

SAP LIQUID STUDIO FOR LEONARDO APPLICATION: CLIENT CALL PREDICTION

Better customer service based on better customer insight

Application Overview

The more information a customer service organization can have about a customer and their history, the better service they are able to provide. With better insight it is possible to both anticipate why a service call might come in as well as recommend resolutions.

The Client Call Prediction app combines historical data with call time, customer data and other factors and uses these as input to an insight algorithm. This algorithm not only provides suggestions as to why a call may be coming in, but also provides service reps with a recommendation and escalation dashboard. This dashboard offers suggestions on resolutions, enabling service reps to act on these suggestions with specific actions in SAP C/4HANA.

Solution

This SAP Cloud Platform-based solution brings machine learning and artificial intelligence to the call center issue resolution process. This application analyzes call data based on multiple factors including current and historical data and uses predictive models to make predication on call reason and recommended routes for resolution.



Function: Customer Care | Process: Sales and Customer Service | Industry: Cross-Industry

Business Value

- Provides metrics to help determine how best to augment resource staffing during critical times.
- Allows for routing of calls to an alternative, lower-cost channel.
- Provides skills-based routing to deliver a better customer outcome.
- Reduces call-handle times.

Features

- Predictive modeling and prediction based on historical trends, call time and customer attributes.
- Embedded call results and recommendation dashboard for call center employees.
- Machine learning approach to improve results over time.
- Standard descriptive analytics to break down call types, reasons.
- SAP C/4HANA integration.

Technologies in Use

- SAP Cloud Platform
- SAP Leonardo Predictive Analytics
- Python Machine Learning
- SAP C/4HANA

