



SMART CUSTOMER PORTAL

VIDEO TRANSCRIPT

In today's digital world, customer expectations have evolved to expect seamless cross-channel accessibility, instant communication and personalized service. Organizations are looking for new, cost-effective ways to satisfy these demands and gain the trust of their customers.

Our GDPR-compliant customer portal application helps you to meet these expectations via a cloud-based self-service customer portal. Your customers can access the portal anytime, anywhere to track orders, deliveries and invoices, ask questions, raise service requests and much more.

The application uses SAP Business Technology Platform and Cloud Platform to deploy chat and voicebot technology and machine learning to find the right answers based on real-time information within SAP C/4HANA and S/4HANA.

Here's an example of a typical business-to-consumer scenario:

Rebecca is delighted with her new smartphone but is having problems using WiFi. She logs on to the customer portal to find a solution.

She scrolls through several options and uses the product 360-degree view to try to solve her problem.

Unable to find a solution, she checks the purchase date on her order history and starts a conversation with an AI-enabled chatbot.

The chatbot is unable to solve the problem immediately and raises a service request for Rebecca.

The next day, she checks the customer portal and has received a solution which fixes her problem.

She closes the service request and receives a \$5 credit to her account.

Rebecca is happy with the service and posts online about her positive experience.

This is just one example. Our customer portal application can be used in any business-to-business or business-to-consumer environment and supports numerous other interaction channels.

The result is an elevated user experience and greater customer satisfaction without prohibitive costs.

To find out how Accenture can help you to innovate with speed and agility, visit our website, www.accenture.com/sapbtp.

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