



Transform your business with **SAP Conversational AI** Knowledge Transfer Webinar

Revolutionize customer and employee experiences with chatbots

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THE WORLD IS TURNING CONVERSATIONAL



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*

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



Your customers



Your employees



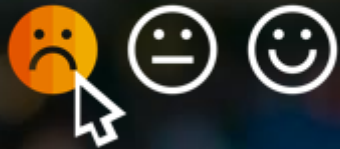
EMPLOYEE EXPERIENCE

Transform the work life of your employees

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

The screenshot displays the SAP Customer Support System interface. The top navigation bar includes the SAP logo, 'Customer Support System', and links for 'Current Release Notes', 'Share', 'Personalize', 'System News', and 'Log Off'. Below this, a search bar shows 'Sign On' and 'Saved Searches' with a dropdown menu set to 'all new tickets'. The main header area displays the incident title: 'Incident 556054 / 2019 / Response with status 500 to webhook / SAP Delivered Support'. A toolbar contains various actions: 'Edit', 'Pick', 'Save', 'Cancel', 'Send', 'Remote Connection', 'Routing', 'Follow-Up', 'Notification', 'URL', and 'Layouts'. A left sidebar menu lists 'Home', 'Inbox', 'Tools', and 'Administration', with a 'Create' button and a link to 'Internal Incident'. The main content area features a 'Communication' tab with a 'Communication Summary' section. A yellow warning banner at the top of the communication section reads: 'Cloud incident. Please click here to follow the Cloud Process.' Below this, a list of communication entries is visible, including 'Info to SAP' (03.10.2019 14:29:43), 'Info to Customer' (27.09.2019 14:57:49), 'Internal Memo' (27.09.2019 11:37:38), and 'Business Impact' (27.09.2019 11:12:15). A context menu is open over the 'Info to SAP' entry, listing various actions: 'Create Dev Help Request', 'Create Internal Incident', 'Create CIM Request', 'Create MCC Activity', 'Escalate', 'Assign/UnAssign Owner', 'Create Customer Complaint', 'Create Business Support Request', 'Create Product Security Incident', '(De-)Activate InfoDoc Creation', 'Update Error Categorization', 'Update from Chat', and 'Clear manual NAM date'. The right sidebar shows 'General Details' and 'Overview' sections.

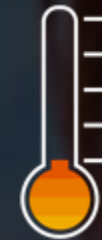
A POOR EMPLOYEE EXPERIENCE CREATES



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**

SAP My Leave Request ▾

Entitlement

Items (3)

Leave Type	Validity	Available	Planned
Vacation days	Jun 1, 2019 – Jun 30, 2020	12 Days	0 Days
Personal days	Jun 1, 2019 – Jun 30, 2021	2 Days	0 Days
Sick leaves	Jan 1, 2019 – Mar 31, 2020	3 Days	0 Days

Request Overview

Calendar Items (5)

Select a start and end date to create a new request; click an existing request to display

September 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
36	1	2	3	4	5	6	7		
37	8	9	10	11	12	13	14	41	6
38	15	16	17	18	19	20	21	42	13
39	22	23	24	25	26	27	28	43	20
40	29	30						44	27

Today Selected Working Day Non-Working Day Approved / Informed Sent Reject

Chat with me! ✕

Hi

Hi there!

Can you tell me how many vacation days I have?

You have a total of 17 remaining days

Vacation days
12 days [Request](#)

Personal days
2 days [Request](#)

Sick leaves
3 days [Request](#)

Your last leave request was of type vacation and booked from June 10th 2019 to June 17th 2019.

Thanks

Any time :)

Write a reply

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

The image displays two overlapping screenshots. The background screenshot shows the 'SAP My Leave Request' web interface. It features a table for 'Entitlement' with columns for Leave Type, Validity, Available, and Planned. Below this is a 'Request Overview' section with a calendar view for September 2019, where the 23rd is highlighted. The foreground screenshot shows a chatbot window titled 'Welcome to your Leave Request bot'. The chatbot has a conversation history with a user asking for vacation days and the bot replying with the total remaining days (17). The bot then lists available leave types: Vacation days (12 days), Personal days (2 days), Sick leaves (3 days), and Bonus days (1 day), each with a 'Request' or 'Claim' button. The chatbot also includes a 'Thanks' button and a 'Write a reply' input field.

Leave Type	Validity	Available	Planned
Vacation days	Jun 1, 2019 – Jun 30, 2020	12 Days	0 Days
Personal days	Jun 1, 2019 – Jun 30, 2021	2 Days	0 Days
Sick leaves	Jan 1, 2019 – Mar 31, 2020	3 Days	0 Days

Request Overview

Calendar: September 2019

Legend: Today, Selected, Working Day, Non-Working Day, Approved / Informed, Sent, Reject

Chatbot Conversation:

Welcome to your Leave Request bot

Hi there!

Can you tell me how many vacation days I have?

You have a total of 17 remaining days

Vacation days 12 days [Request]

Personal days 2 days [Request]

Sick leaves 3 days [Request]

Bonus days As part of our Feelgood program, you received 1 bonus day. [Claim]

Thanks

Any time :)

Write a reply

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



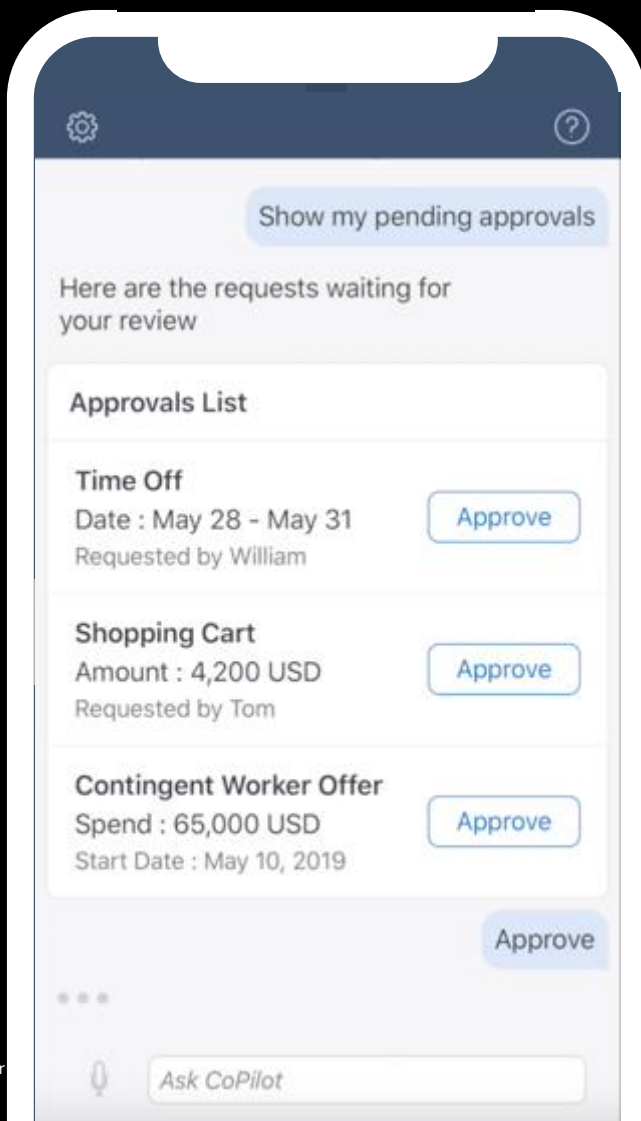
In a innovative company

HERE A FEW EXAMPLES!

SAP SuccessFactors 

SAP Concur 

UNDERSTANDING **SUCCESSFACTORS'** BOT



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!

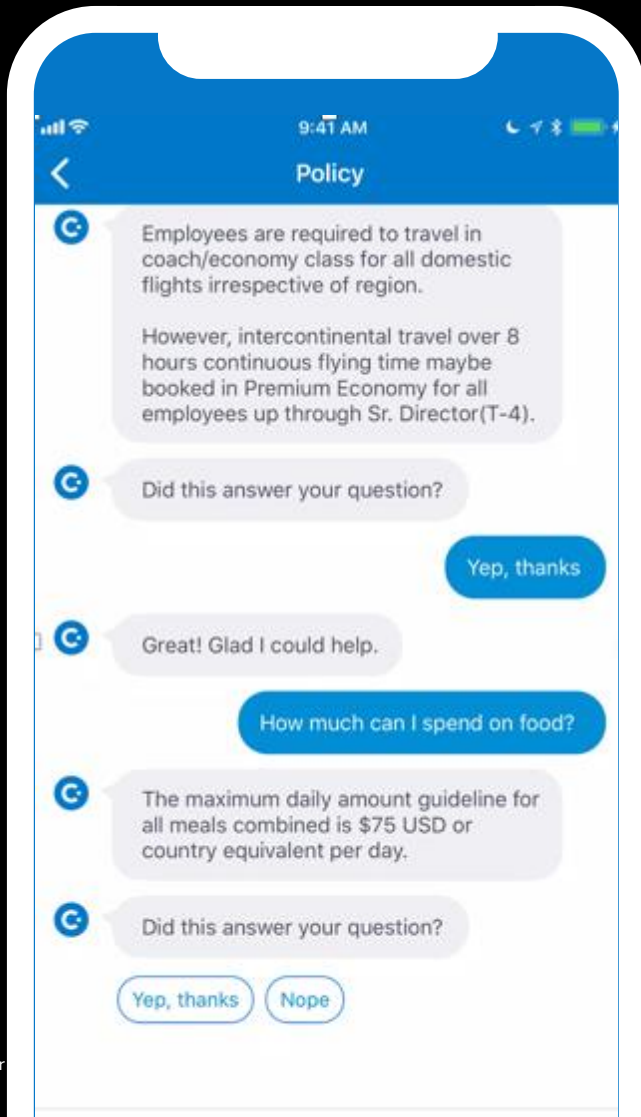
SOLUTION

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**

A woman with blonde hair and glasses is smiling while looking at a tablet. She is wearing a dark blue sweater over a light-colored collared shirt. The background is a blurred office environment with modern lighting and furniture.

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*

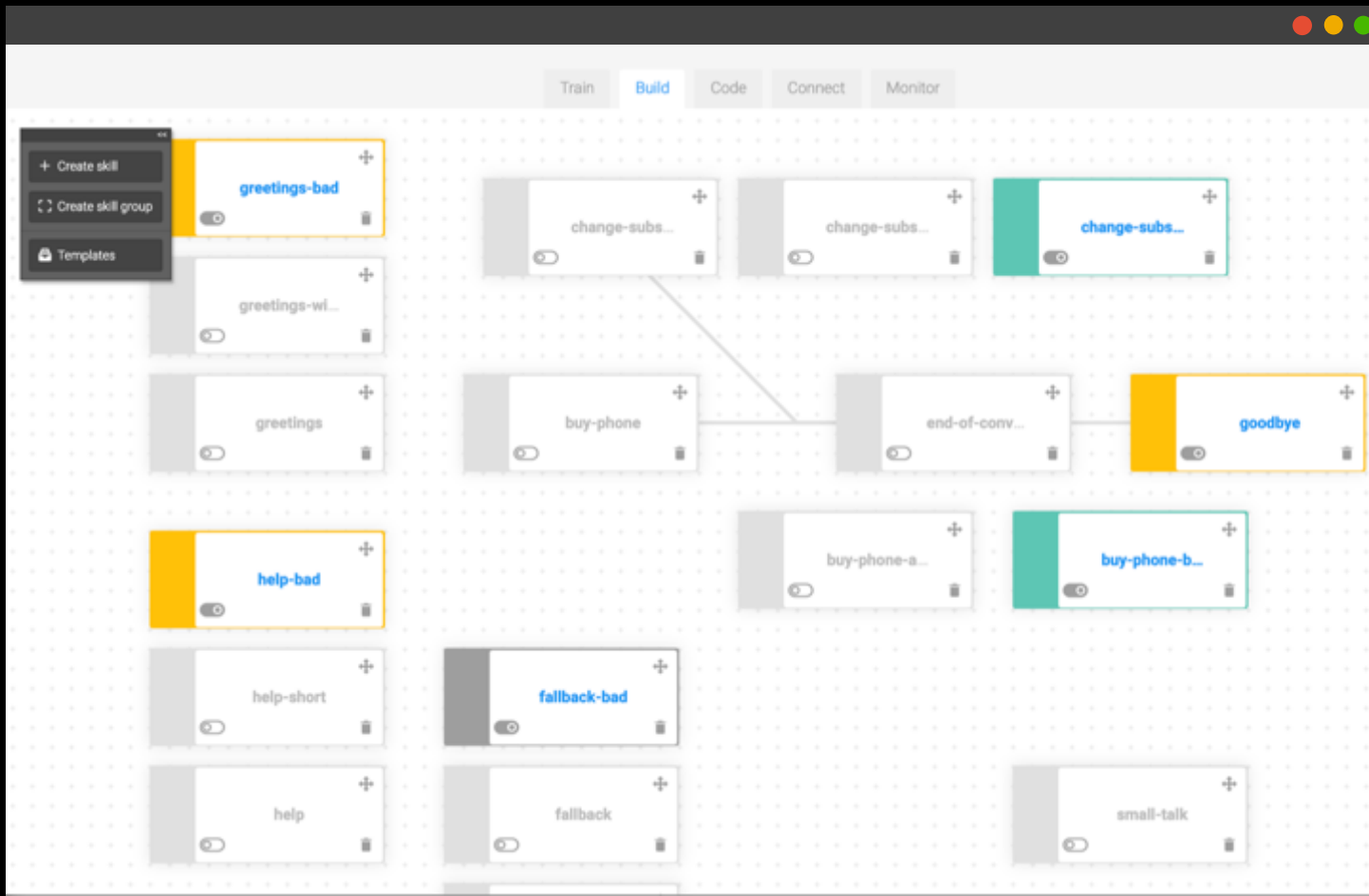
SCALING WITH HUMAN AGENTS IS NOT FEASIBLE, BUT SCALING WITH CHATBOTS IS!

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



UNDERSTANDING RED BY SFR

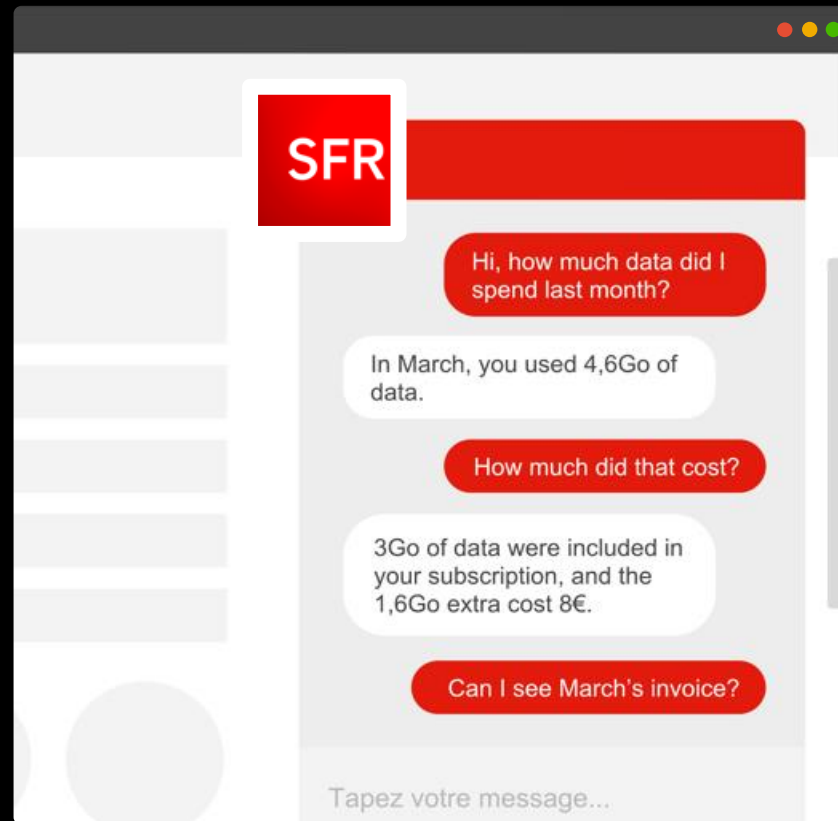
Leading telecommunication company in France – €14bn revenue in 2017 – 7000 employees

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.



[See demo >](#)

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

UNDERSTANDING BOUYGUES TELECOM

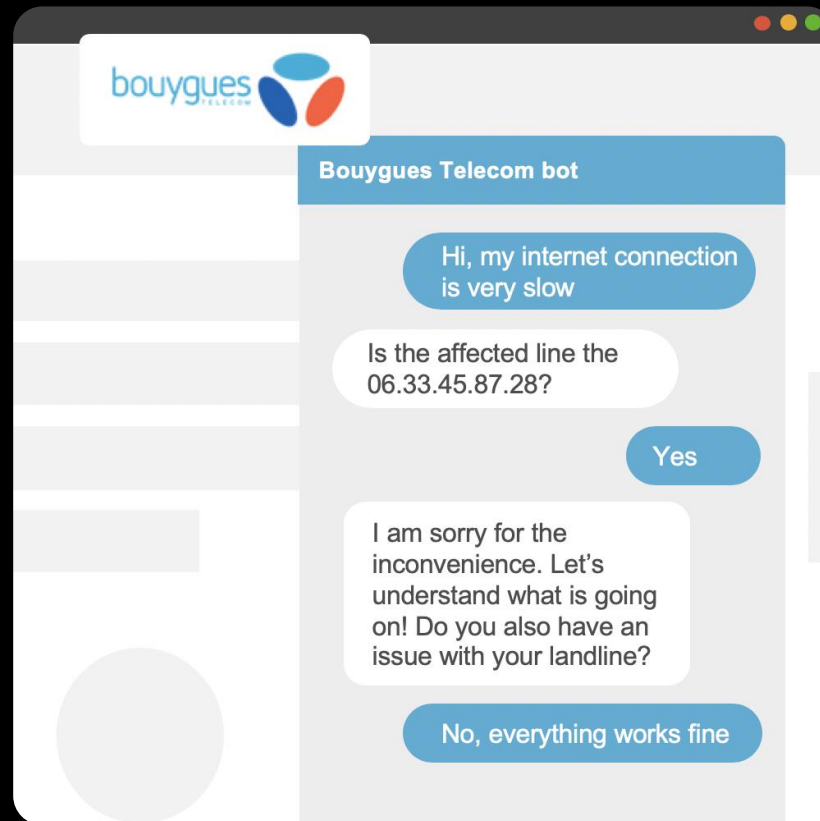
Leading telecommunication company in France – €5bn revenue in 2017 – 8000 employees

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.



[See demo >](#)

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.

UNDERSTANDING GROUPE MUTUEL

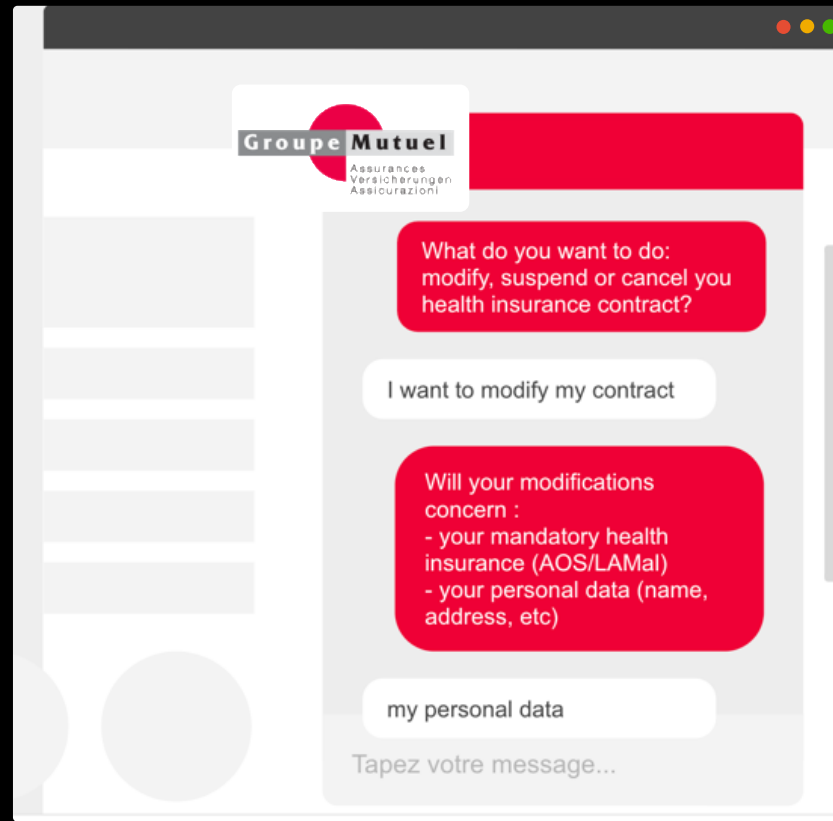
Leading insurance in Switzerland – €308 millions revenue in 2018 – 2,260 employees

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](#)



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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](#)



THANK YOU

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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

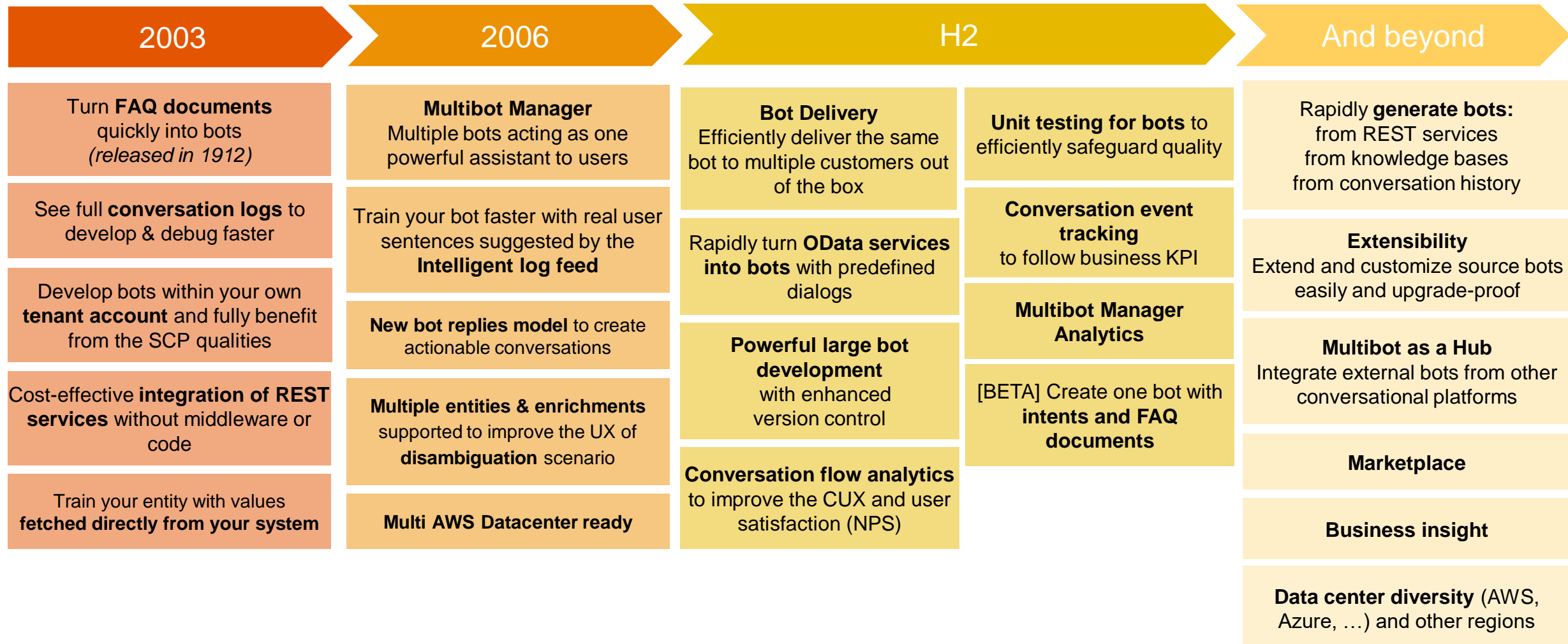
[FAQ Chatbots >](#)

[Seamless Integration of Chatbots >](#)



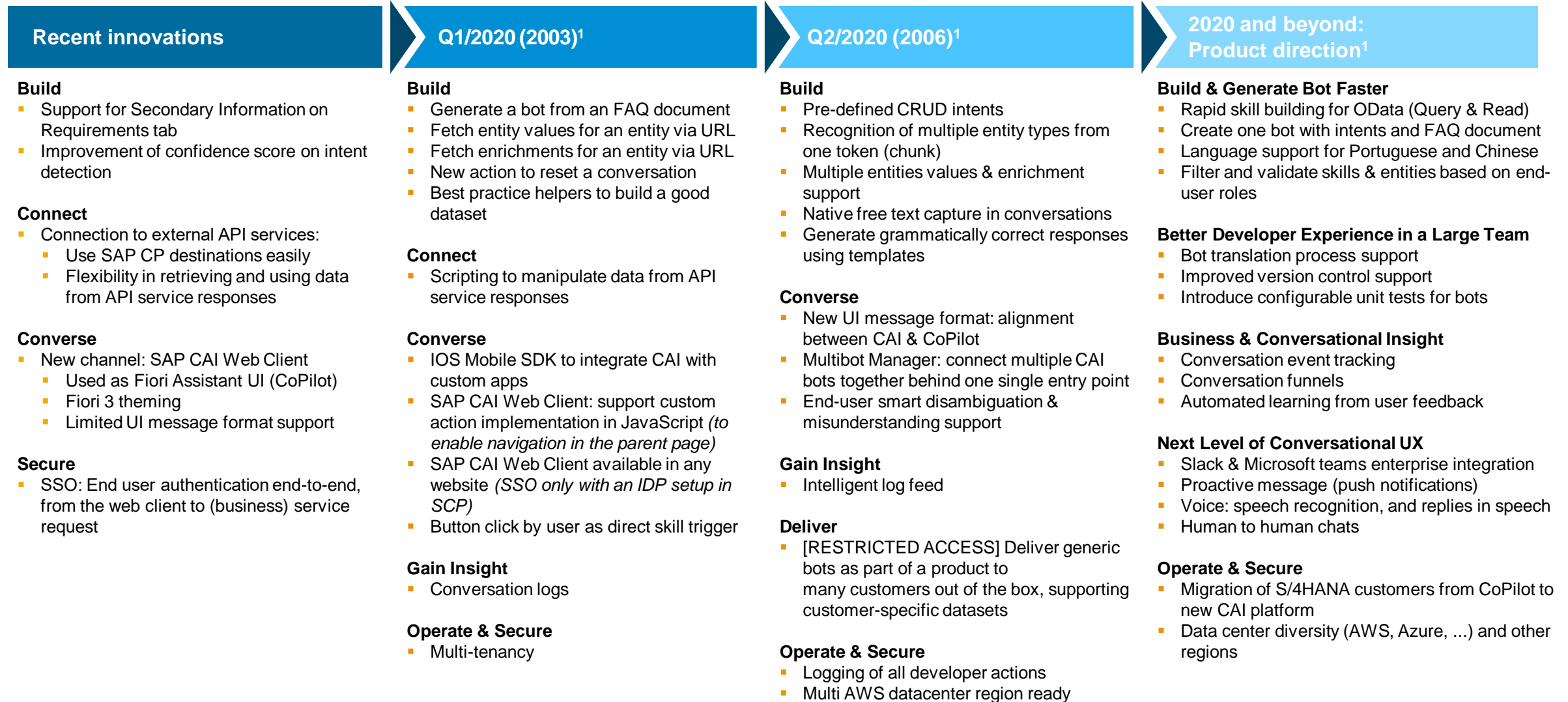
SAP Conversational AI

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



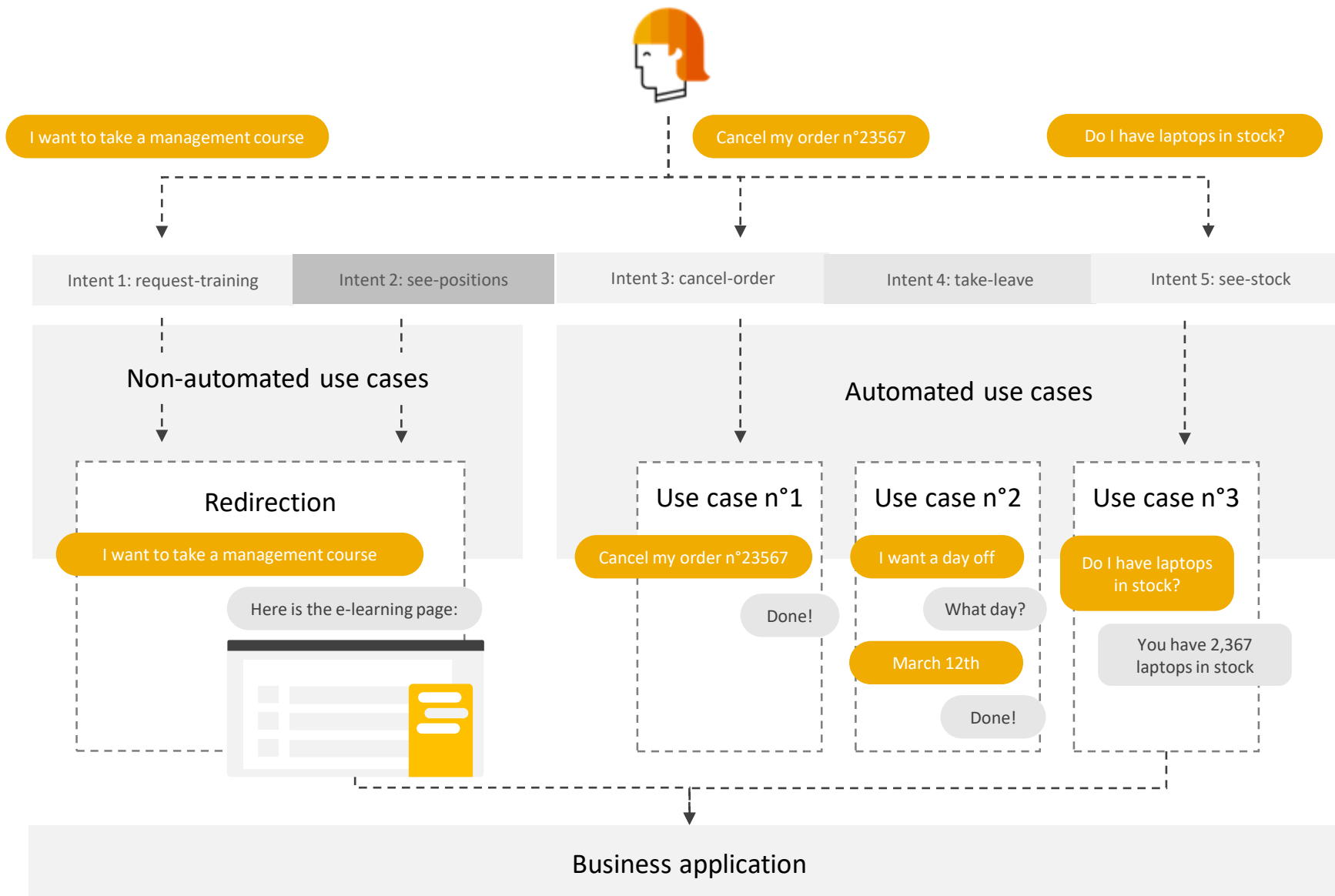
SAP Conversational AI

Product road map overview – Key innovations



1. This is the current state of planning and may be changes by SAP at any time without notice.

How do chatbots understand?



1

The user asks a variety of questions. All questions are understood by different intents.

2

The bot's horizontal coverage understands all questions.

3

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 providevaluable 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 entites that SAP Conversational detects automatically. You can also create Custom Entities base don your business need.