

AI for Customer Service

Powered by SAP Business Technology Platform

MINDSET

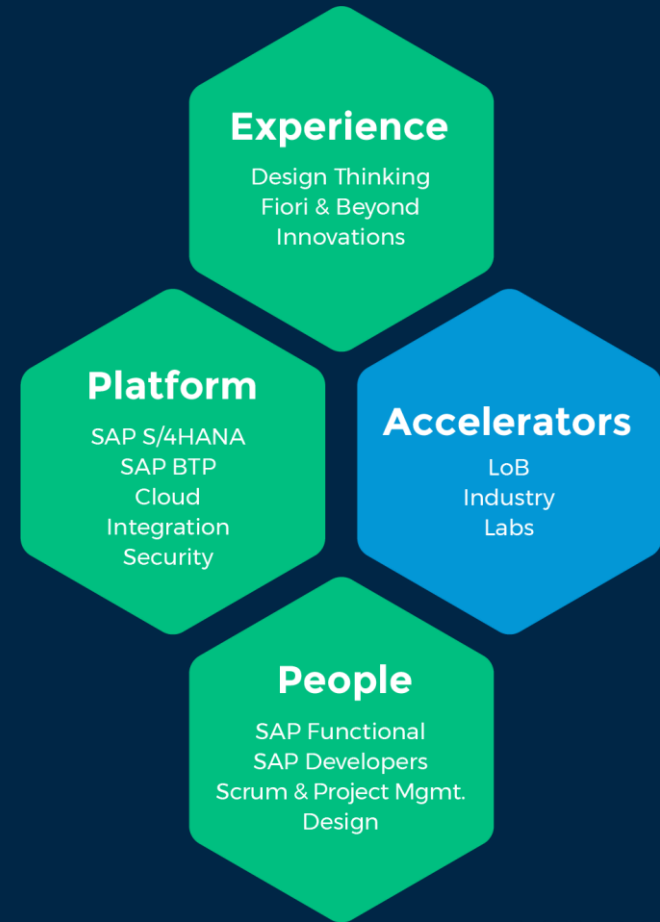




| Our Mission

Navigating innovation with SAP, we employ a rare blend of expertise to forge **extraordinary outcomes** and **delightful experiences**.

Enterprise Experience Driven Transformation



Mindset Solutions and Products



Our Human-Centered Innovation

- As an SAP AppHaus partner, Mindset is not only an expert in SAP S/4HANA & SAP BTP. We also bring a **human-centric approach** that customers and users love!
- We hit the ground running with recognized experience in **Fiori** and **Design Thinking**, now with **Work Zone** readiness.



Mindset's Proven SAP BTP Value Proposition

Our process to leveraging SAP BTP for S/4HANA creates a **sweet spot for innovation**.

Human-Centered Innovation

From SAP's only US-based AppHaus partner

Fully Scaled BTP Practice

A winning team with the right roles to make it happen



Proven BTP Approach

Three-step process with a track record of business transformation

At the sweet spot, **faster adoption** and **increased consumption**

Mindset's Proven SAP BTP Approach

Our three-step approach to leveraging SAP BTP for S/4HANA leads to **real business transformation.**

01



Enable the platform & people

Introducing what BTP is & its benefits, setting up for long-term success

02



Prove it works and scales

Turning technical areas/ use cases into solutions that delight business users

03



Business transformation

Realizing the power of BTP, then taking it to the next level

Mindset's SAP BTP Focus Areas



Extend

Extend your core using
SAP BTP services



Integrate

Integrate with 3rd party
systems in real-time



Analyze

Real-Time Analytics in your
data visualization layer of choice

Relentless focus on **user-centricity**

Use case motivated by one of Mindset's clients:

- **Customer Service Representative** in call centers have a hard time looking up information in a timely manner
- **Long Average Handle Time** (17 mins & 34 secs) **large volume of calls** (11% above expected level)
- Inefficiencies **impacted customer satisfaction & caused pressure on staff**, leading to **high cost per contact**

Design challenge:

“How might we provide the Customer Service Reps access to (SAP) data in a timely fashion to answer customer calls more effectively and efficiently?”



Storyboard: Customer Service AI Assistant

PERSONAS



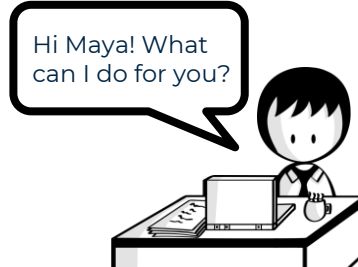
Maya
Customer &
Businesswoman



Charlie
Customer Service
Representative



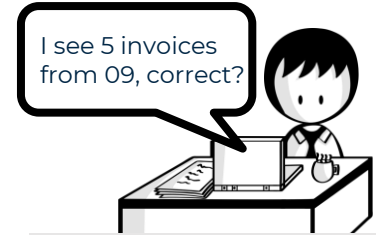
Maya is on the go & needs info about her invoices



AI Assistant listens & pulls BigMart info



AI Assistant retrieves invoices for Charlie



Charlie gives an instantaneous response



AI Assistant gives correct info for SkyMart



Charlie can pivot quickly in real-time



Maya is satisfied with the customer service

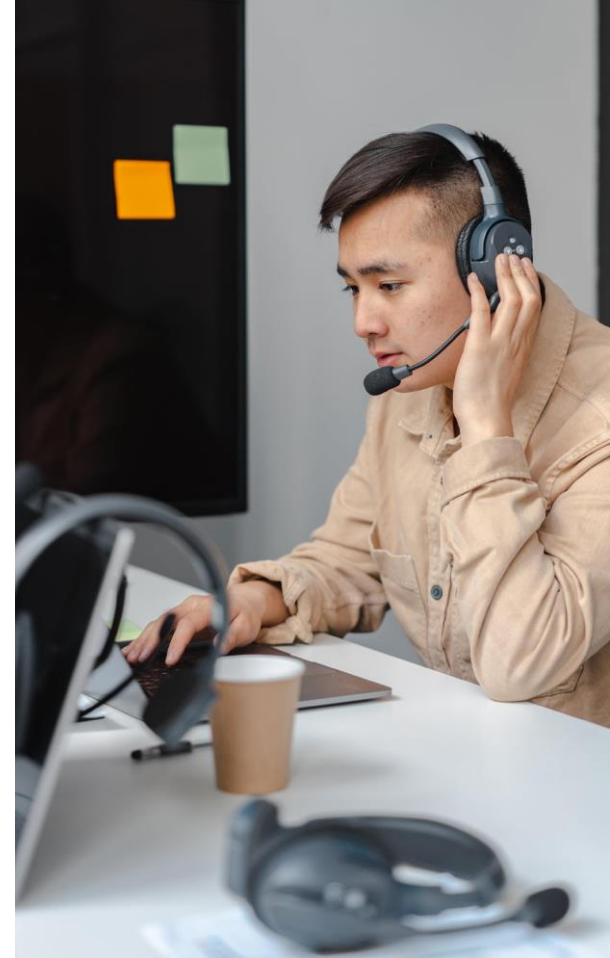


Charlie can take more breaks, thanks to AI

Purpose: Customer Service AI Assistant

By using this tool, the Customer Service Rep will be able to:

1. **Gain real-time visibility** on the customers' contextual information
2. **Access customers' information centrally** without navigating to multiple places in SAP
3. **Answer common inquiries** in seconds and not minutes



Customer Service Representative....

1.



Charlie
Customer Service
Representative

How Charlie is being assisted with **augmented information** through AI

2.



Maya
Customer &
Businesswoman

How Maya is being provided answers to their questions in **real-time**

Customer Service AI Assistant Demo

Customers

Customer	Customer Name	Payment Terms	Currency	Intercompany Terms Classification
USCU_L01	Company Skymart Corp/10007 New york	NT60	USD	CFR

Invoices for USCU_L09

Invoice Number	Customer	Billing Document Date	Net Amount	Transaction Currency
90004705	USCU_L09	6/13/2023	22560.00	USD
90004652	USCU_L09	5/29/2023	440.00	USD
90004663	USCU_L09	5/29/2023	1002.00	USD
90004583	USCU_L09	2/24/2023	119680.00	USD
90004600	USCU_L09	2/24/2023	34580.00	USD

Customers

Customer	Customer Name	Payment Terms	Currency	Intercompany Terms Classification
USCU_L09	Company Bigmart/48226 DETROIT	NT30	USD	CFR

Snapshot of Customer Service AI Assistant App

How it works & implications

1. An LLM model (ChatGPT) is integrated with SAP customer, sales, delivery, invoice data with an ability to listen to a customer call & **provide contextual answers in real-time**
2. Average Handling Time (AHT) can be reduced by up to 50% as there is **no longer a need to navigate to multiple places in SAP** to answer common customer questions
3. By augmenting the customer service reps with an AI assistant, we can:
 - **Increase efficiency**
 - **Increase customer satisfaction**
 - **Reduce costs & boost ROI**

Sample: Estimated cost savings & ROI

Employees	250
Pay rate/hr	\$50
Time saved/day	0.5
Working days	240
Working hours per year (8 hrs/day)	1920
Working hrs cost/yr/employee	\$96,000
Total Emp Cost/yr	\$24,000,000
Time savings per year per employee	120
Hours saved all employees/yr	30000
Cost Reduction/ROI of time savings	\$1,500,000

OpenAI via Azure Reference Architecture

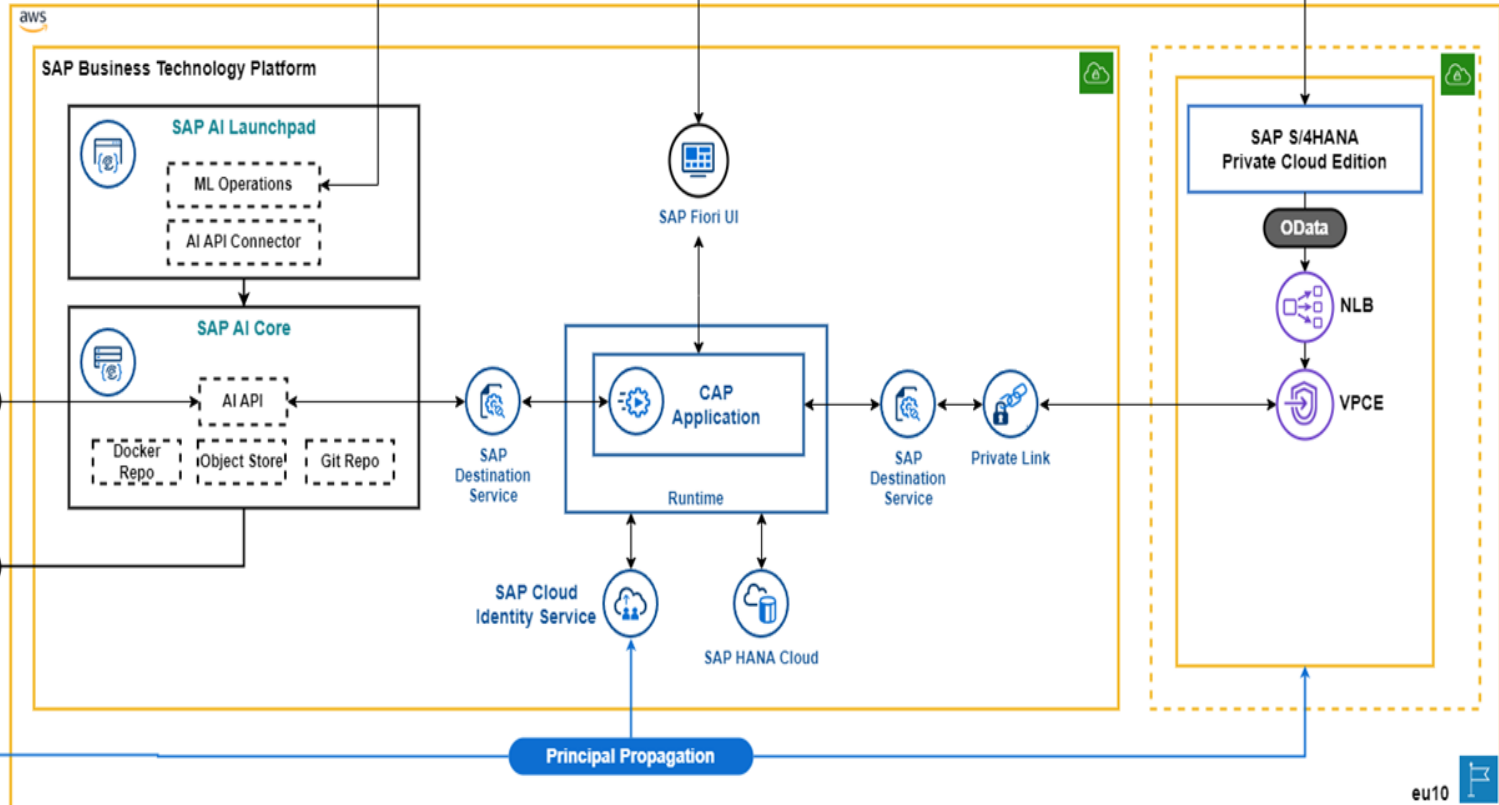
Microsoft Azure

Open AI

GPT Model Deployment

Blob Storage

Azure AD eu20



Customer Service AI Assistant Demo



Post something here



No data

Customer Service Representatives

