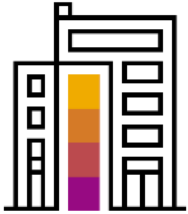


SAP Innovation Awards 2021 Entry Pitch Deck

Towards next-gen employee & customer experience with SAP Conversational AI
Elia Group

PUBLIC



Company Information

Headquarters	Brussels, Belgium
Industry	Electricity transmission
Web site	https://www.eliagroup.eu/

Elia Group is active in electricity transmission. With its two TSOs - Elia in Belgium and 50Hertz in Germany - the Group is one of the top 5 leading transmission system operators in Europe. In addition, we participate in the Nemo Link joint venture that operates the interconnector between Belgium and the United Kingdom. Elia and 50Hertz also provide consulting services through their joint subsidiary Elia Grid International.

- Elia Belgium and 50Hertz are continuously developing the electricity system and the market, delivering the transmission infrastructure of the future.
With the ever evolving needs, the increasing importance of renewable energy, we have our eyes wide open for innovation.
- As an intelligent enterprise, Elia group is always an early adopter of modern SAP technologies, running SAP S/4HANA and now recently embracing SAP Conversational AI.

Towards next-gen employee & customer experience with SAP CAI

Elia group



Joris Cuypers, Group SAP Manager at Elia Group:

“The fusion of the functional richness and the stability of our existing SAP S/4HANA core with the capabilities and agility of the SAP Cloud platform services (like conversational AI), led to a great innovative result and a better UX in just a few weeks.”

Challenge

Innovation means change, but evolving towards an intelligent enterprise shouldn't make things more complex for customers and employees on the contrary. The challenge is to embrace fast-paced innovation while maintaining or even increasing the user experience.

Solution

Integrating SAP Conversational AI in multiple areas to guide end-users in this ever changing landscape. We built different chatbots with specific features tailored for each target audience.

Outcome

As a result we now have 3 specific categories: 1) Customers interaction via the public website: finding the right information as fast as possible. 2) Employee self-service: execute quick commands directly via the chatbot. 3) Consult master data directly via chat and redirect to the correct Fiori apps for a more complex drilldown.



50%

Reduction of manual workload in IT SAP helpdesk through automation of most common issues

120%

Increase of digital customers & employee interactions by offering additional conversational UX channel



Increase in employee and customer experience by offering next-gen digital experience



Participating Partner Information

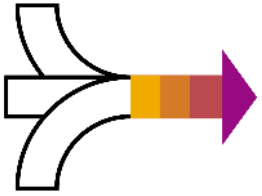
Flexso Digital

SAP implementation partner



“Our use-case at Elia Group demonstrates how chatbots can be more than glorified search engines. Answering basic questions is a first step of course, but via the integration with our SAP S/4HANA system through SAP Business Technology Platform we can leverage the full power of SAP, executing business logic simply by asking.”

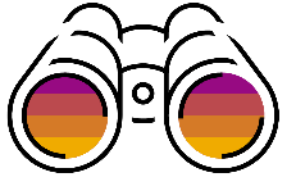
David Pierre, Partner, Flexso Digital



Business Challenges and Objectives

- The IT helpdesk is often charged with dozens of simple but time consuming tasks (for example, unlocking a certain user).
- Customers as well as internal employees are often sent from one person to the other when trying to find the right information.
- The actual underlying challenge is to organize all these bits of information, all these actions in an accessible way, suited for self-service.

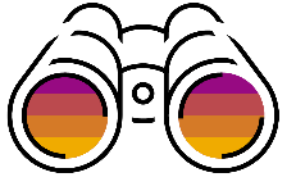
-
- The first objective is to empower end-users as much as possible. In many cases they might be able to solve their issue if only they had the necessary tools.
 - For complex issues a helpdesk is still required, in that case SAP CAI will guide users to the right contact person, reducing waiting times for end-users.
 - The third objective is of course to reduce the overall workload on the IT department and reduce the amount of repetitive tasks.



Project or Use Case Details

A small overview of the key aspects for this project:

- Natural language processing
 - Fully handled by SAP Conversational AI platform and probably it's strongest feature. The NLP framework enabled us to develop chatbots really quickly without worrying about the complex AI happening behind the scenes.
- Floorplan of the different questions and business logic
 - The remaining challenge is to classify the actual business logic into small chunks. End-users should be able to ask any question in any order. Without feeling restricted.
- Connectivity
 - Integration with SAP Business Technology Platform, API calls to SAP S/4HANA were mandatory to make the bot useful and not just a glorified search engine.



Project or Use Case Details

1) Delegating a typical reoccurring task: unlocking users

The screenshot shows a SAP Fiori dashboard with a chat window open on the right. The dashboard has a navigation bar with tabs: Me@Elia, My Home, Pruning, Test, HR, Tasks, Purchasing, Finance, PnP, PPM, PS. The main area contains several tiles:

- Create transport request**: GO request, icon of a truck with a plus sign.
- My Elia Timesheet Grid**: 41 Missing Days, icon of a clock.
- My Timesheet Overview Grid**: icon of a clock with a plus sign.
- Delegation**: icon of a person with an arrow, 0.
- My communication data**: icon of a telephone.
- My Expenses**: Expenses, icon of a plane with a dollar sign.
- Open Rep**: icon of a document with a plus sign.
- My Team Calendar**: View my team calen..., icon of a calendar.
- Step Up**: Stronger Together E..., icon of three people.
- Workspace Reservation**: icon of a document with a checkmark.
- My Inbox**: All Items, icon of a checkmark, 0.

The chat window, titled "Chat with me!", shows the following conversation:

Hello

Today 2:49 PM

Hi

Hi, nice to meet you 😊

Ask me a question or click on of the buttons below to get started. These are the domains I can guide you through:

Can you find out why my colleague can't log in?

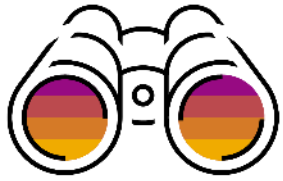
Which user is experience issues logging in?

SP0007

Give me a minute, I'm checking the system

User 'SP0007' succesfully unlocked on system 'S4Hana' -
User 'SP0007' succesfully unlocked on system 'GateWay'

Write a reply...



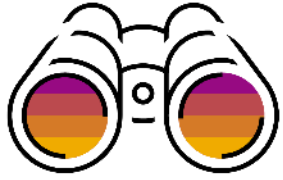
Project or Use Case Details

2) Quick searches for information without dealing with apps:

The screenshot shows a SAP Fiori chatbot interface. The chatbot is titled "Chat with me!" and has a close button (X). The user asks: "What is the customers VAT number or SAP customer reference?". The chatbot responds with the input: "BE0413638187". The chatbot then says: "Ok, let me check what I can find for VAT-number BE0413638187, this can take a few seconds." and "I found the following results:". The results are displayed in a list:

- 10622
- 40025
- 40002
- 40136

Each result is followed by two lines of redacted information, represented by grey bars.




Project or Use Case Details

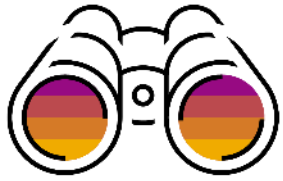
3) Get expert help:

The screenshot shows a chatbot interface with the following messages:

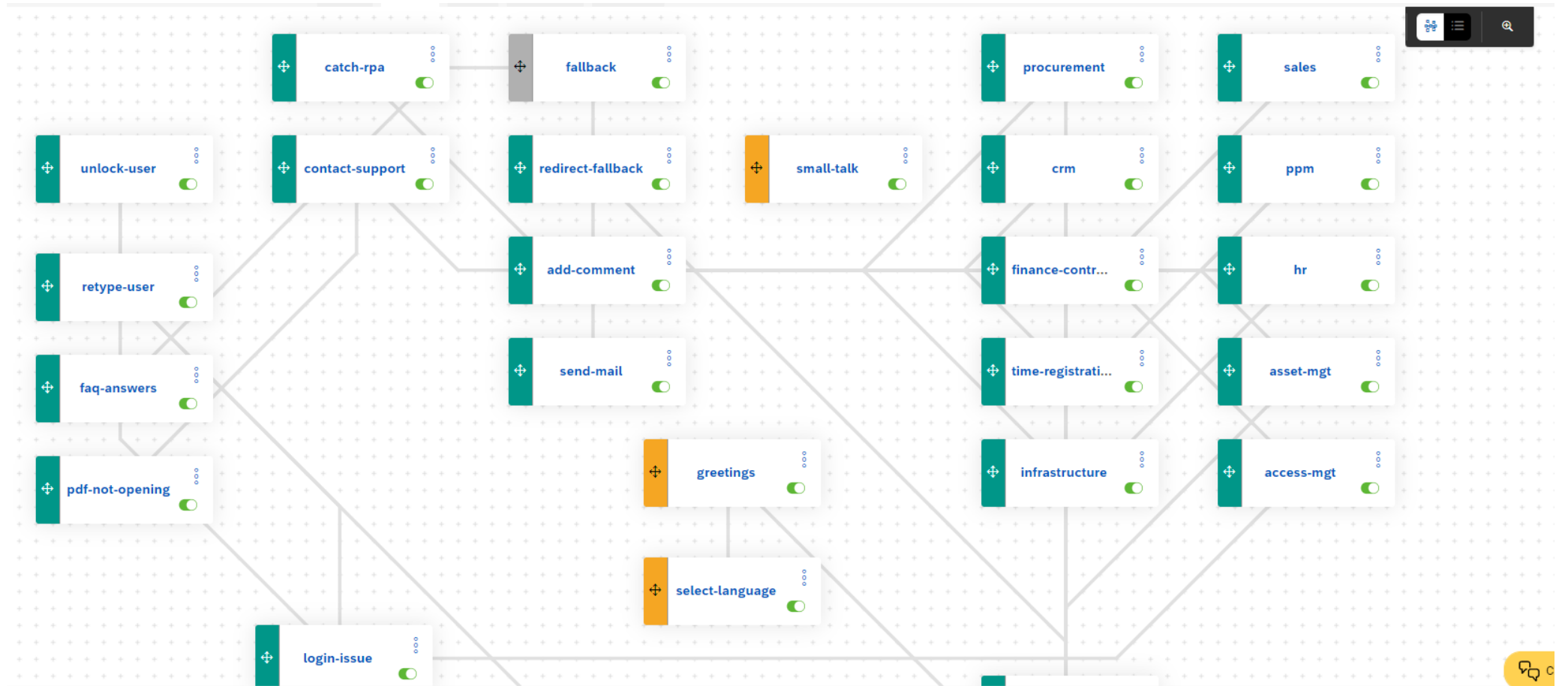
- User: Procurement
- Chatbot: Let's try to narrow this down, is this a question for MM or SRM?
- User: MM
- Chatbot: Would you like me to forward your message to MM?
- User: Yes
- Chatbot: Please provide a description of your problem so support can help you out faster.
- User: test question
- Chatbot: I will send your message to the right people!

At the bottom, there is a dark grey box containing the following text:

 **noreply@elia.be**
ED1 - testmail - Chatbot - An employee is reaching
This mail was generated by the system, please do not reply to this ma
Outlook 2016



Project or Use Case Details





Benefits and Outcomes

Business or Social

- Delegation of repetitive tasks to end-users
- Less workload for the helpdesk department
- Increased speed via “Quick actions” instead of apps

IT (optional)

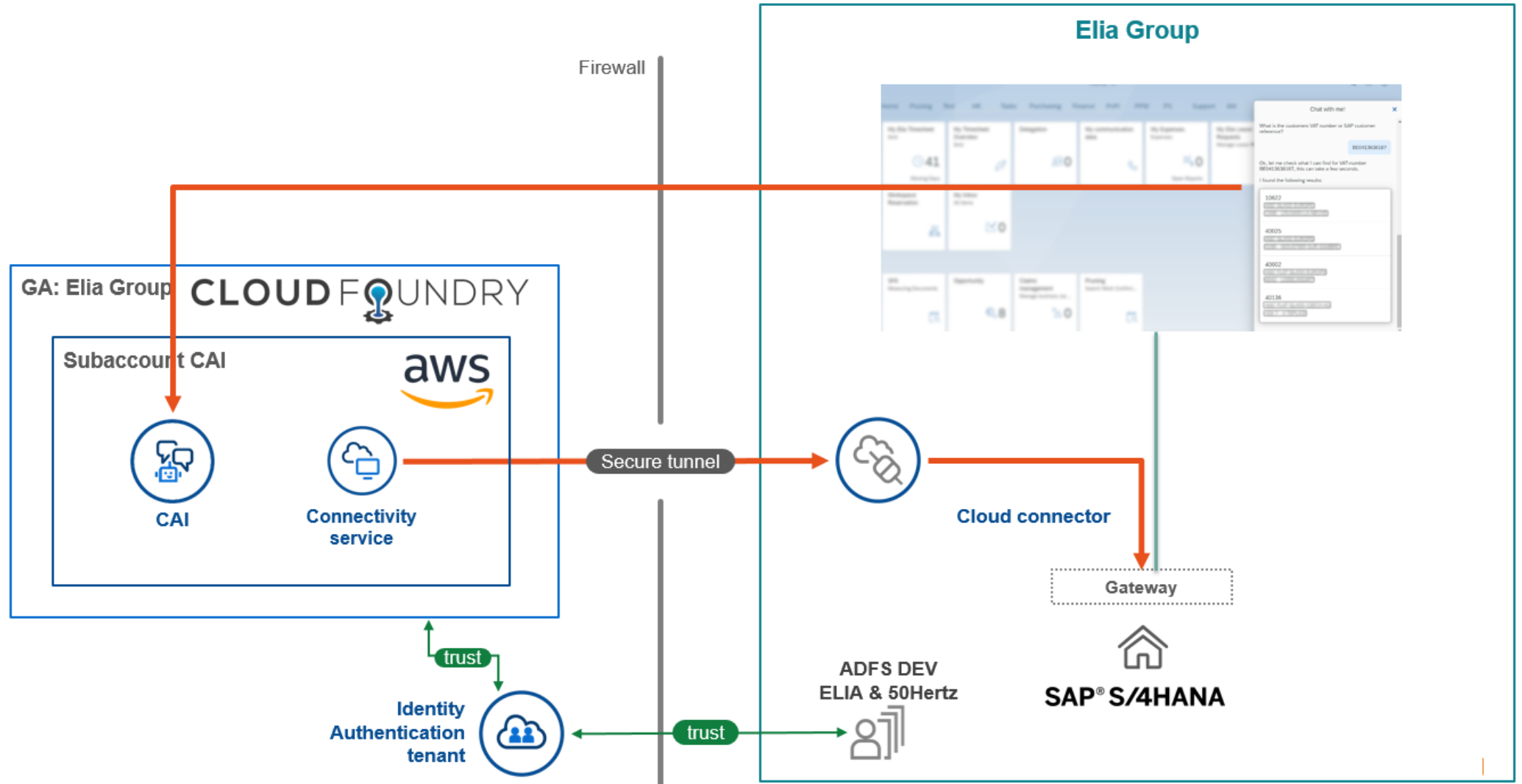
- Fast Development time
- The solution is easy to maintain and expand via it’s low-code web interface
- CAI can be integrated in many different ways: a public website, chat applications or simply on the Fiori Launchpad

Human Empowerment

- End-users can perform a bunch of new actions by themselves
- Less waiting time for end-users
- Better customer experience and support



Architecture





Deployment

Deployment status POC

Date 27/01/2021

Number of users 50

SAP® technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Conversational AI	POC	End to end
2	SAP S/4HANA On Premise	Live	End to end
3	SAP Cloud Platform	Live	End to end
4	SAP Fiori	Live	End to end

5

If you have used one or more of the services or support offerings from SAP Services and Support during the implementation or deployment phase, please indicate which one(s) below with an

SAP MaxAttention™

SAP ActiveAttention™

SAP Advanced Deployment

SAP Value Assurance

SAP Model Company

Others:

SAP Innovation Services

SAP Innovative Business Solutions



Advanced Technologies (1 of 2)

The following **advanced technologies** were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
1 Machine learning or artificial intelligence Robotic process automation, conversational AI, AI-based knowledge graph	Yes	The solution makes extensive use of CAI, fully embracing chatbots as a viable alternative to web applications.
2 Intelligent data management Multi-cloud, data virtualization and governance, smart data tiering, persistent memory, data privacy	Yes	SAP Cloud Platform & CloudFoundry as an integration middleware. SAP S/4HANA runs SAP HANA data mgmt runtime .
3 Advanced and augmented analytics <ul style="list-style-type: none">• Real-time and streaming analytics, spatial analytics• Natural language query and generation• AutoML to identify trends, patterns, outliers• Predictive analytics (time series analysis and forecasting, regression, classification)		
4 Data and analytics solutions in the cloud <ul style="list-style-type: none">• Unified data and analytics cloud platforms by SAP• Modern/self-service data to analytics		



Advanced Technologies (2 of 2)

The following **advanced technologies** were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
5 Advanced cloud integration <ul style="list-style-type: none">• API economy (monetization and API marketplaces)• AI-based or crowdsourced integration• High throughput, low-latency digital integration hub		
6 Industry cloud platform		
7 Blockchain		
8 Internet of Things		
9 3D printing		