

# AI for Customer Service

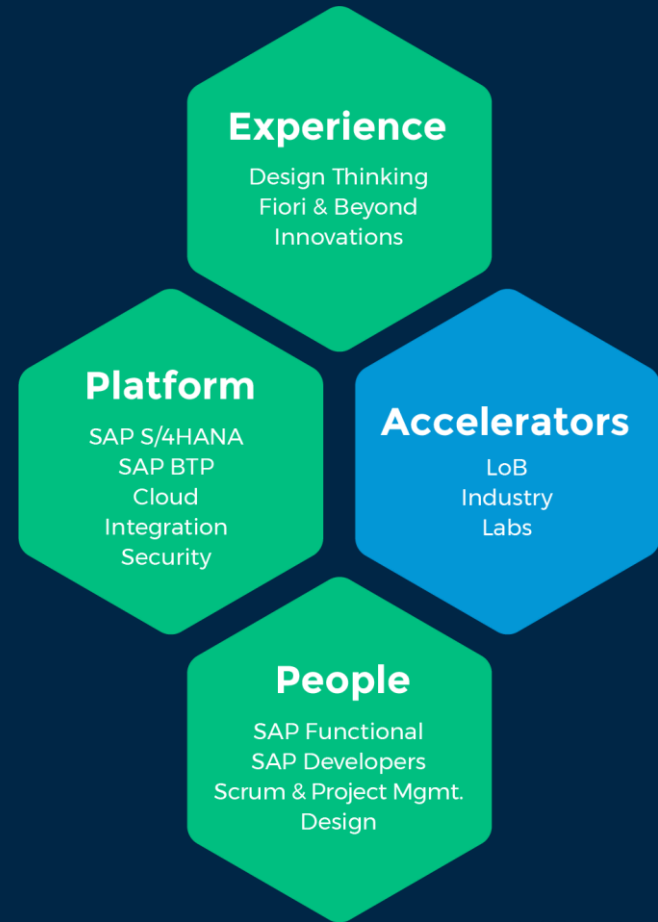
Powered by SAP Business Technology Platform

• Matthew Whigham March 19, 2024 •

**MINDSET**



# Enterprise Experience Driven Transformation





## | Our Mission

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

# 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



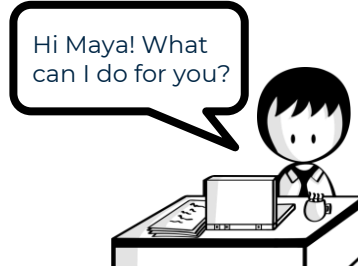
**Maya**  
Customer &  
Businesswoman



**Charlie**  
Customer Service  
Representative



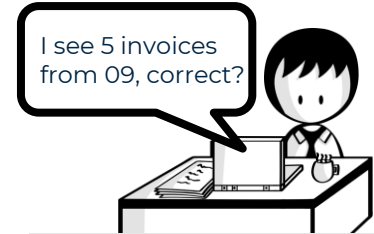
Maya is on the go & needs info about her invoices



AI Assistant listens & pulls BigMart info



AI Assistant retrieves invoices for Charlie



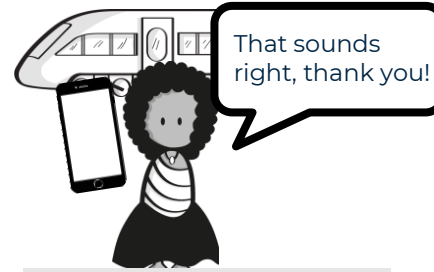
Charlie gives an instantaneous response



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

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

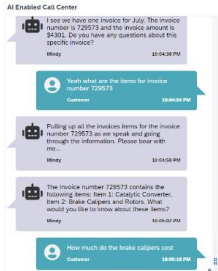
Snapshot of Customer Service AI Assistant App

# | 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



*Customer Service Reps need access to data in a timely fashion to answer customer calls more effectively and efficiently. This increases overall customer satisfaction and reduces call center wait times!*

# SAP BTP/AI for Customer Service example

## SAP BTP/AI powered Customer Service assistant

## Challenge

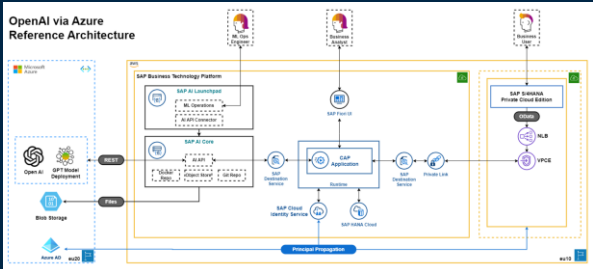
Customer Service Representatives need to be as responsive as they possibly can when solving customer issues. Customer calls come into a call center and CSR's that use SAP have a hard time looking up information a customer asks for in a timely manner.

## Solution & Benefits:

- By augmenting the CSR with an AI assistant, we can increase efficiency and call times.
- An LLM model (ChatGPT in this example) is integrated with SAP customer, sales, delivery, invoice data with an ability to listen to a customer call and provide contextual answers in real time.
- Customer service reps call times can be reduced by up to 50% because there is no longer a need to navigate to multiple places in SAP to answer common customer questions.

## Products and Technology:

- **SAP BTP Work Zone** hosted application
- **AI integrations** - LLM integration (ChatGPT)
- **SAP BTP BAS** application development



Customer Service AI Assistant Demo



Post something here



No data