Transform your business with SAP Conversational AI

Knowledge Transfer Webinar

Revolutionize customer and employee experiences with chatbots

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67% of people expect to message with businesses more over the next two years – Facebook Insights

67% of consumers worldwide used a conversational interface for customer support in the past year - MCC

THE WORLD IS TURNING CONVERSATIONAL
THIS SHIFT IMPACTS YOUR TWO MOST IMPORTANT AUDIENCES, AND **YOU NEED TO ACT**

Your customers

Your employees
EMPLOYEE EXPERIENCE
Transform the work life of your employees
ENTERPRISE SOFTWARE HAS VERY RICH SOLUTIONS THAT CAN BE COMPLEX TO USE FOR EMPLOYEES!
A POOR EMPLOYEE EXPERIENCE CREATES

Frustrated employees
Lower productivity
Has-been image
THE SOLUTION? USE **CHATBOTS** TO HELP USERS

- Reach the right page on the interface
- Answer FAQs
- Execute low-value tasks
SAP IS AUGMENTING ITS PRODUCTS WITH CHATBOTS

All major SAP products are integrating chatbots available directly on the solution interface, capable of:

- Guiding the user to the right page
- Answering FAQ
- Execute simple tasks
ALL SAP BOTS WILL BE CUSTOMIZABLE TO FIT THE UNIQUE NEEDS OF YOUR COMPANY

If you have adapted SAP solutions to your own processes, you can do the exact same with the chatbot.

You can use the same tool that was used to build the SAP bots to customize them to your needs: our Bot Building Platform.

See full product demo >
ALL BOTS ARE INTEGRATED INTO **ONE UNIQUE INTERFACE**: SAP’S DIGITAL ASSISTANT

Instead of having to chat to specific solution bots, we’re regrouping them all into one digital assistant.

Employees can ask any SAP related questions and get an answer!
OH, AND ALSO, YOU WANT TO AUTOMATE NON-SAP PROCESSES WITH BOTS?

Build any use cases with our Bot Building Platform from A to Z

Integrate them seamlessly into the SAP Digital Assistant
WHY US? **SAP NATIVENESS!**

Native low-code connections
SAP Conversational AI is native to the SAP ecosystem and can be easily connected to other SAP solutions

SAP business content
SAP provides standard bots for SAP products that customers can customize and expand. Don’t start from scratch, save 1+ year of development
WITH CONVERSATIONAL INTERFACES IN THEIR WORKFLOWS, YOUR EMPLOYEES ARE

More productive  More committed  In a innovative company
HERE A FEW EXAMPLES!

SAP SuccessFactors

SAP Concur
CHALLENGE
The average SuccessFactors user does not execute HR tasks as a primary function and do not use the solution every day. Because the solution is so rich, sometimes people forget how to do things!

SOLUTION
Provide a conversational interface (chatbot) that can help complete simple HR tasks, answer HR knowledge-based questions and navigate the user to the correct spot within SuccessFactors.

GOAL
The digital assistant ultimately leads to an improved employee engagement score, a reduction in HR admin time spent answering questions, and a better user experience.
UNDERSTANDING CONCUR’S BOT

CHALLENGE
Travel policy is often tough to understand and difficult to find, leaving business travelers confused and sometimes “out of compliance”.
To provide greater clarity, travel admins spend countless hours answering questions, and we need to optimize that.

SOLUTION
Provide a Concur Policy bot that helps users get answers about SAP travel policies through an efficient and easy interface.

OUTCOME
By providing critical information to end users, the policy bot will reduce compliance errors resulting in reduced company spend and greater employee satisfaction. The bot will also reduce the workload of travel admins, allowing them to focus on topics with higher value.
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 now

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

Augment productivity, customer retention and revenue
YOUR CUSTOMERS EXPECT THE BEST SUPPORT FROM YOUR BRAND
BECAUSE THE NUMBER OF CUSTOMER REQUESTS INCREASES DRASTICALLY, CUSTOMER SUPPORT SERVICES ARE MAXED OUT

72% of consumers see having to explain their problem to multiple people as poor customer service - GMinder

67% of customers hang up the phone in frustration when they cannot reach a customer service representative - Nextiva
IF YOU DON’T **SCALE UP** YOUR SUPPORT SERVICE, YOU’LL LOSE VALUABLE BUSINESS

Bad customer support amounts to $1,6tr business annual losses due to poor customer service in the US - Accenture
SCALING WITH HUMAN AGENTS IS NOT FEASIBLE, BUT SCALING WITH CHATBOTS IS!

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
WE PROVIDE A POWERFUL BOT BUILDING PLATFORM TO MAKE CHATBOT BUILDING EASY

Our Bot Building platform allows you to train, build, connect and monitor powerful chatbots in one single SAP tool.

See full product demo >
WHY US? SAP NATIVENESS!

SAP Conversational AI is native to the SAP ecosystem and can be easily connected to other SAP solutions.
50+ CUSTOMERS HAVE BUILT BOTS WITH US.
HERE ARE THE BEST STORIES

- AXA
- Groupe Mutuel
- Bouygues Telecom
- SFR
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.

OUTCOMES
Conversation duration is reduced by half because clients have direct access to all relevant information.

- 90% SFR customers are talking to the correct agent the 1st time
- 22% Conversations are fully managed by the bot

See demo >
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.

**OUTCOMES**
The conversation duration has been reduced by **15%**.

30% of all customer questions are automated.

15% of “aborted by user” conversations to **0%**, gaining time and money.

See demo >
UNDERSTANDING GROUPE MUTUEL
Leading insurance in Switzerland – €308 millions revenue in 2018 – 2,260 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.

OUTCOMES
75% of questions can be answered right away.

The team now manages the 2 months of rush of the year with 100 people and the bot, instead of 400 people without it.

See demo >
Customer story >
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.
SO, WANT TO GET STARTED?

CONTACT OUR TEAM
Complete this form

FOLLOW US ONLINE
Twitter: @SAPCAI
LinkedIn: SAP Conversational AI
YouTube: SAP Conversational AI
SAP Community & SAP Developers

START BUILDING YOUR FIRST BOT
Signup on our platform
How to build your first chatbot by following this tutorial
Start with a productive usage
Explore our product documentation
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APPENDIX
DEMOS

PRODUCT DEMO
Bot Building Platform demo >

CUSTOMER DEMOS
RED by SFR live bot demo >
Bouygues Telecom live bot demo >
Groupe Mutuel live demo >
Digital Assistant live demo >

FEATURE DEMO
FAQ Chatbots >
Seamless Integration of Chatbots >
SAP Conversational AI

2020 – How to enable internal stakeholders to deliver & get adoption of their chatbot by their customers?

2003

- Turn FAQ documents quickly into bots *(released in 1912)*
- See full conversation logs to develop & debug faster
- Develop bots within your own tenant account and fully benefit from the SCP qualities
- Cost-effective integration of REST services without middleware or code
- Train your entity with values fetched directly from your system

2006

- Multibot Manager
  - Multiple bots acting as one powerful assistant to users
- Train your bot faster with real user sentences suggested by the Intelligent log feed
- New bot replies model to create actionable conversations
- Multiple entities & enrichments supported to improve the UX of disambiguation scenario
- Multi AWS Datacenter ready

H2

- Bot Delivery
  - Efficiently deliver the same bot to multiple customers out of the box
- Rapidly turn OData services into bots with predefined dialogs
- Powerful large bot development with enhanced version control
- Conversation flow analytics to improve the CUX and user satisfaction (NPS)

And beyond

- Unit testing for bots to efficiently safeguard quality
- Conversation event tracking to follow business KPI
- Multibot Manager Analytics
- [BETA] Create one bot with intents and FAQ documents

- Rapidly generate bots: from REST services from knowledge bases from conversation history
- Extensibility
  - Extend and customize source bots easily and upgrade-proof
- Multibot as a Hub
  - Integrate external bots from other conversational platforms
- Marketplace
- Business insight
- Data center diversity (AWS, Azure, ...) and other regions

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# SAP Conversational AI

## Product road map overview – Key innovations

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<tbody>
<tr>
<td><strong>Build</strong></td>
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<tr>
<td>- Support for Secondary Information on Requirements tab</td>
<td>- Generate a bot from an FAQ document</td>
<td>- Pre-defined CRUD intents</td>
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<tr>
<td>- Improvement of confidence score on intent detection</td>
<td>- Fetch entity values for an entity via URL</td>
<td>- Recognition of multiple entity types from one token (chunk)</td>
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<tr>
<td>- Use SAP CP destinations easily</td>
<td>- Fetch enrichments for an entity via URL</td>
<td>- Multiple entities values &amp; enrichment support</td>
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<td>- Flexibility in retrieving and using data from API service responses</td>
<td>- New action to reset a conversation</td>
<td>- Native free text capture in conversations</td>
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<tr>
<td><strong>Connect</strong></td>
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<tr>
<td>- Connection to external API services:</td>
<td>- Best practice helpers to build a good dataset</td>
<td>- Generate grammatically correct responses using templates</td>
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<tr>
<td>- Use SAP CP destinations easily</td>
<td>- Scripting to manipulate data from API service responses</td>
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<tr>
<td>- Flexibility in retrieving and using data from API service responses</td>
<td>- SAP CAI Web Client to integrate CAI with custom apps</td>
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<tr>
<td>- SAP CAI Web Client: support custom action implementation in JavaScript (to enable navigation in the parent page)</td>
<td>- SAP CAI Web Client available in any website (SSO only with an IDP setup in SCP)</td>
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<td>- Button click by user as direct skill trigger</td>
<td>- End-user smart disambiguation &amp; misunderstanding support</td>
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<tr>
<td><strong>Converse</strong></td>
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<td>- New channel: SAP CAI Web Client</td>
<td>- New UI message format: alignment between CAI &amp; CoPilot</td>
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<td>- Used as Fiori Assistant UI (CoPilot)</td>
<td>- Multibot Manager: connect multiple CAI bots together behind one single entry point</td>
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<td>- Fiori 3 theming</td>
<td>- End-user smart disambiguation &amp; misunderstanding support</td>
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<td>- Limited UI message format support</td>
<td>- Intelligent log feed</td>
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<td><strong>Secure</strong></td>
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<tr>
<td>- SSO: End user authentication end-to-end, from the web client to (business) service request</td>
<td>- Conversation logs</td>
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<tr>
<td>- Multi-tenancy</td>
<td>- Intelligent log feed</td>
<td>- Migration of S/4HANA customers from CoPilot to new CAI platform</td>
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<tr>
<td><strong>Gain Insight</strong></td>
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1. This is the current state of planning and may be changes by SAP at any time without notice.
The user asks a variety of questions. All questions are understood by different intents.

The bot’s horizontal coverage understands all questions.

The input either triggers:
- A non-automated use case, where the user is redirected to the right page in the application.
- An automated use case where the bot can carry out the conversation and the actions autonomously.
Cheat sheet!

A **conversational interface**, or a **chatbot**, is a computer program capable of understanding human language, written or spoken, and to carry out actions based on the input.

An **intent** is a group of sentences (also called expressions) that all mean the same thing but are phrased differently. For instance, “I want to download my last invoice”, can you give me the March invoice?” and “past invoice” all belong to the intent share-invoice.

An **entity** is a keyword in a sentence that can provide valuable information to execute an action. For example, in “I need to fly to Paris”, “Paris” is a LOCATION entity and “I” is a PRONOUN entity. Both are gold entities that SAP Conversational detects automatically. You can also create Custom Entities based on your business need.