SAP Solution Brief | PUBLIC
SAP Customer Experience | SAP Service Cloud

Digitalize Customer Service and Deliver
More Rewarding Experiences

THE BEST RUN **SAP**

Personalized Customer Interactions and Efficient Operations

The pace of digital transformation and dynamic market trends intensify the need for a customer-centric approach and better, more-personalized experiences. With unified cloud solutions, utilities can enhance customer service, improve efficiency and agility, and deliver more rewarding experiences that **increase customer satisfaction and build loyalty** while reducing cost to serve.

Consumer buying is evolving, and expectations for utilities customer service are rising. The industry is moving beyond traditional billing issues, fueling the need for more-responsive customer service. Business models and challenges also continue to develop. Consumers and regulators are focused on renewable energy and efficiency. New industry entrants crowd a competitive market, and price and service sensitivity hinders innovation and increases the risk of churn in deregulated markets. Moreover, consumer and usage data, along with tools to analyze it, continues to proliferate.

How do you manage it all and deliver superior customer interactions? By gaining a deeper understanding of customers and preferences and delivering cross-channel service. By enhancing problem solving with intelligent digital assistants. By improving service quality, helping agents quickly solve issues, and increasing first-contact resolution. And by reducing costs, avoiding risk, and planning for the unexpected.

Personalized Customer Interactions and Efficient Operations

Comprehensive Customer Service

SAP® Service Cloud solutions empower service agents and provide a holistic, 360-degree view of customer information and processes to help you better understand and engage customers. The solutions streamline and automate contact center activities and enable assisted service and ticket and case management. They blend and coordinate the interactions that customers have through service agents with their experiences, using tools including SAP Self-Service Accelerator for Utilities by SEW, social media, or the telephone. SAP Service Cloud solutions are designed to serve residential, commercial, and industrial customers around the world, in both regulated and deregulated markets, and offer support for multiple languages.

Analytics and reporting provide process insights and let you manage key performance indicators and metrics. The solutions allow you to take action based on customer insights and inter-actions, initiate corrective actions, and make plans for continuous improvement. You can offer consistent experiences across channels, rapidly roll out personalized experiences and value-added services, and build lasting relationships.

Comprehensive Customer Service

Smart Omnichannel Service, Issue Visibility, and Resolution

Consistent, Up-to-Date Information Across the Enterprise

Robust Analytics, Dashboards, and Experience Management

Extensibility and Integration for the Full Customer Picture

You can connect SAP Service Cloud solutions to your digital core and integrate them with your other SAP solutions, such as the SAP ERP application and SAP S/4HANA®, and scale to accommodate growth while improving efficiency and reducing costs.

SAP Service Cloud solutions work with SAP for Utilities solutions and help future-proof your enterprise and align the customer experience across sales, customer service, and field service. They also work with built-in self-service functionality to facilitate customer inquiries and fast resolution and with field service solutions to streamline management, network, and mobile processes.

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Create **unified, individualized** customer experiences across touch points.

Smart Omnichannel Service, Issue Visibility, and Resolution

SAP Service Cloud solutions let agents manage customer contacts and inquiries in a single interface, helping eliminate the need for multiple screens and extra steps. The solutions provide a choice of views – customer, premise, point of delivery, or contract account – and the tools, data, and training for superior omnichannel service, improving efficiency and accelerating resolution.

Artificial intelligence and machine learning capabilities provide guidance to empower agents, improve the customer conversation with the digital assistant, and enhance decision-making. The solutions steer agents and customers through move-in, move-out, transfer, and other utilities processes. They automatically categorize and route tickets to service teams, determine sentiment, show predicted completion times, and reduce the number of routine tasks.

SAP Service Cloud solutions enable customer alerts and notifications and display information including billing, payments, and contracts. Agents can create and track service tickets based on customer, premise, or point of delivery. They can handle exceptions, view and edit meter readings and account information, generate quotes, and manage service-level agreements, escalations, and approvals. Tickets can be created from different channels, such as e-mail, customer self-service, or social media.

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Consistent, Up-to-Date Information Across the Enterprise

Part of the SAP Service Cloud portfolio, the SAP Knowledge Central solution by NICE provides up-to-date, accurate, and consistent information across channels to help close tickets faster, get new agents up to speed, and improve customer satisfaction. SAP Knowledge Central features advanced search engine optimization and deep-search capabilities that work for multiple languages, helping contact center representatives quickly search knowledge bases to find the best answers fast.

Documentation and content teams can use comprehensive authoring tools and analytics to identify content and quality gaps, create and update content faster and more efficiently, and address usage issues. The solution's sophisticated search engine optimization also empowers customers to resolve product support questions or issues through self-service functionality.

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Smart Omnichannel Service, Issue Visibility, and Resolution

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Extensibility and Integration for the Full Customer Picture

Give customer service agents customer context and insights to reduce wait times and **solve issues faster**.
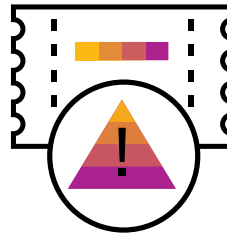
Robust Analytics, Dashboards, and Experience Management

SAP Service Cloud solutions feature powerful analytics and reporting and intuitive dashboards that provide revealing insights, help you understand service operations performance in real time and over time, and support remote working. You can track trends, take advantage of prebuilt reports and dashboards or create your own, bring in external data sources, and share results with stakeholders. Integration with the SAP Analytics Cloud solution enables enterprise reporting so that service teams' contributions are visible to the company bottom line.

Integrated with SAP Service Cloud solutions, Experience Management (XM) solutions from SAP and Qualtrics help you connect with customers at meaningful moments, such as a request to move services to a new home. XM solutions let you send customer surveys and collect feedback from multiple touch points as well as predict and plan for customer behavior. They provide insights and context for customer inquiries, giving agents visibility into real-time customer-satisfaction scores and managers a comprehensive view of team performance. Experience feedback and sentiment data can be used to trigger agents to contact customers, segment customers according to psychographic information, provide context for handling incoming inquiries, and motivate agents to maximize customer satisfaction.

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To truly understand your customers and provide personalized service, you need to connect customer service with other parts of the business. By integrating sales, service, and marketing with the rest of your enterprise, you can get a more complete view of your customers and deliver more consistent and high-value experiences. And internal teams can collaborate more effectively, increase sales and service efficiency, and build customer loyalty.

SAP Service Cloud solutions are flexible and extensible and integrate natively with your other SAP solutions, connecting processes and data for greater efficiency, facilitating implementation, and reducing time to value. Thorough integration breaks down system silos and simplifies transactions among departments, allowing agents to manage inquiries and issues more completely and effectively for faster, more-satisfactory resolutions. The solutions integrate and work with:

- SAP ERP and the SAP S/4HANA Utilities solution to streamline ordering, invoicing, accounting, and delivery processes
- XM solutions from SAP and Qualtrics to enhance visibility, insights, and interactions across touch points
- Software development kits and development tools to enable extensibility and integration, with over 100 included connectors for solutions including SAP ERP and SAP S/4HANA

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Deeper Customer Relationships and
Greater Efficiency

SAP Service Cloud solutions enable intelligent customer engagement and personalization. This helps transform service operations with flexible functionality that supports customer centricity and a step-by-step approach to reaching your priorities and capturing new revenue streams. The solutions increase customer service speed and availability, improving time to resolution, first-time contact resolution, and service productivity.

With these solutions, you can deliver consistent, unified experiences across channels and enhance customer satisfaction, trust, and loyalty. You can increase customer self-service, optimize agent workloads, and reduce staff turnover and cost to serve. Having a view of customer data and interaction history enables performance excellence and more reliable and efficient service, which empowers your service teams to focus on the customer. It also helps you enhance organizational flexibility and resiliency and avoid and mitigate risk while speeding time to market to take advantage of new opportunities and revenue streams.

Deeper Customer Relationships and Greater Efficiency

How can we help you?

Make it easier for your customers to **connect** with you through the channels of their choice.

Summary

With SAP® Service Cloud solutions, you can gain a better understanding of customers and deliver superior interactions while improving the speed and efficiency of customer service operations. The solutions support a customer-focused approach and simplify and automate processes to help you provide consistent, personalized service across channels. You can accelerate issue-resolution times, increase agent productivity, reduce costs, and enrich customer satisfaction and retention as well as profits.

Objectives

- Offer unique, rewarding customer experiences across channels
- Improve customer satisfaction
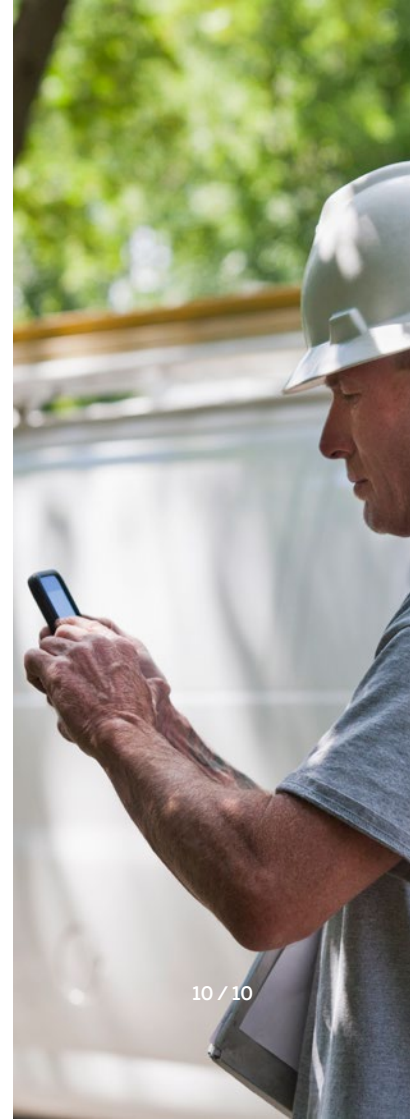- Increase customer service speed, efficiency, and productivity

Solution

- Comprehensive, omnichannel functionality
- Artificial intelligence and machine learning capabilities for insights and guided decision-making
- Cloud-based agent dashboards that unify customer data and tools and enable remote work
- Powerful analytics and reporting
- Prebuilt integrations for SAP solutions

Benefits

- Gain customer understanding and the ability to create personalized experiences
- Speed issue resolution and improve customer satisfaction and loyalty
- Increase customer service efficiency and productivity
- Enhance enterprise agility and reduce risk exposure
- Reduce cost to serve

Learn more

To find out more, contact your SAP partner.

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