



SAP Innovation Awards 2019 Entry Pitch Deck

Intelligent CX: Customer 360

Accenture Solutions Private Limited



Intelligent CX: Customer 360



<https://www.youtube.com/watch?v=zsV0u8nyMqo&feature=youtu.be>

Intelligent CX: Customer 360

Accenture Solutions Pvt Ltd



"Quote"

**Formulate,
Transform and
outperform –
electrify customer
service with new
SAP.**

Challenge

New SAP has tried to consolidate and manage all of the customer data with existing systems, but struggles to keep up. With new technologies coming up, the architecture of getting the data to a single interface has become difficult. Customer-facing lines of business need the best possible customer data and intelligence for personalization strategies, customer journey mapping and omni-channel service initiatives.

Solution

Customer 360 offers the transactional text and analytics processing on one platform. This will be one high performance repository which could be used by sales, marketing, service or commerce. The solution will be built on S4HANA fiori and will leverage the SAP Leonardo, C4HANA service and sales cloud, marketing cloud and commerce cloud capabilities.

Outcome

This will help improve customer loyalty, maximize customers' lifetime value and optimize their resources to create more value for the customers. The solution will empower the mobile workforce, executing transactions faster and providing better response times. This platform will serve as a right mix of intelligent technologies to improve customer management.

Real time Data

Engage and transform First
line employees

Intelligent analytics



Business Challenge & Objectives

In current scenario, with storm of technologies customer experience suffers a lack of consistent view of the customer where we could leverage analytics to profile customers on their behaviors and needs in real-time. Excessive time spent by customer service agents in accessing customer info from different systems steeply decreases the customer satisfaction and experience.

A quick example to this is: A customer name Jane doe calls the CSR to enquire about High Bill and also wats to know if she could change her plan. To answer the queries of Jane, CSR logs in to C4HANA system to assist her for High Bill Enquiry , then logs in to Marketing to see the customer interest and Social media connect. Then customer logs in to Commerce/CPQ cloud to get the product list. The navigation from one system to another is time consuming and reduce overall customer satisfaction score.

The challenge is to create the app which comprises of all the interfaces to CSR, so as to provide a seamless integration among the interfaces. The app should evolve normalized relational customer profiles to intelligent customer 360 which results in the need for AI machine learning.

Inability to leverage analytics to profile customers on their behaviors and needs in real-time along with poor self-service experience on digital touch points due to poor portal navigability indicates that 48% of consumers get frustrated when available personal info is not used to make offers and interactions more relevant

Develop the app to streamline process and integrate new informational and operational technologies which :

- **Strength the Core** - Customer-driven optimization, simplification and round-offs across all master data domains
- **Analytics and consumer-grade usability** - Simplify customer handling – Analytical scores which countify the Customer demographics/transactional data with self learn capability along with use of AI and Machine learning of SAP Leonardo and IOT
- **Enhance Up-sell and cross sell of the products** – Use SAP Leonardo to derive the best products for the customer as per demographic data
- **Omni Channel Contact History** - Track customer activities – Calls, appointments tasks
- **Unified view of Customer** – Collects information from all the sources like S/4HANA, SAP C4HANA service and sales cloud, Marketing cloud, Sap Leonardo etc
- **Semantic Search engine**: Search the customer
- **Update on Demand**: Update the customer business master data or transactional data based on roles and authorizations.



Project / Use Case Details

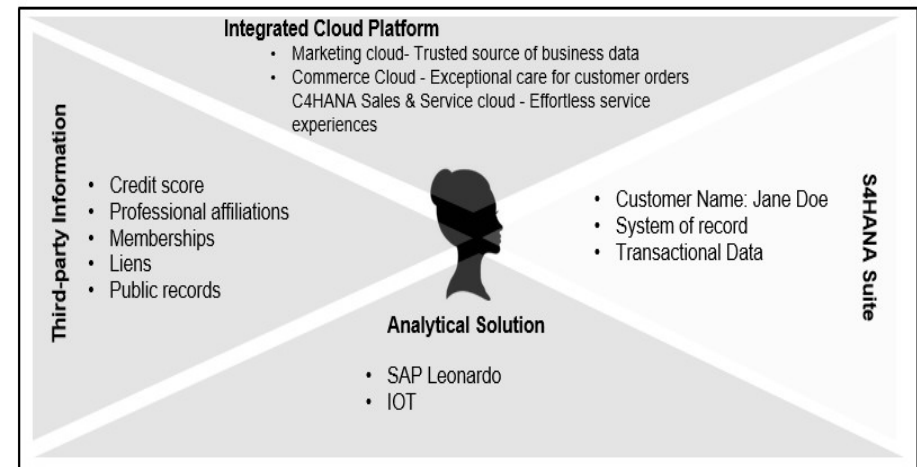
The Customer 360 app will be an interface which will combine all the cloud and on-premise offerings of SAP and would use O-data services and mashups for the integration. The app will provide the views mentioned below which a CSR or manager can refer to get an in-depth insight to the customer:

- Customer 360 view
- Tickets
- Buying History
- Lead History
- Campaigns Targeted
- Bill Advisor
- Analytical scores
- Marketing Permissions and subscription
- Customer activities
- Tickets
- Sales Quote
- Next best offer
- Utilities Financial
- Payments
- Sales Quotes

Customer-facing lines of business need the best possible customer data and **intelligence** for personalization strategies, customer journey mapping and omni-channel service initiatives.

Advantages of using the App:

- Reduced average handling time (AHT) by up to 30%
- Reduced number of repeat calls required to solve a customer query
- Enhanced customer experience and retention





Benefits and Outcomes

Business / Social

- Holistic customer data runs across front and back office for AI/ML-assisted experiences at scale.
- Unified cloud platform which empowers the Intelligent Enterprise to deliver customer-centric processes and better customer satisfaction.
- Leverage real customer insights to improve quality, consistency and effectiveness of content for the contact center channel.

IT

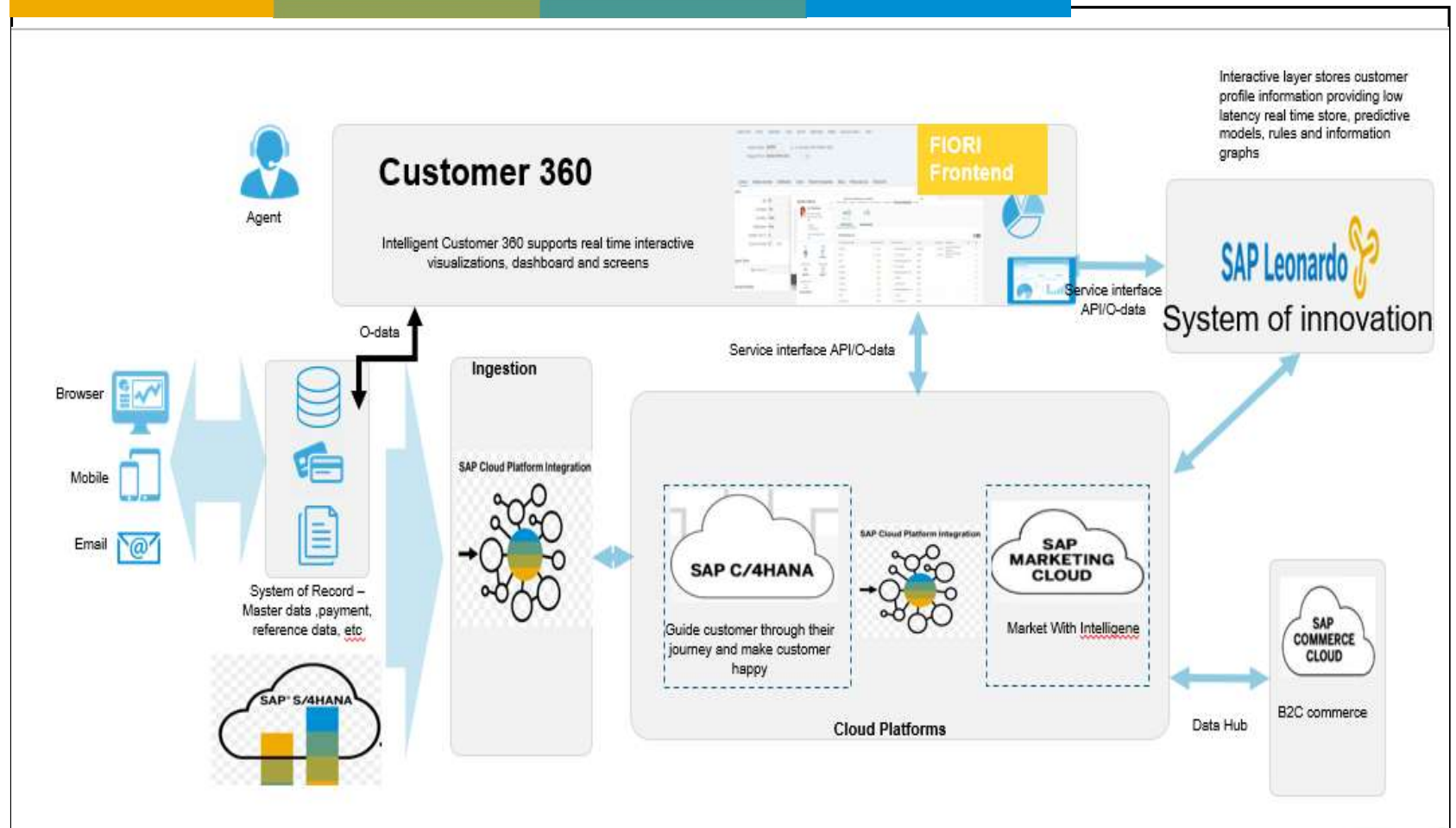
- Integrated System of Records and cloud platforms
- Leverage machine learning capabilities with SAP Leonardo
- Enriched Integration

Human Empowerment

- Empower CSR agent
- Improvement of service level allowing the operator to allocate this time to added value activities (caring, cross-sell/up-sell and retention) during the conversation with the customer
- Reduction of call average handling time
- Increase of "One call resolution" (reduction of repeat calls required to solve a problem)
- Reduction of training time needed to put a new operator online
- Helps Manager gain insight to customer view



Architecture





Deployment

Date of Deployment or POC: 01.02.2019

Number of live users:

SAP Technologies Used:

SAP S/4HANA	POC
SAP Marketing cloud	POC
C/4HANA Service cloud	POC
C/4HANA Sales cloud	POC
SAP Leonardo	POC
Commerce cloud	POC

Server Processor:

Linux Distribution:



Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	Yes	
2.	IoT	Yes	
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	Yes	
7.	Extending the digital core with SAP CP / ABAP in SAP CP	Yes	
8.	SAP Leonardo Application (extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	Yes	