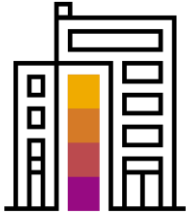




# SAP® Innovation Awards 2020 Entry Pitch Deck

Next Generation Call-Center Solution

StepStone



## Company Information

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<b>Headquarters</b>	Düsseldorf, Germany
<b>Industry</b>	Media
<b>Web site</b>	<a href="http://www.stepstone.de">www.stepstone.de</a>

StepStone is a group of leading job boards all over the world. With our job site brands, we make sure the right candidates find the right job with the right employer. On a global level StepStone operates several job boards and niche job boards.

More than 60,000 companies use the StepStone job boards successfully for the recruitment of qualified specialists and executive staff. Founded in 1996, StepStone is one of the most successful online job board businesses today. We operate over 10 top brands with 72 million visits and nearly 9 million jobs per month.

Having more than 600 developers inhouse to develop and maintain our job boards we know what it takes to stay at the frontline of technology. For our core business processes we use SAP Business ByDesign and by focusing on Artificial Intelligence in this solution as well on extensions connected to ByDesign with AI capabilities in these extensions.

Even though we apply technology in all our work we have a focus on the employee experience during their entire lifecycle within StepStone.

# Next Generation Call Center Solution

## StepStone



**Improving the efficiency of our Sales Agents will have a huge impact on our results as a company.**

**Besides that it will have a positive effect on the employee experience which will lead a better customer experience.**

### Challenge

Improve the efficient of the Sales Agents, the Sales Agents have to execute many outbound calls on a daily basis. Due to the many system they have to use they if is hard to achieve their daily and monthly KPI's. Their focus should be rather of their core process then on managing the data in the different systems they use.

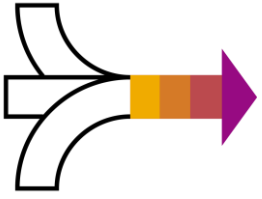
### Solution

A call center solution that brings data from multiple system together into one application for the Sales Agent. The call center solution manages the calls with the customer and retrieves real-time all relevant data from ERP and other relevant systems that the sales agent needs during his call with the customer.

### Outcome

A stable and optimized solution that is tailored to the needs of the sales agents improving their employee experience and efficiency in the daily work.





## Business Challenges and Objectives

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Currently Stepstone has multiple software systems and tools in place for their sales agents to do their daily work. The current pain points are faced by Stepstone due to these various applications:

- Too many tools, applications and systems
- Too many clicks to gather relevant information
- System performance - long waiting times
- Single error message (not understandable and need to close the system)
- No Outlook (calendar) integration
- Too many mails on accounts

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The main objective is to leverage a call center solution for the Sales Agents without disrupting the current landscape of applications which would lead to business disruption for StepStone. Therefore a side-by-side extension will be delivered which will use data from ByDesign and other external system, this extension will be a call center solution where the Sales Agents can manage their calls and records results back into ByDesign like opportunities, call results and contracts.

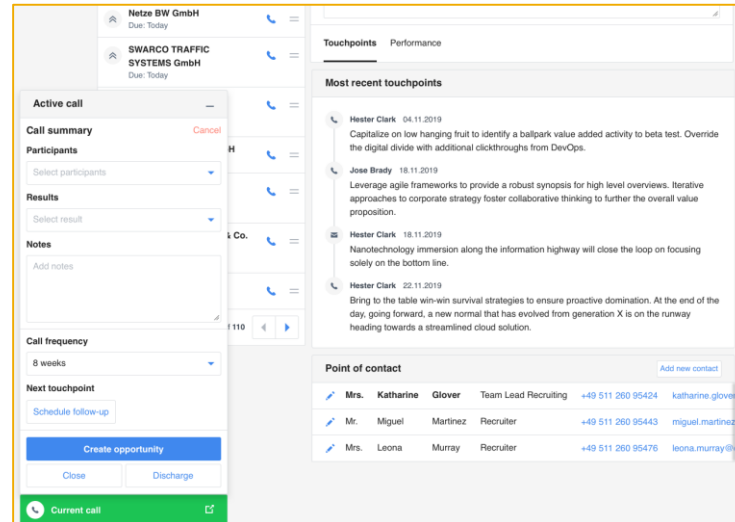
This project is setup as a co-innovation where SAP and StepStone are working together on achieving this objective.



# Project or Use Case Details

## AUTOMATED PRIORITIZED WORKLIST

- Worklist with Due Accounts
- Filter parameters for worklist
- Drag & Drop items in worklist
- Scheduled follow-up calls in worklist
- Notification mechanism for agents

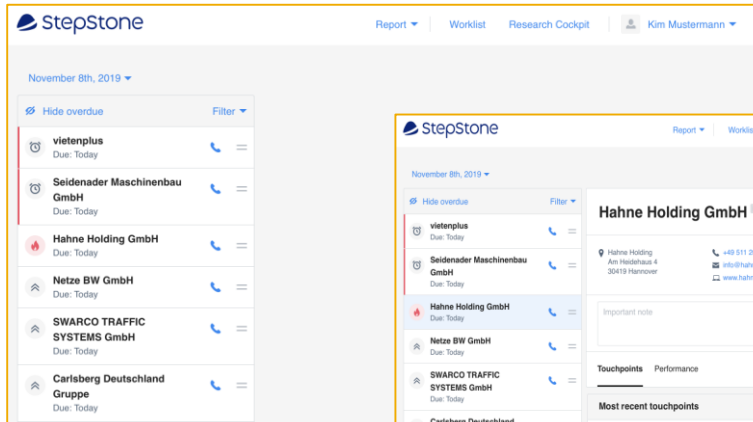


## TRIGGER CALL & VIEW CUSTOMER INFO

- View Account Details
- Account Details – Qualify
- Account Details – Performance (reports)
- Account Details - Touchpoints
- CRUD Contacts

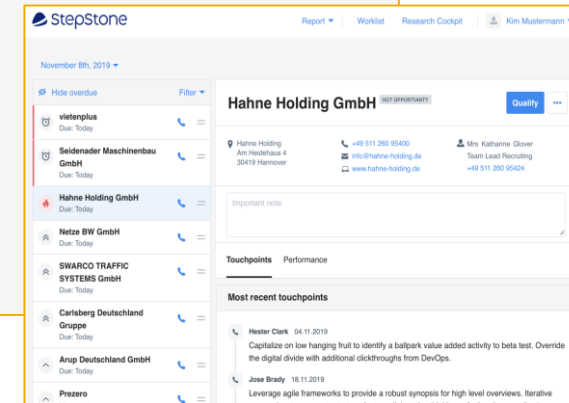
## RECORD CALL RESULTS

- Create Follow-ups
- Create Opportunities
- Discharge
- Record Call Results
- Record Call Participants



## INTEGRATION

- Avaya
- User Authentication
- SAP Business ByDesign
- Microsoft Outlook SSO
- Power BI SSO



*Mockups are created by the customer as part of co-innovation*

## TODAY'S ACHIEVEMENTS

- Quotes
- Calls
- Newbies
- Sales Revenue
- Top 5 Accounts

## ADDITIONAL FEATURES

- Roles & Authorization
- Login Mechanism
- What achieved today (Report)
- Languages Supported



## Benefits and Outcomes



### Business or Social

No business disruption

More effective Sales  
Organization

Improved customer experience

### IT

Simplified IT landscape

No disruption of existing  
landscape

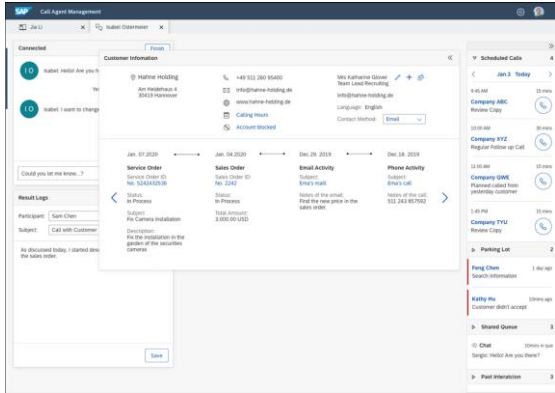
A true Bi-Modal IT approach

### Human Empowerment

Improved employee experience



# Architecture



Integration with API's and / or  
Master Data Replication

Managed and maintained by SAP

SAP Default  
Widgets

StSt Widgets

Technical Framework  
(business objects / api's)

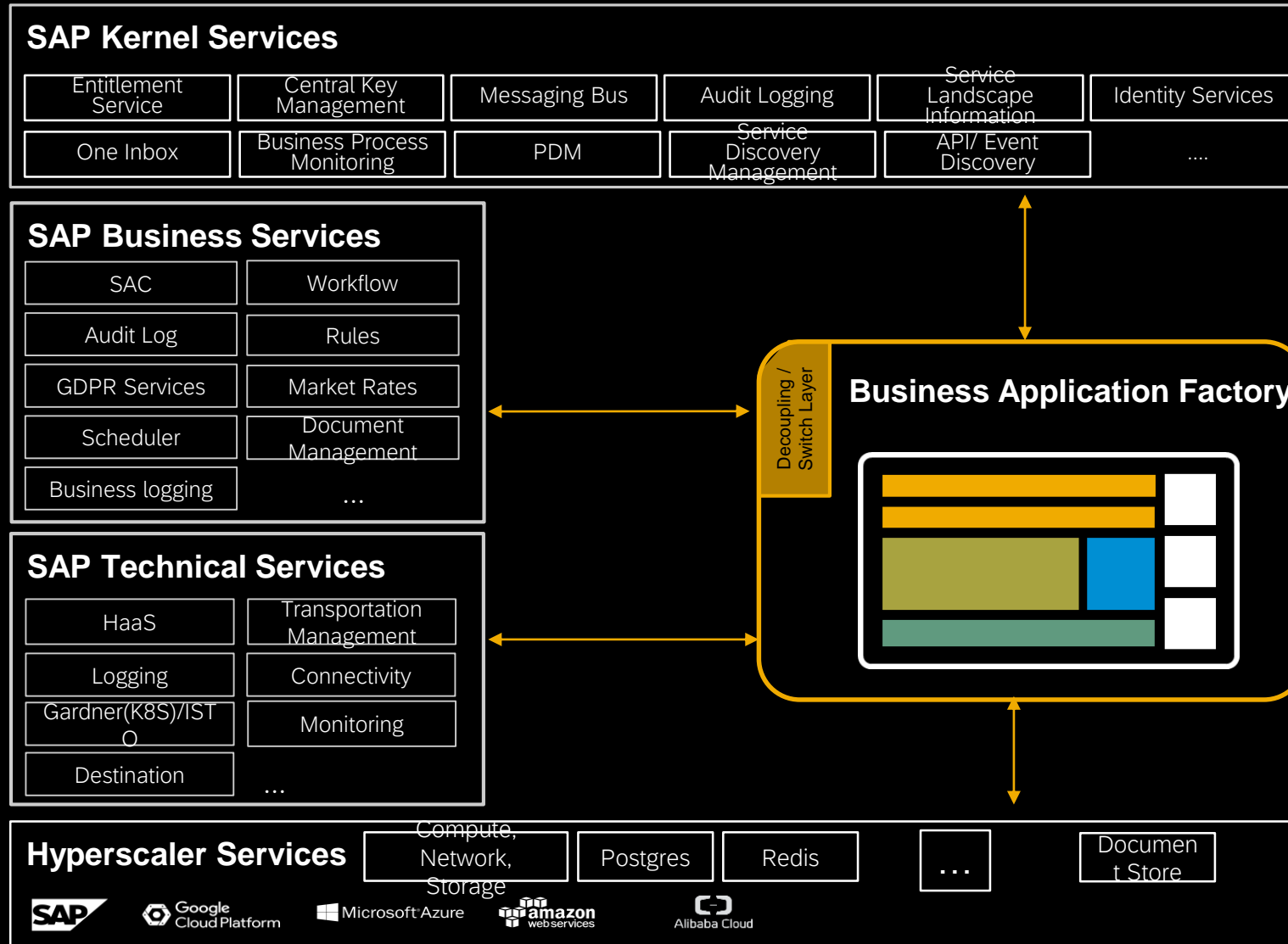
Business Application Factory  
Resusable Services / Power Engines

Cloud Platform Core Services

Infrastructure

# SAP Cloud Platform and Business Application Factory are Complementary

SAP  
Cloud  
Platform



The SAP Kernel Services are mandatory to enable integration and a harmonized experience.

SAP reuse services are required in order to operate Central Business Configuration decoupled from Hypercloud provider and integrate into S/4 cloud.

Managed Open Source Backing Service are consumed from Hyperscaler based on availability.





# Deployment



Deployment status      POC

Date                      17-01-2020

Number of users      600

## SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Cloud Platform	POC	Core Services of SCP
2	Business Application Factory	POC	Application is build with this platform
3	SAP Business ByDesign	LIVE	Backend ERP system
4			

5

If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

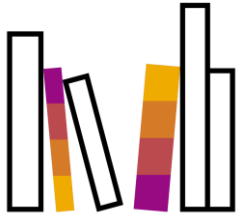
- ☐ SAP MaxAttention™
- ☐ SAP ActiveAttention™
- ☐ SAP Advanced Deployment
- ☐ SAP Value Assurance
- ☐ SAP Model Company
- ☒ Others: SAP Professional Services Contract
- ☐ SAP Innovation Services
- ☐ SAP Innovative Business Solutions



# Advanced Technologies

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

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	No	
3	Internet of Things (IoT)	No	
4	Machine Learning or AI	Yes	Automated worklist (key element in the call center solution)
5	Conversational AI	No	
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	No	



## Additional Information

The Bi-Modal architecture of the Intelligent Enterprise exists out of 2 different modes that are connected with each other by modern technologies like API's.

Mode 1 is called the Digital Core or System of Records, in StepStone's case this is SAP Business ByDesign. Mode 2 is the platform for Digital Innovation or System of Differentiation, here the Business Application Factory is leveraged to built an side-by-side extension. This extension brings multiple separate systems together and enables further innovation to StepStone without harming the Digital Core.

