

# Service as the Heart of Customer Experience with SAP Service Cloud



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Service departments hold one of the keys to a great Customer Experience (CX). It's often after a customer makes a purchase that the experience journey begins – delivery, billing, service interactions, and so on. As the old industry saying goes, “The real sale starts after the product is sold.”

The challenge businesses face is how to improve customer satisfaction, reduce customer wait times, retain customers, and increase customer lifetime value in an era of constant and rapid change along with heightened customer expectations. So how can technology help businesses improve customer relationships and keep businesses competitive?

## SAP's intelligent and integrated technologies for each stage of the customer journey

The disruptive nature of digital technology provides an opportunity to transform the Customer Experience journey. Offering a number of intelligent and integrated digital technologies, SAP can improve your customer service and help you stay competitive with technologies including SAP Qualtrics, SAP Leonardo, and SAP Service Cloud.

Insight into the importance of Customer Experience and the key factors that contribute to it have helped many companies refine their processes and improve key customer metrics. This publication can help you understand how to assess your customer service departments and then optimize them with SAP digital technologies in order to improve Customer Experience and see increases in satisfaction, profits and loyalty.

### SAP Qualtrics



Qualtrics for Customer Service delivers an integrated experience through multiple digital platforms including phone, in-chat, and social media. These Customer Experience Management Contact Center solutions are paired with SAP Service Cloud so customer service teams can anticipate and react to customer needs out in the field.

### SAP Leonardo



The Leonardo suite of intelligent technology can immediately transform customer data into insights such as customer tendencies and customer likes and dislikes. This understanding creates new opportunities to deploy Leonardo's smart technology like BOT or AR/VR to further enhance the Customer Experience journey.

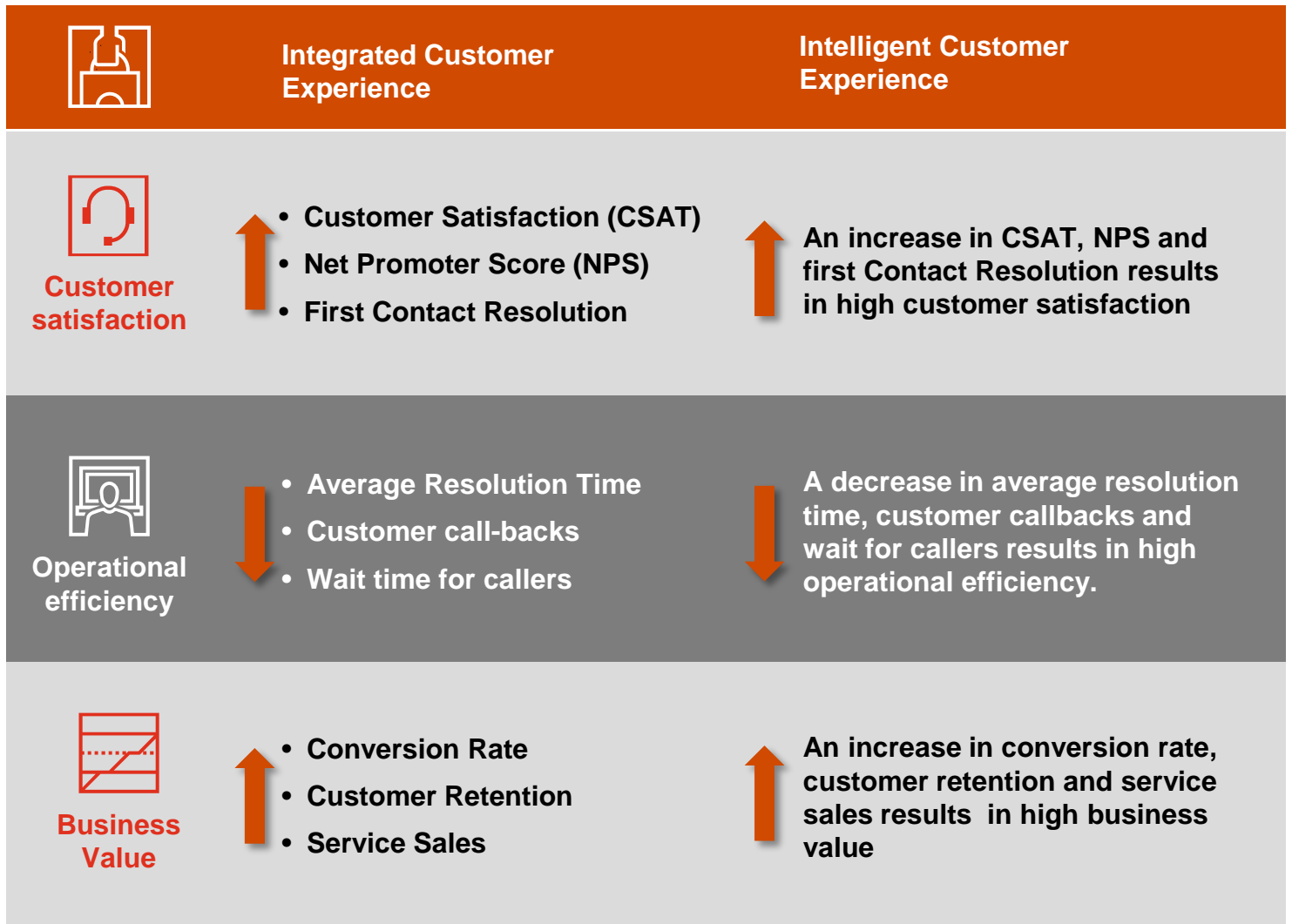
### SAP Service Cloud



This cloud-based solution bridges the gap between front and back office processes. It provides an omni-channel experience through chat, phone, media, email and integration to other SAP sales, eCommerce and marketing applications for a complete CX. It also provides omni-channel support for field service and in house customer service.

## Three key areas for customer experience

The success of the customer service team is most affected by three key performance areas: Customer Satisfaction, Operational Efficiency, and Business Value. SAP's technology offerings address performance indicators in each of these three areas to help you achieve an integrated and intelligent customer experience.

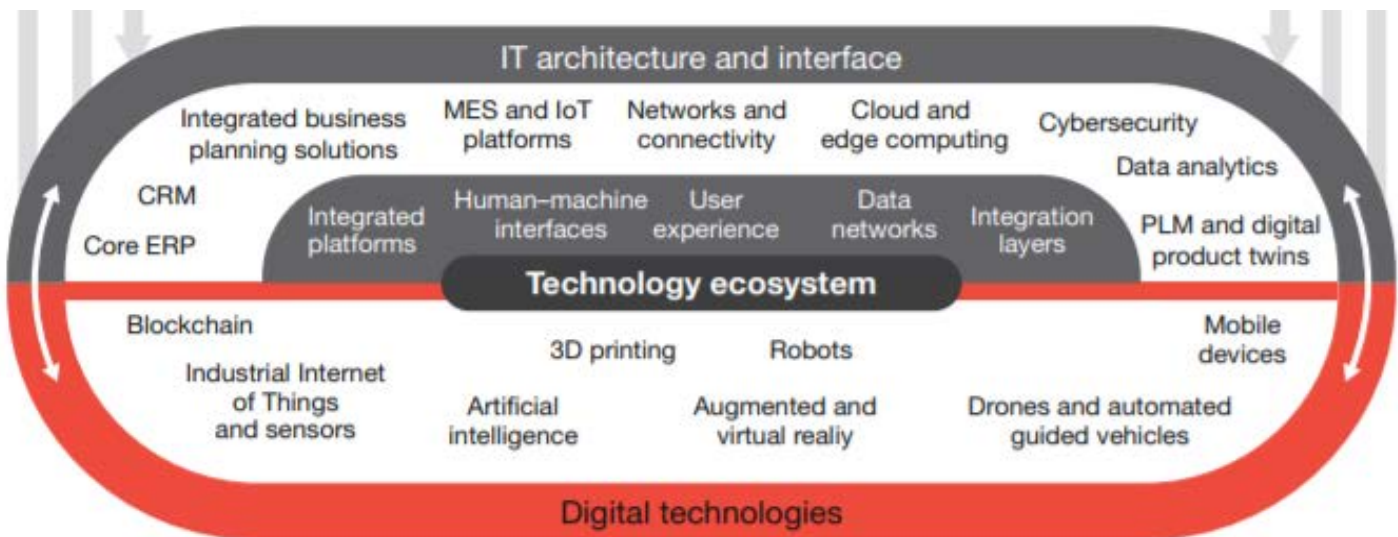


## The Customer Experience journey is disrupted by digital technology and can be used to engage the customer at each stage of his or her journey.

Digital technology has become a disruptive catalyst in that it shifts the experience away from the norm and the expected. Such disruption is an opportunity to transform the Customer Experience journey. different groupings of technologies in the framework below offer an integrated ecosystem that is opportunistic for personalized Customer Experience.

Thus, Customer Experience should be thought of as the combination of Integrated Customer Experience and Intelligent Customer Experience. Focusing on the Technology Ecosystem in PWC's Intelligent and Integrated CX framework below, you can see examples of emerging digital technologies, such as robotics and Virtual Reality, that are creating the Customer Experience disruption. These technologies connect directly with your company's IT architecture and interface which enables you to pursue your CX objectives while also providing the agility to adjust to unpredictable market opportunities and digital evolutions.

By conducting a detailed Customer Journey assessment, we can help identify the key Digital Technologies that can be integrated into your customer journey to unlock value to your customers.



Source: PwC's Strategy& Global Digital Operations Study 2018

# The Customer Service Experience can be enhanced with SAP Service Cloud, SAP Leonardo & SAP Qualtrics technologies.

The whole Service Experience of a customer can be enhanced through the optimization of each of the service KPIs under Customer Satisfaction, Operational Efficiency and Business Value. This can be achieved by leveraging the digital technologies available with SAP Service Cloud, SAP Leonardo and SAP Qualtrics. In the chart below, you can see how the addition of various intelligent and integration technologies can impact the KPIs associated with each Service Experience area.

PWC can help you discover how Digital Transformation can be achieved in each of the matrix coordinates listed below that are relevant to your industry and business through SAP digital technologies.

		Service Experience KPIs								
		Customer Satisfaction			Operational Efficiency			Business Value		
		CSAT*	NPS*	FCR*	Average Resolution Time	Customer Callbacks	Wait Time for Customers	Conversion Rate	Customer Retention	Sales Service
Intelligent/Integrated CX	AI/ML	●	●	●	●	●	●	●	●	●
	Speech Recognition			●	●	●	●			
	Drones/ Automated Guided Vehicles			●	●	●	●	●		
	AR/ VR	●			●		●			
	IOT	●	●		●		●		●	●
	BOT			●	●	●	●	●	●	

\*CSAT is Customer Satisfaction, NPS is Net Promoter Score, FCR is First Contact Resolution

**Integrated Customer Experience:**  
How to integrate digital technologies into the Customer Experience journey across all channels.

**Intelligent Customer Experience:**  
How to enhance the digital customer experience leveraging machine learning and other intelligent digital technologies.

## Enhanced service experience with SAP

By leveraging new digital technologies from SAP Leonardo, SAP Service Cloud, and SAP Qualtrics, we've seen organizations improve customer satisfaction and business value, all the while becoming more operationally efficient. Even in a high-paced changing environment, the goal of business remains constant: to delight the customer while maintaining operational efficiency.

Contact us to learn more about how SAP digital technologies can help with this business goal, on the front-end with C/4HANA and on the back-end with S/4HANA, to nurture and establish increasing rapport between customers and vendors.



### Contact

#### **Munish Gupta**

Principal, CX Competency

[munish.gupta@pwc.com](mailto:munish.gupta@pwc.com)

#### **Reddy Kesari**

Director, SAP CX Competency

[reddy.kesari@pwc.com](mailto:reddy.kesari@pwc.com)

#### **Sam Varghese**

Senior Manager, SAP CX Competency

[sam.varghese@pwc.com](mailto:sam.varghese@pwc.com)

*Special thank you to Ellen Koo for her special contribution to this report.*

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