A CUSTOMER EXPERIENCE COCKPIT
FOR DIFFERENTIATED CUSTOMER SALES AND SERVICE
An Accenture and SAP co-innovation based on SAP® Hybris® Cloud for Customer
GUIDING CUSTOMERS THROUGH A “SAFE” SALES AND SERVICE EXPERIENCE

In an airplane, a “cockpit” is a comprehensive information management and navigation system that gives pilots all the information they need to fly a plane safely and get it where it needs to be. But is there such a cockpit when a corporate sales or service representative needs to “safely” guide customers or field service agents through complex tasks and repairs—providing them with supportive and delightful experiences?

AN ACCENTURE-SAP CUSTOMER EXPERIENCE COCKPIT

Based on the SAP® Hybris® Cloud for Customer solution stack—and aided by Accenture industry experience, business process knowledge and technology capabilities—Accenture and SAP are devising a “customer experience cockpit.” This seamless platform can manage a full range of customer needs in the areas of sales and service—from Internet of Things (IoT) scenarios, to artificial intelligence, to virtual and live agents, to augmented reality.

Components of the platform (see Figure 1) include:

SAP HYBRIS CLOUD FOR CUSTOMER. This cloud CRM portfolio brings sales, customer service, and social CRM together to help sales and service teams form powerful personal connections that drive customer engagement across all channels. SAP Hybris Cloud for Customer bridges functional and technological siloes while also integrating with backend systems.

ARTIFICIAL INTELLIGENCE (AI) PROTOTYPES AND PLATFORMS, including virtual service agents. The agent supports problem-solving directly with customers and can generate recommendations. AI can offload large percentages of customer service calls to virtual agents, while routing exceptions or complex questions to a live agent. It is estimated that 80 percent of standard inquiries to customer service can be resolved by digital assistants.¹
SAP LEONARDO for Internet of Things solutions. The SAP Leonardo portfolio helps connect the emerging world of intelligent devices and machines with people and processes. IoT capabilities enable data to be sent directly from a machine to a customer service representative or an AI agent for analysis and processing. This is an important capability for companies. Gartner estimates that, by 2018, six billion connected things will require support.

AUGMENTED REALITY solutions to support field technicians in their daily work.

THE SAP ASSET INTELLIGENCE NETWORK (AIN) can be added to support a service agent when creating a service ticket. Or, a field technician could access the AIN for equipment-related information such as equipment structure, work orders, maintenance instructions and parts lists.

Together, these assets and solutions are contributing to a solid platform for digital customer service and for establishing a digital and engaged sales and service organization.

A CUSTOMER EXPERIENCE COCKPIT

FIGURE 1: An architecture for a customer experience cockpit
BENEFITS OF THE CUSTOMER EXPERIENCE COCKPIT

SAP’s Internet of Things platform and sensor data from connected equipment can be remotely monitored. Artificial intelligence and virtual agents can react to alerts and then trigger service and/or sales tickets. SAP Hybris Cloud for Customer plays a significant role in bringing up customer data such as equipment, contract details and SLAs, and maintenance schedules, and then orchestrating respective orders. Integration into backend systems delivers significant value for SAP and Accenture clients—for example, integration with warehouse management systems to check stock availabilities or with production planning systems to confirm delivery dates.

Artificial intelligence in the form of virtual agents can reduce processing costs, decrease handling times with a 24/7 resilient operation, and improve staff satisfaction by eliminating repetitive tasks and human errors, thus increasing quality and allowing individuals to focus on higher-value work. In the end, customer satisfaction increases because customers get immediate feedback rather than being placed into a waiting loop.

Augmented reality technologies enable field technicians to “see” inside a machine, check measurement points, and check parts information and stock availability. Technicians can work more efficiently because they can receive all relevant and updated information to maintain machines and devices.

PUSHING THE CUSTOMER EXPERIENCE BEYOND EXPECTATIONS

Innovation in delivering word-class customer experiences is now a strategic imperative across most industries.

Accenture research has found that nearly 60 percent of prospective buyers who don’t have a positive buying experience or are frustrated during the experience begin to switch to other brands. And 64 percent of customers have already switched brands due to poor service.

The customer experience cockpit is unique in its ability to apply leading-edge technologies and solutions—from IoT to AI to augmented reality and more—into an integrated, comprehensive and customer-centric solution.

This cockpit gives companies more leverage and more control over that vital customer relationship and helps push it beyond expectations.
CO-INNOVATION BY
ACCENTURE AND SAP

Accenture and SAP’s relationship spans four decades. As a leading SAP partner with more than 47,000 SAP practitioners around the world, Accenture has early access to SAP innovations and can help shape them.

Accenture and SAP announced more than a year ago a strategic initiative to co-develop solutions to simplify and fast-track clients’ journeys to digital businesses, leveraging SAP technology along with Accenture’s assets, comprehensive industry knowledge and capabilities.

REFERENCES


3 “Gartner Reveals Top Predictions for IT Organizations and Users for 2016 and Beyond.” http://www.gartner.com/newsroom/id/3143718


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