proactively identify unhappy customers at risk of non-renewal and identify whitespace for upsell opportunities to add value and delight customers.



SAP Customer Data Cloud

Connect feedback with consent driven profile to build trust by giving customers transparency and control.



SAP Commerce Cloud

Optimize customer acquisition by knowing which products best meet customer needs.



SAP Service Cloud

Reduce the cost to service by identifying and resolving common themes your customers are raising. Gain Immediate feedback after service.





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