

**SAP Solution Brief**

SAP Technology

SAP Cloud for Social Engagement

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Objectives

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Solution

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Benefits

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Quick Facts



**Transform Your Customer Service  
by Delighting Customers  
Through Social Media**



The Best-Run Businesses Run SAP®

**Customer service is the new heart of marketing**

# Customer service is the new heart of marketing

Social media is one of the most powerful communication channels of our time. Nation-changing events have begun as social media conversations, transforming opinions and spreading news – both good and bad – virally. Social media has also taught your customers to **expect more from every interaction** with your firm. Does your customer service meet these expectations?

No longer content to phone or e-mail your contact centers, customers are taking to the social Web to share their experiences with your products. With 500 million Tweets and 800 million Facebook users daily, listening through the noise is hard and responding quickly is even harder. Even with a dedicated social media team, you may still be missing thousands of opportunities to engage with these customers.

To respond, leading companies enhance their customer service experience by integrating social media across their service and support channels. By placing the SAP® Cloud for Social Engagement solution at the center of your customer engagement processes, you can know when people are talking about your brand, products, and services online and who in your company should respond. You can combine online and back-office data to create profiles of the people talking, so you can respond appropriately and in the right priority. You can also collaborate company-wide to supply fast, accurate responses.



# Get to the right experts and get it right the first time

## Get to the right experts and get it right the first time

Respond quickly – because the clock ticks faster online

Know who you're talking to before you start talking

Measure performance and spot trends

“One-and-done” is customer service nirvana. Having customer questions answered accurately the first time inspires their trust and confidence and keeps your costs down. To achieve this, you have to get each question into the hands of an expert who can provide the right answer.

SAP Cloud for Social Engagement helps match every customer question to the best resource. It constantly monitors multiple Facebook and Twitter channels in real time, capturing and logging relevant conversations and assigning them based on your rules for a variety of attributes including message source, customer,

and product. This takes the guesswork out of routing and delivers each message to the person best suited to respond.

In cases where a group of experts needs to work together, SAP Cloud for Social Engagement applies social media approaches to collaboration within the solution. You can pull coworkers in with a simple “@” mention and follow people, accounts, tickets, and other items to get an update feed. You can also flag tickets for follow-up and add your key customers to favorites for easy access.

See [Figure](#) on next page.

Get inquiries into the right hands quickly with the intelligent message routing and built-in social collaboration of SAP Cloud for Social Engagement.



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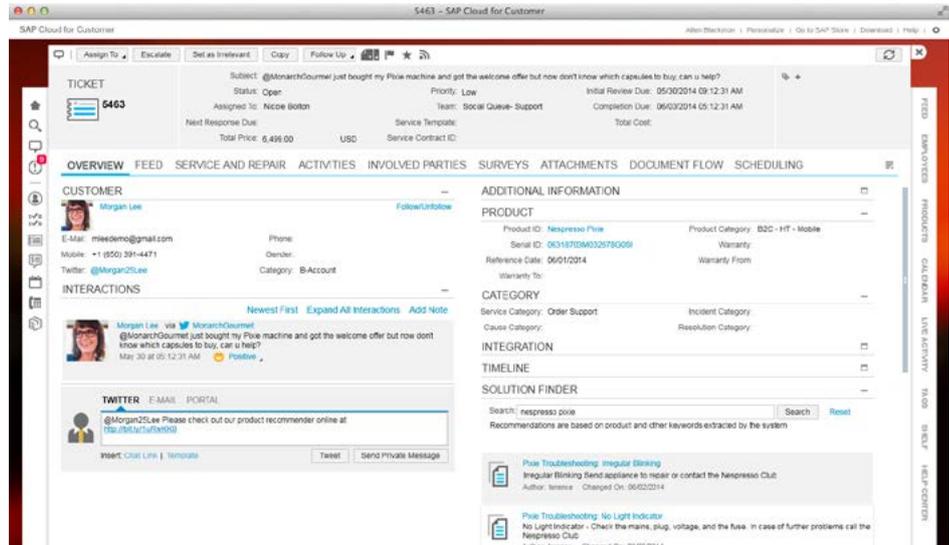


Figure: Get to the right experts and get it right the first time



# Respond quickly – because the clock ticks faster online

Get to the right experts and get it right the first time

## **Respond quickly – because the clock ticks faster online**

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Getting the message to the right person or team is, however, only half of the battle. In the always-on world of social media, the clock is constantly ticking. Conversations unfold rapidly, swaying opinions and influencing decisions in minutes. With the power of social media to multiply sentiment so quickly, it is more critical than ever to respond rapidly.

SAP Cloud for Social Engagement keeps track of each message and manages response time based on service-level agreements that you define. The solution presets the priority of

each ticket by analyzing message sentiment, social influence of the author, and the amount of attention that the message is receiving (such as "likes" or re-Tweets). This helps keep your team focused on the most important conversations. For the most critical issues, defined escalation paths enable your corporate team to come together quickly. And coupled with the capability to smoothly switch to a private communication channel including e-mail, phone, or chat, your people can defuse potential issues before they become PR disasters.

Conquer volumes of data and respond quickly by focusing on the most important conversations first.



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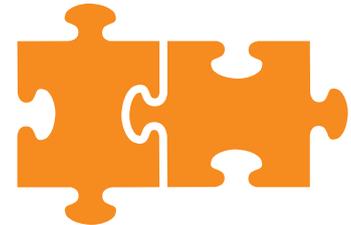
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A poorly worded or inaccurate response can be more damaging than no response at all. But how do you craft the right response and still respond quickly? You let SAP Cloud for Social Engagement do the research you need, analyzing the message author's public profile, social media history, and other details to determine his or her sphere of influence. The solution displays the author's profile in real time, providing responders with context. You also get the details you need to quickly match the message author with integration to customer and transactional data.

Once the message author is linked to your internal customer relationship management (CRM) data, responders gain valuable insight into the author's direct value to your business. Responders can then use powerful tools like predefined response templates and integration to the SAP Knowledge Central application by MindTouch or your existing knowledge base to deliver appropriate, consistent, and accurate responses over the right channel.

Get the complete picture before you respond with an online social profile enriched with your CRM data.



# Measure performance and spot trends

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## **Measure performance and spot trends**

Measuring your success with social media can seem like a daunting task. Are conversations going well? Is your engagement strategy working? SAP Cloud for Social Engagement makes measuring and reporting easy. You can deploy dashboards of key performance indicators to visually track how individuals and teams engage with your customers. Analytic tools, like tag clouds, help you identify trending topics so that you can get ahead of potential issues or identify emerging oppor-

tunities. A built-in report designer lets you craft your own reports in the solution, and a Microsoft Excel add-in lets you easily access and analyze your data.

Other deployed software can leverage the reports, analytical tools, and data in SAP Cloud for Social Engagement. You can share information with your different business intelligence solutions from SAP to enhance your enterprise data with social data.

Leverage social media insights across your business to run better campaigns, build better products, and delight customers.



**Capitalize on every opportunity**

Build customer loyalty by responding quickly every time customers talk to you and answering every question they pose. Protect your brand by reacting quickly to small incidents and keep them from becoming big PR headaches. You can do it all without a large investment of capital or staff – and you can do it all right now with SAP Cloud for Social Engagement.

After all, since SAP Cloud for Social Engagement is in the cloud, it can be in the hands of your team in days. Rollout is straightforward, user interfaces are intuitive, and the software integrates with other SAP solutions to help you gain even more benefit from your existing investment.

Start today and capitalize on every opportunity.

With a short time to value and a big impact, SAP Cloud for Social Engagement can change the game for your business in days, not months.





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**Summary**

The SAP® Cloud for Social Engagement solution lets you monitor conversations about your brand across social media channels. You can find and prioritize key messages, conversations, and trends. It combines online and in-house customer data along with enterprise-wide collaboration to help you understand the full context of your customer outreach and allows you to effectively respond in minutes.

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**Objectives**

- Connect and engage with customers through social media
- Manage reputational risks and opportunities in social media
- Identify priority messages among millions of daily Tweets and posts and respond in minutes
- Use team collaboration and enterprise data to ensure timely, effective responses through social media

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**Solution**

- Route and prioritize messages from multiple Twitter and Facebook channels
- Collaborate enterprise-wide for fast, informed responses
- Combine social and enterprise data to establish complete customer profiles
- Analyze team effectiveness, service trends, and sentiment

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**Benefits**

- Build brand reputation while strengthening customer loyalty online
- Improve team productivity in managing social media interactions
- Use social media insight to improve performance and quality
- Improve customer service through streamlined, enterprise-wide collaboration

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**Learn more**

To find out more, call your SAP representative today or visit us online at [www.sap.com/cloudforsocialengagement](http://www.sap.com/cloudforsocialengagement).



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