



Build Powerful Conversational Interfaces with SAP Conversational AI

AIN203

PUBLIC

Speakers

Las Vegas

September 24-27, 2019

Enrico Mrass

Barcelona

October 8-10, 2019

Omer Biran

Bangalore

November 13-15, 2019

Shailesh Velaparambil



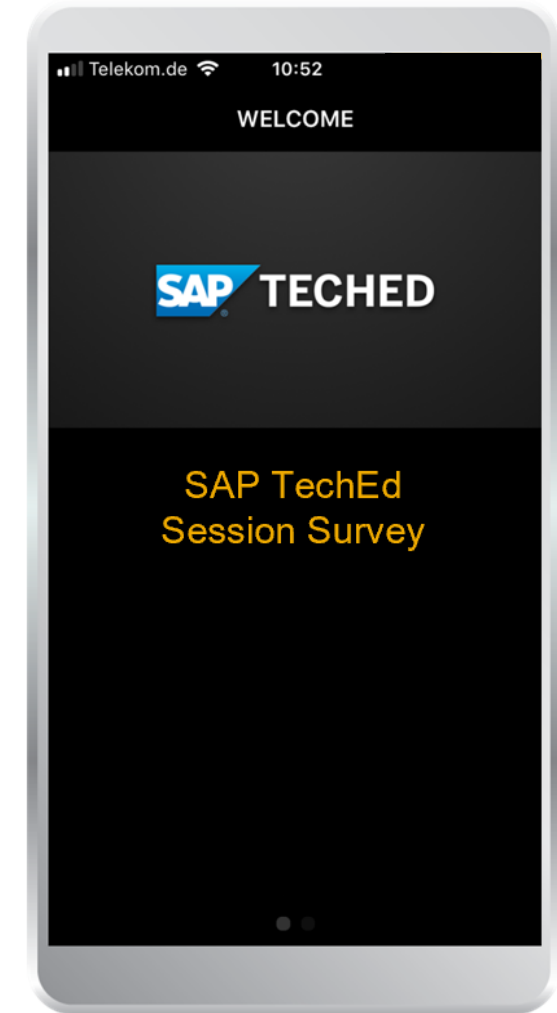
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THE WORLD
IS TURNING
CONVERSATIONAL

67%

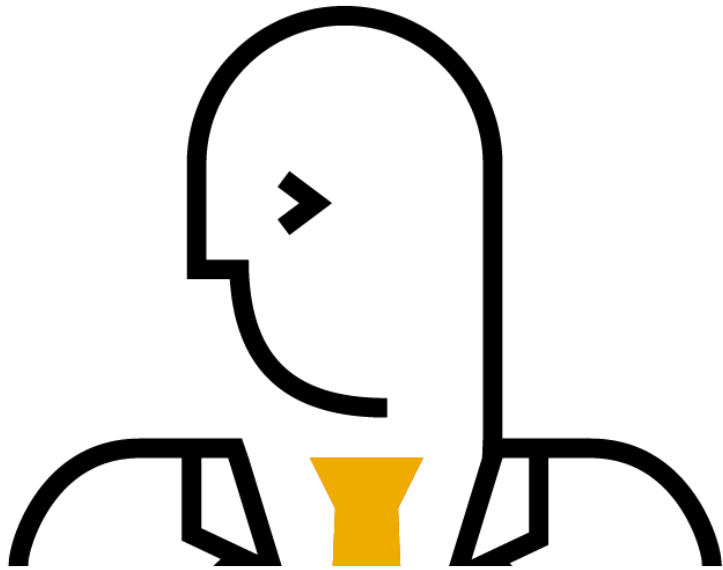
Hello!

I have a question
for you.

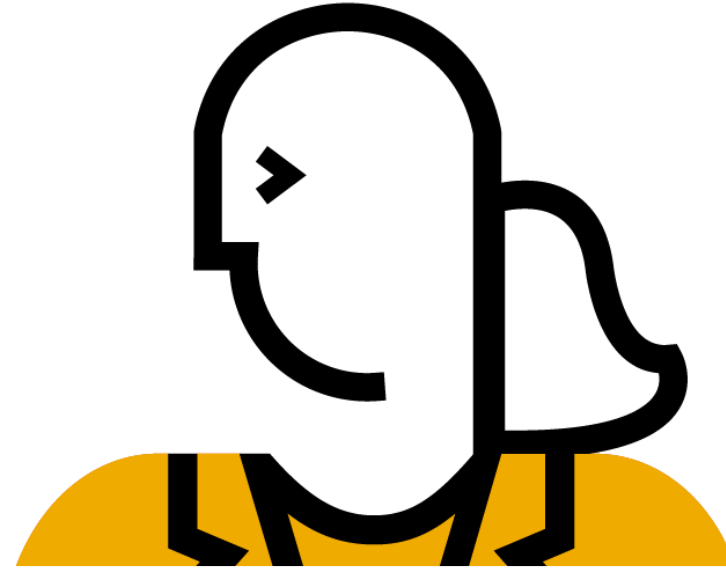
What % of consumers
used conversational
interfaces last year?

Source: [Michael Management Corporation \(MMC\), 2019](#)

**THIS SHIFT IMPACTS YOUR TWO MOST
IMPORTANT AUDIENCES, AND YOU NEED TO ACT**



Customers



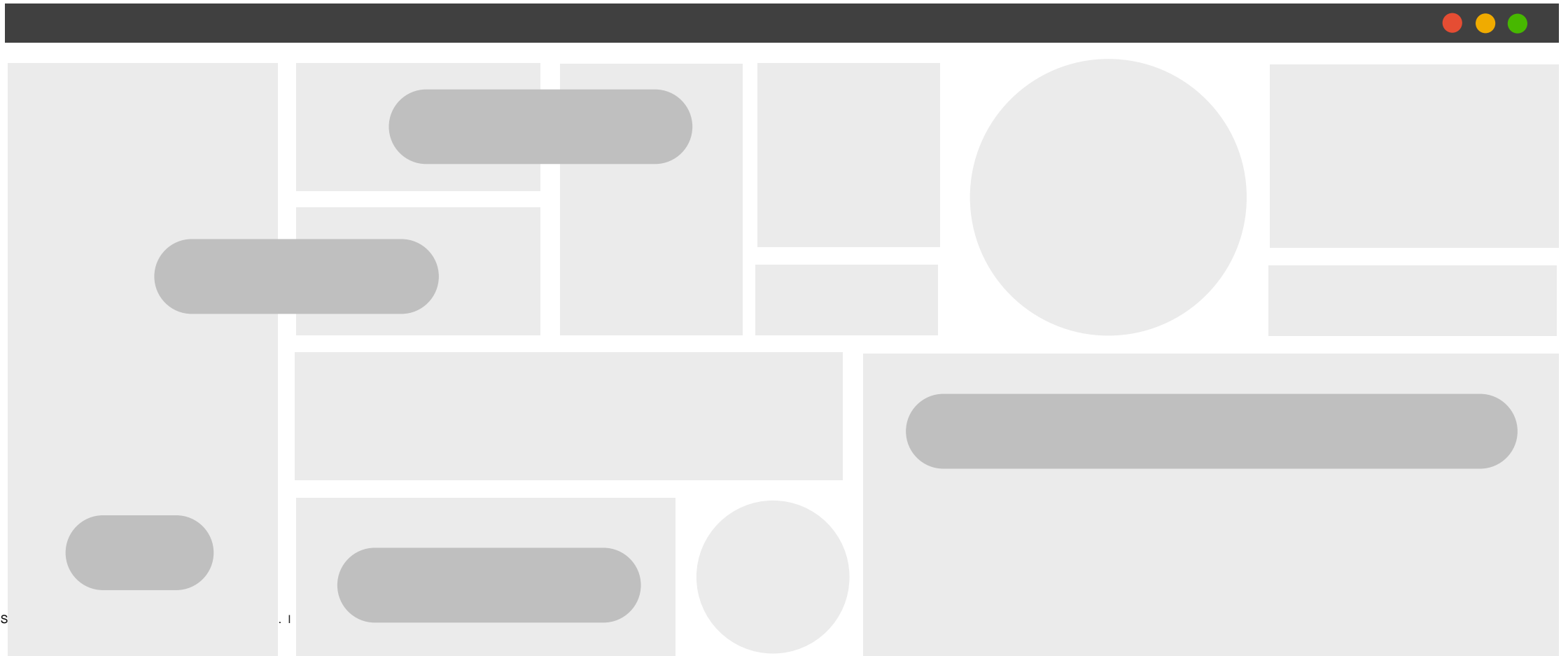
Employees

Employee Experience

Transform the work life of your employees



ENTERPRISE SOFTWARE HAS VERY RICH SOLUTIONS THAT CAN BE **COMPLEX TO USE!**



AND A POOR EMPLOYEE EXPERIENCE CREATES



Frustrated
employees



Lower
productivity

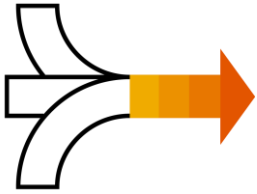


Has-been
image

What's the solution?

Chatbots!

A CHATBOT WILL HELP YOU TO



Guide the user
to the right page



Answer FAQ

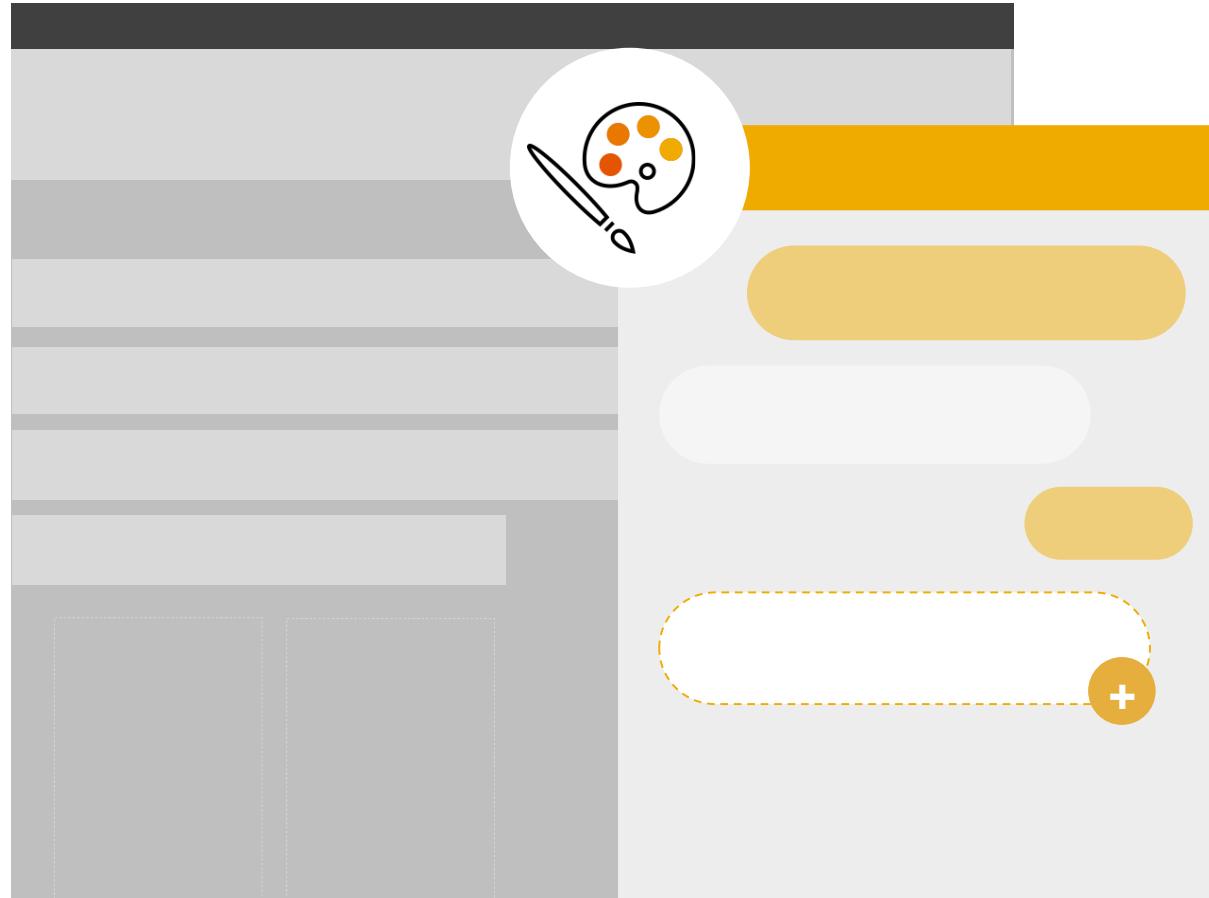


Execute
simple tasks

HOW? SAP IS **AUGMENTING** ALL THEIR PRODUCTS WITH **CHATBOTS**



ALL SAP BOTS WILL BE CUSTOMIZABLE TO FIT THE **UNIQUE NEEDS** OF YOUR COMPANY

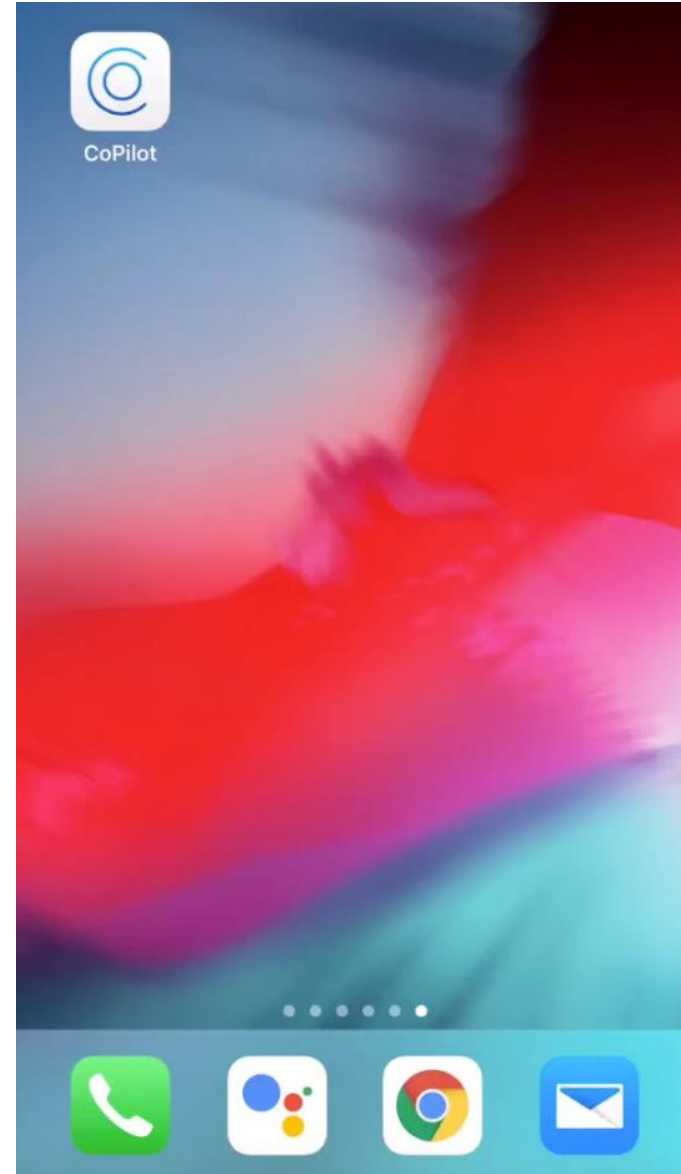


ALL BOTS ARE INTEGRATED INTO **ONE UNIQUE INTERFACE**: SAP'S DIGITAL ASSISTANT COPILOT



Demo

Total Workforce Management



Let's create a C/4 chatbot in 5 minutes!

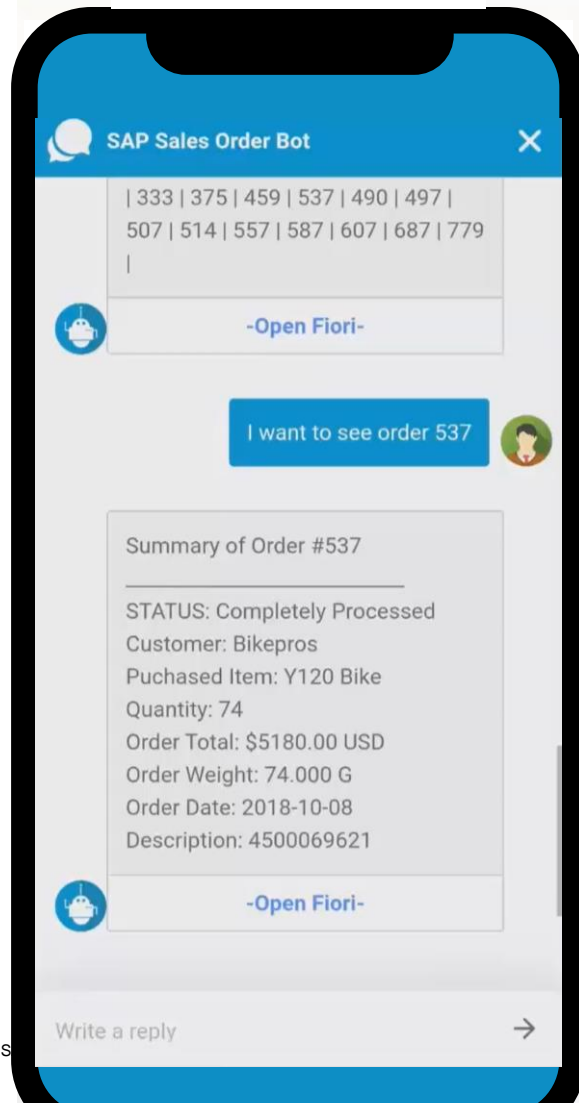
Demo

How Nimbl chatbot empowers the sales employees experience

Demo

HANDS-FREE SALES REP ASSISTANT

Meet the NIMBL team at booth #428



CHALLENGE

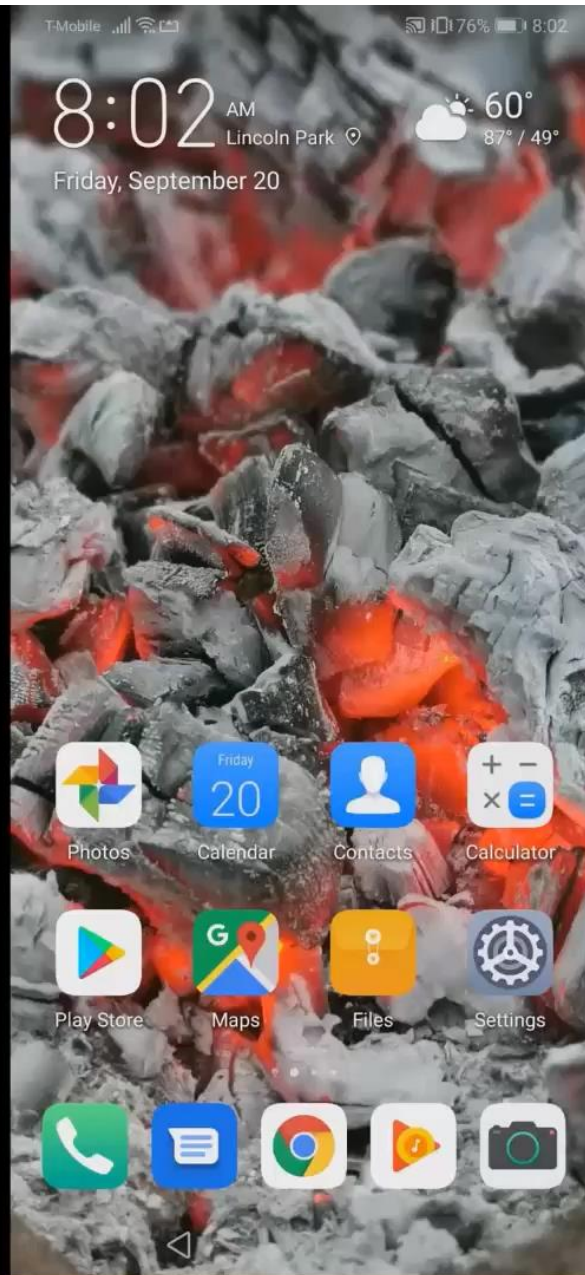
Dan is a Sales Rep on the road visiting customers and needs quick access to Sales Order information before he meets with his customer. He wants to know what are the most recent orders placed by his customer. And to be able to quickly check the status of a specific order. He does not have time to open a laptop and connect a VPN to SAP.

SOLUTION

SAP Conversational AI connects to any backend application including SAP ERP and SAP S/4 HANA. Using a quick web chat or SMS text, Dan gets the information he needs quickly. And it is delivered cost effectively without the need for complex development or infrastructure.

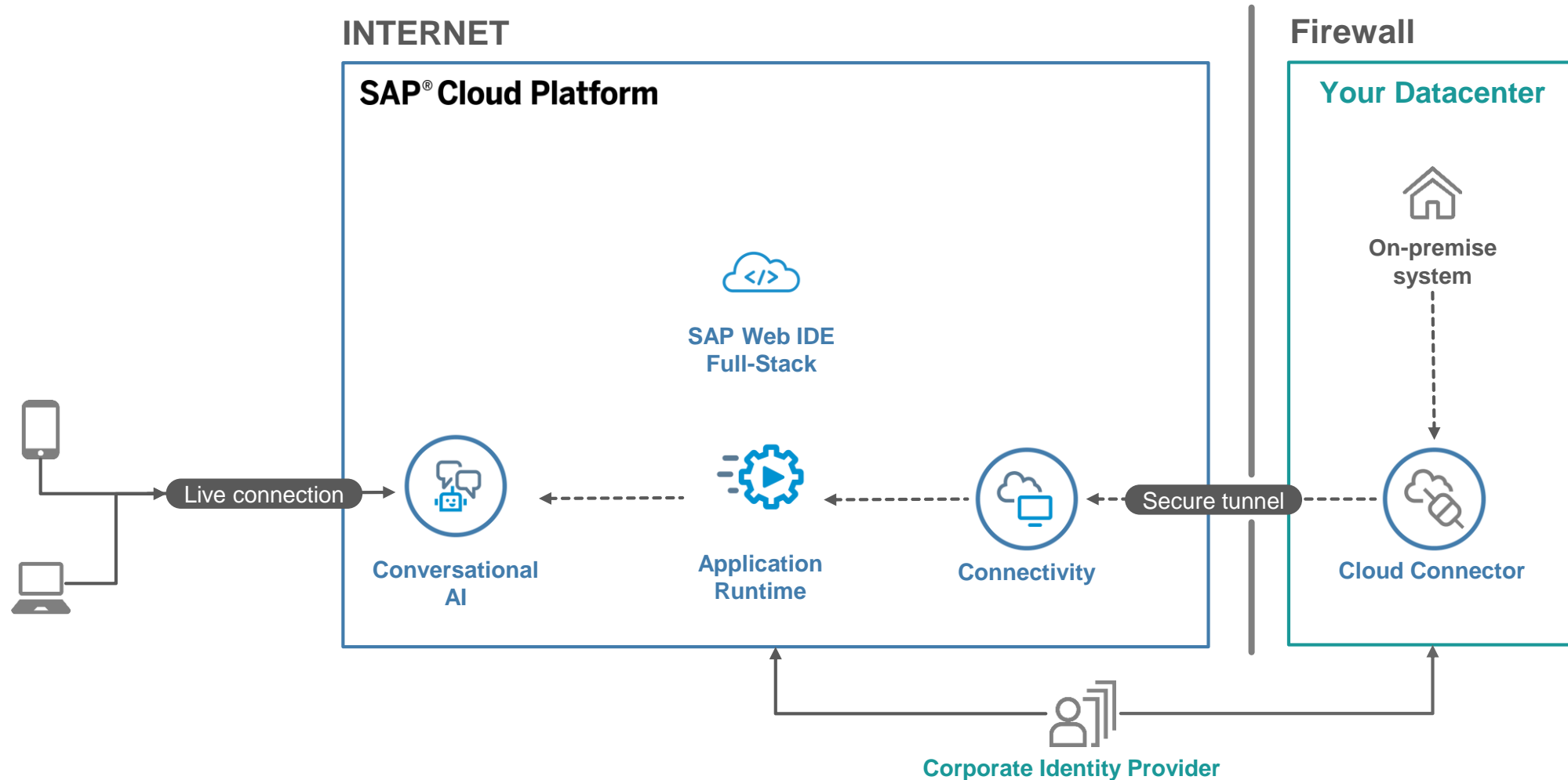
IMPACT

Improved productivity,
increased customer satisfaction,
and low IT cost to deploy.



NIMBL BOT ARCHITECTURE

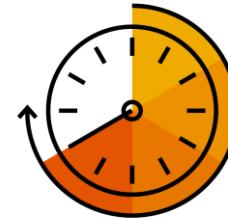
Meet the NIMBL team at booth #428



WHY **US**? SAP NATIVENESS!

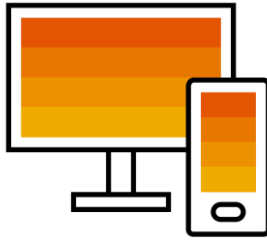


SAP Conversational AI is native in your existing SAP portfolio.



SAP is providing standard chatbots that you can expand. Don't start from scratch, save 1+ year of development!

TO SUM UP:



Leverage conversational
interfaces from each SAP
solutions



Simplify the experience with
one unique SAP Digital
Assistant



Customize SAP chatbots
and build your own!

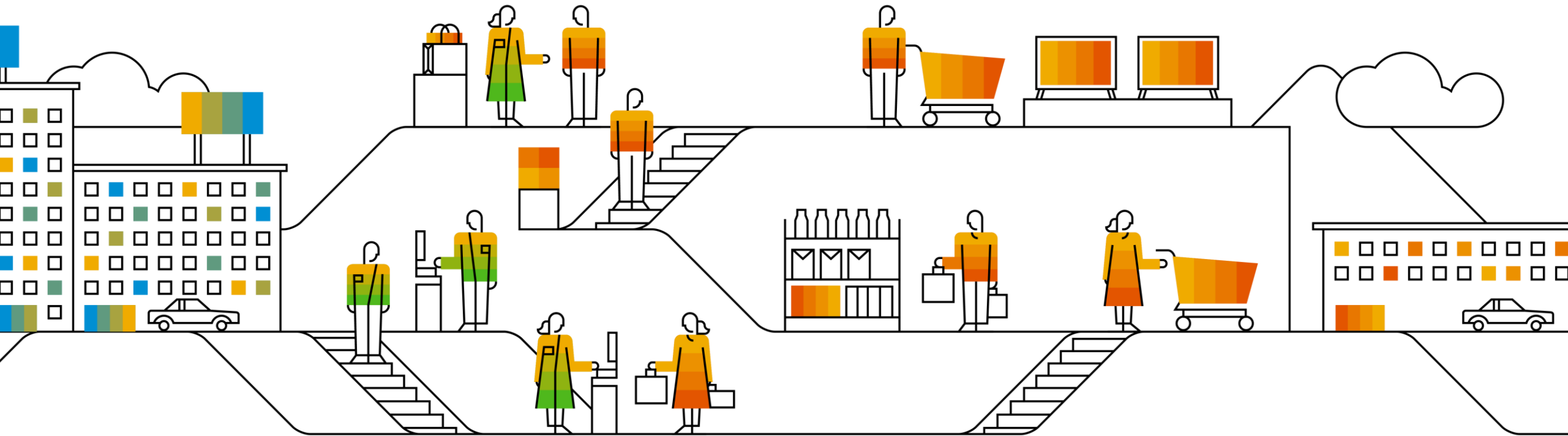
Change the **work life of your employees
and become the **ultimate intelligent enterprise****

Customer experience

Augment your productivity, your customer retention, your revenue, and become the intelligent enterprise



CUSTOMERS EXPECT **THE BEST** FROM BRANDS



YOUR CUSTOMERS EXPECT THE BEST SUPPORT FROM YOUR BRAND

1,6TR

Me again!

Can you guess the amount
of annual losses due to
poor customer service?

Let me help you:

\$160m

\$1,6b

\$1,6tr

SCALING YOUR **SUPPORT WITH CHATBOTS** IS THE BEST SOLUTION

I'd like to get a copy of
my last invoice

How do I add the
« unlimited data » option
to my phone?

I didn't get the SIM card I
ordered last week

Demo

SFR Customer support chatbot



WHY **US**? SAP NATIVENESS



SAP Conversational AI belongs to the SAP portfolio, therefore your data never leaves the SAP ecosystem. It is also easily connectable to other SAP solutions.



Easy to use



Any language support



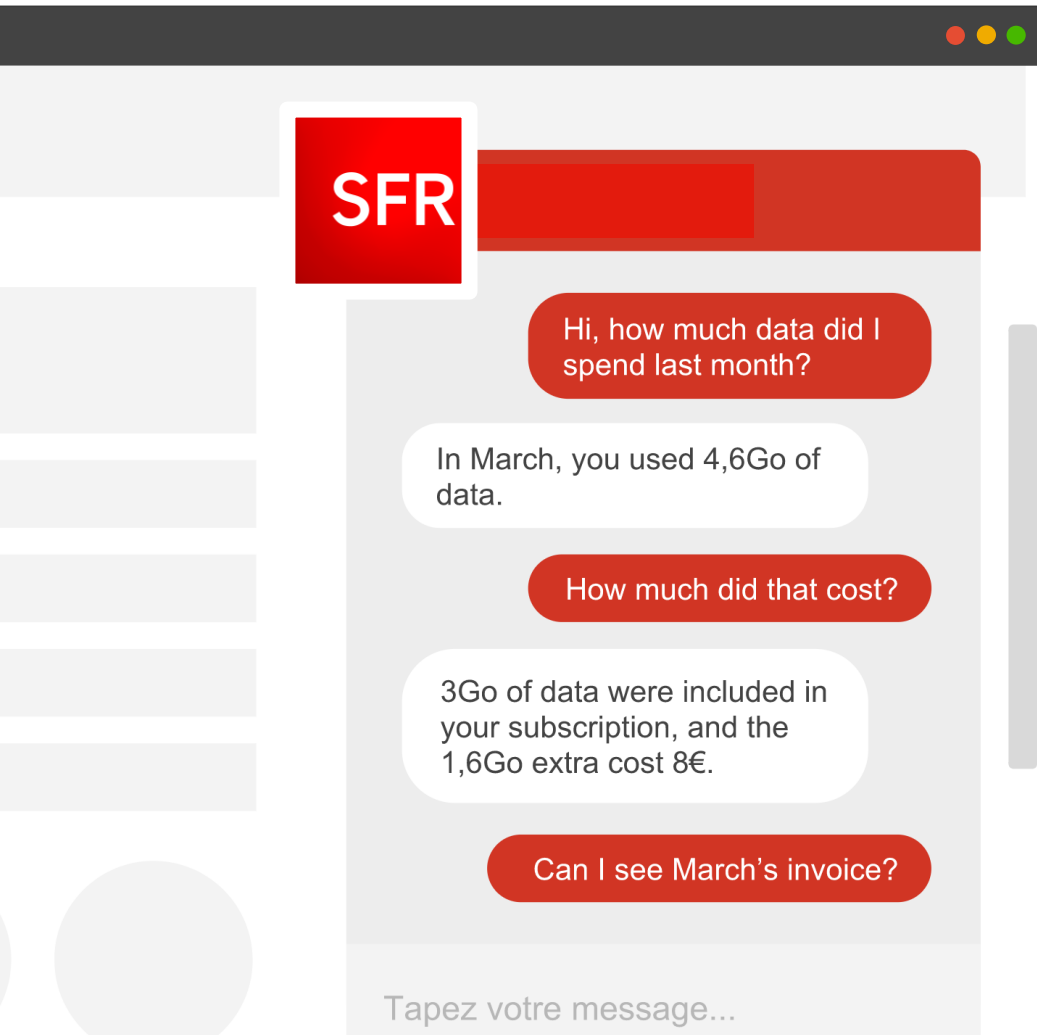
Made for enterprise

50+ CUSTOMERS HAVE BUILT BOTS WITH US. HERE ARE THE BEST STORIES



UNDERSTANDING RED BY SFR

Leading telecommunication company in France – 14bn revenue in 2017 – 7000 employees



CHALLENGE

Increasing number of demands to handle, overpowering an already maxed-out customer support service.

SOLUTION

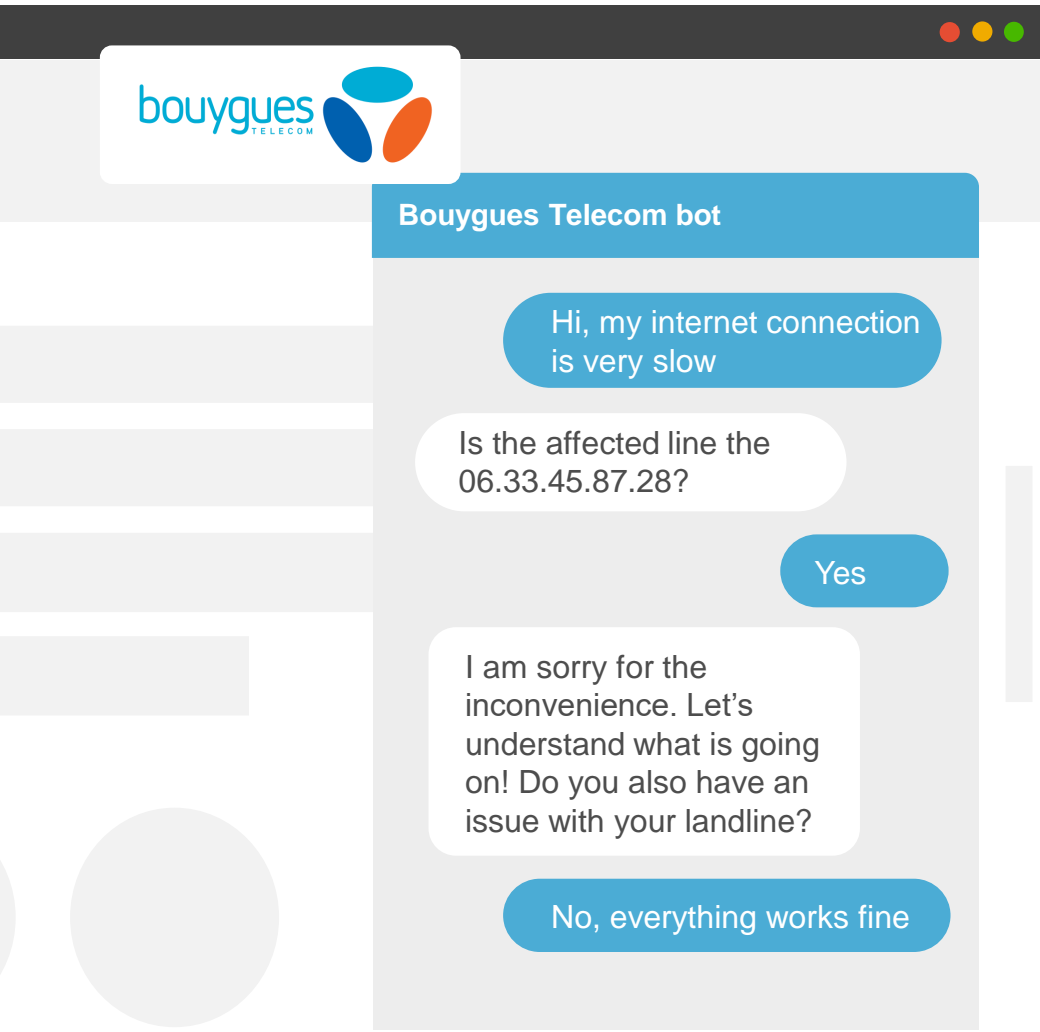
Automate customer service with a chatbot to provide instant 24/7 support while reducing the support desk workload.

OUTCOME

Conversation duration is reduced by half because clients have direct access to all relevant information. Over 90% of SFR customers are talking to the correct agent the 1st time. The bot fully manages 22% of all conversations.

UNDERSTANDING BOUYGUES TELECOM

Leading telecommunication company in France – 5bn revenue in 2017 – 8000 employees



CHALLENGE

Treating the increasing number of customer requests while improving customer experience

SOLUTION

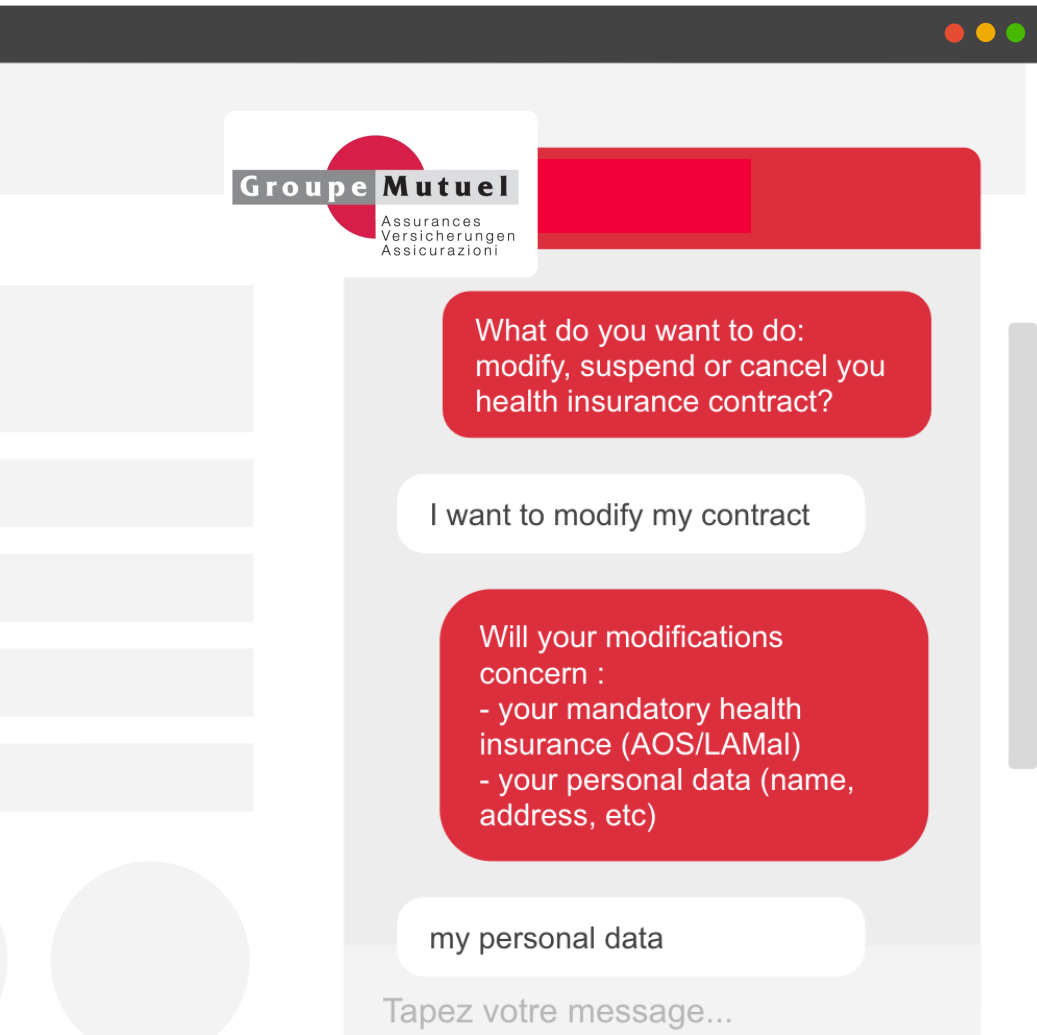
Integrate a chatbot on the web site and the mobile app to manage simple issues on internet and mobile subscriptions

OUTCOME

Bouygues Telecom went from 15% of “aborted by user” conversations to 0%, gaining a lot of time and money. The next steps are to automate up to 30% of all customer questions and reduce the conversation duration by 15%

UNDERSTANDING GROUPE MUTUEL

Leading insurance in Switzerland – 308 millions revenue in 2018 – 2,264 employees



CHALLENGE

Reduce the number of calls to the client's call center while still providing outstanding support

SOLUTION

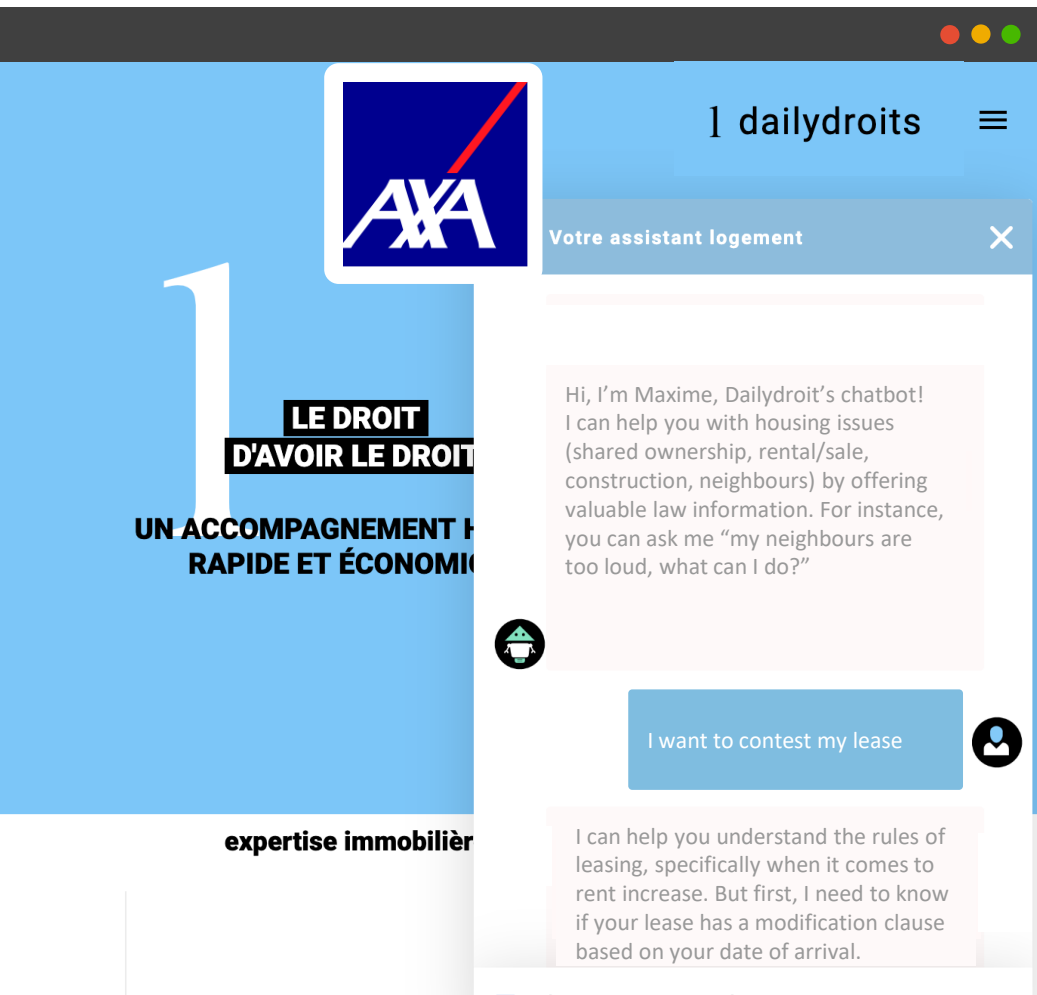
Automate the process of modifying, cancelling or suspending insurance contracts with a chatbot

Outcome

The team now manages the 2 months of rush of the year with 100 people and the bot, instead of 400 people.

UNDERSTANDING AXA

Leading insurance company – 102bn revenue in 2018 – 125,000 employees



CHALLENGE

Provide an easy interface to access complex legal information

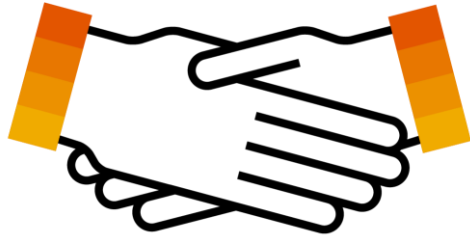
SOLUTION

Create a chatbot that can provide automatic replies to recurring legal questions on housing, representing 40% of the global volume!

GOAL

Generate leads and subscriptions from customers to a legal service provided by AXA

IN A FEW WORDS:



By building chatbots with our **bot building platform**, you are **augmenting** your **productivity**, **your customer retention** therefore **your revenue**, and are becoming the intelligent enterprise.

What's new?

Build powerful chatbots for powerful businesses



HOW NEWEST FEATURES MAKE SMART CHATBOT BUILDING **EASIER**

Seamless SAP integration for all bots



Seamless connection
to SAP services via Business Connector



Native SSO in chatbots



Powerful web client
for chatbots

Generation of powerful chatbots in minutes



SAP Bot Generator



FAQ Bot Generator



Smooth multi-bot interactions

Demo

Seamless SAP integration

An abstract digital background featuring a dark, deep blue space with numerous bright, colorful streaks and lines radiating from the center, creating a sense of motion and depth. A prominent yellow rectangular box is centered horizontally, containing white text.

How to seamlessly integrate
chatbots in SAP solutions

Demo

FAQ Bot Generator



FAQ Bot Generator

Demo

SAP Bot Generator

A photograph of a server room with rows of server racks. A person is visible in the background, looking at a screen. A yellow rectangular box is overlaid on the image, containing the text 'SAP Bot Generator' in white.

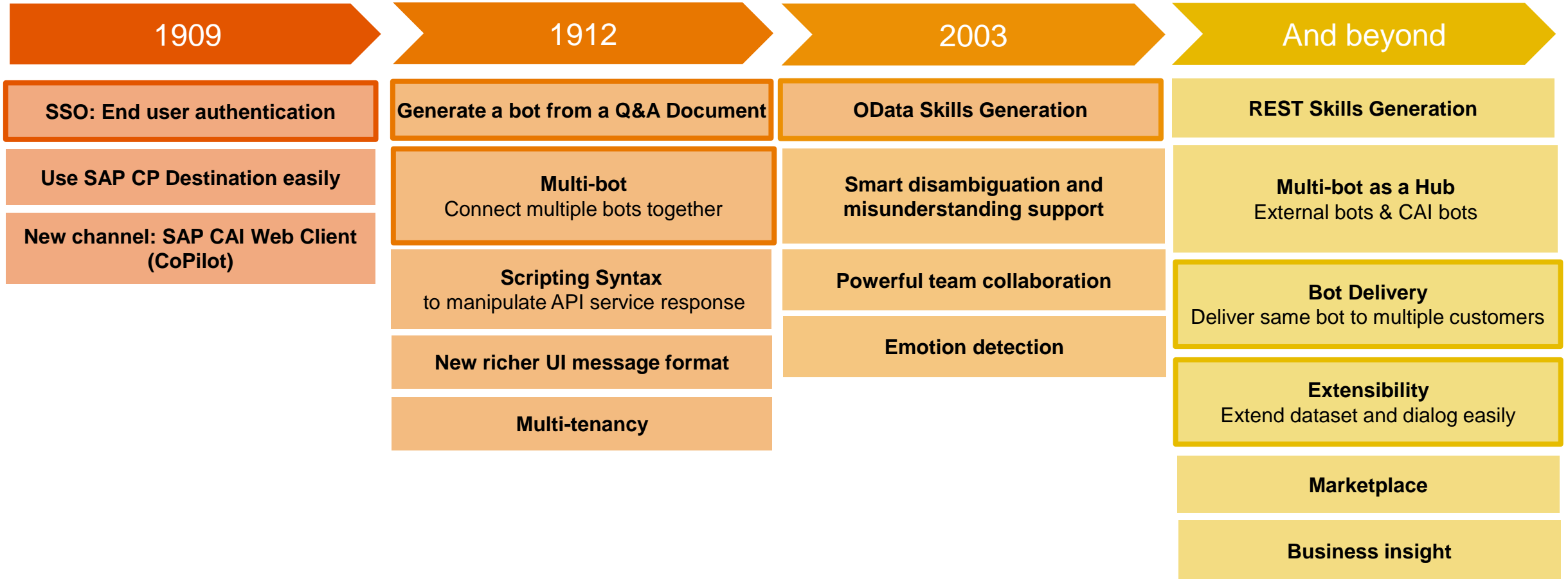
SAP Bot Generator

What's next

Discover our roadmap



Our Roadmap



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Related SAP TechEd Learning Journeys

- AIN2 – Transform your business processes with intelligent technologies
 - INT1 – Connect with an intelligent suite in a hybrid landscape
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-

Related SAP TechEd sessions

- AIN366 – Build your own Conversational Bot in two hours with SAP Conversational AI
 - AIN831 – SAP Conversational AI: Road Map
-

Public SAP Web sites

- SAP Community: <https://www.sap.com/community>
- SAP Products: <https://www.sap.com/products/conversational-ai.html>



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Feedback

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for **AIN203**.

Contact for further topic inquiries

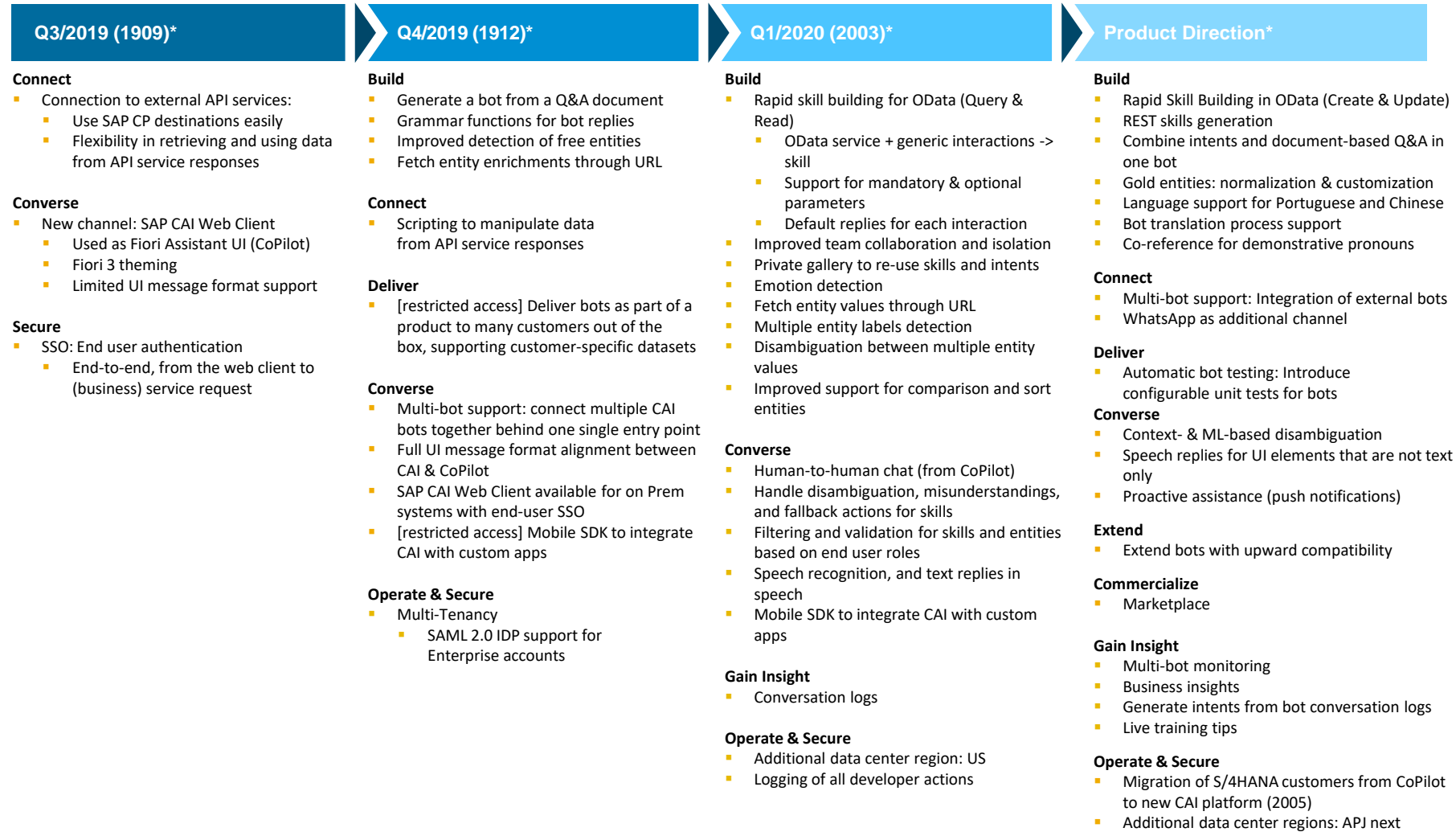
Enrico Mrass
Development Manager
enrico.mrass@sap.com

Appendix



Our Detailed Roadmap

Subject to change



DEMOS LINKS

[Total Workforce Management](#)

[Seamless SAP Integration](#)

[FAQ Bot generator](#)

[SAP Bot generator](#)

[SFR Demo](#)

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