

SAP® Service Cloud

Serve Your Customers with Better Accuracy, Efficiency, and a Personal Touch





Your customers no longer compare you to just your direct competitors. Instead, they compare you to the best service they have ever received – from any company.¹

74% of enterprises see the greatest buyer dropout during pre-purchase stages, where customer service is least involved.²

Creating Choice and Convenience for Your Customers

Be Where Your Customers Need You and Make the Best Impression

Deliver Quality Service to Boost Customer Loyalty

Service is the new marketing³ – this idea is becoming more prevalent and captures the importance of great service in customer retention. After all, increased preference for shopping online means your service teams are often the only point of personal engagement for customers. Today, if a customer requires support, companies that want to remain competitive can no longer expect customers to dial an international call center and wait on hold to talk to an assistant. Social media has become such an integral part of our society, we now expect to be able to use it to contact any company and receive a response immediately. If you do not offer modern service channels, you will likely lose more than a one-time sale.

SAP Service Cloud provides your team with the tools to respond to any comment or query efficiently. The solution ensures you are always available for your customers, no matter which channel they choose to contact you on.

What Benefits Does SAP Service Cloud Offer?

- **Offer your customers choices:** Multichannel ticketing and an integrated central knowledge base allow fast and accurate communication between your customers and service staff.
- **Go beyond basic service:** Real-time data and customer insights such as purchase history allow your team to take advantage of upselling and cross-selling opportunities, boosting customer retention.
- **Streamline your mobile experience for field services:** Make sure your field service engineers have all customer information, product details, and communication with all departments – even when mobile or offline.

SAP Service Cloud connects the entire service supply chain from call center to field services. The solution ensures you are up to date with changing demands and can serve your customers on the channels they want.

¹ Source: "Businesses Lose \$75 Billion Due To Poor Customer Service", Shep Hyken, Forbes, 2018

² Source: Social Media Today

³ Source: "Customer Service Is The New Marketing", Micah Solomon, Forbes, 2018

Provide High-Quality Customer Service to Succeed in a Competitive Market

With market competition higher than ever before, it is important your customer receives the best possible service to retain their interest and loyalty. And this begins long before the customer makes a purchase. Your service operators need to be prepared to ensure satisfaction even when faced with an unknown prospective customer or a complaint. SAP Service Cloud helps you accelerate issue resolution with a central knowledge base and extend your service hours via automated responses. Better knowledge sharing between departments allows sales teams to tap into information about a customer such as products they purchased in the past, marketing campaigns they responded well to, or whether they shared their experience on social media. This enables a more personal service that will boost customer satisfaction and retention.

Redefine Your Field Services

Field service engineers are often the only employees to meet your customers in person and are key to brand image. To ensure a professional, quality service, technicians need consistent information on customers, parts, and facilities whether online or offline. SAP Service Cloud offers a service model based in the cloud that can be used on any device no matter where your engineers are in the field. With access to product details, repair history, and stock information on new parts that may be required, your technicians deliver efficient services

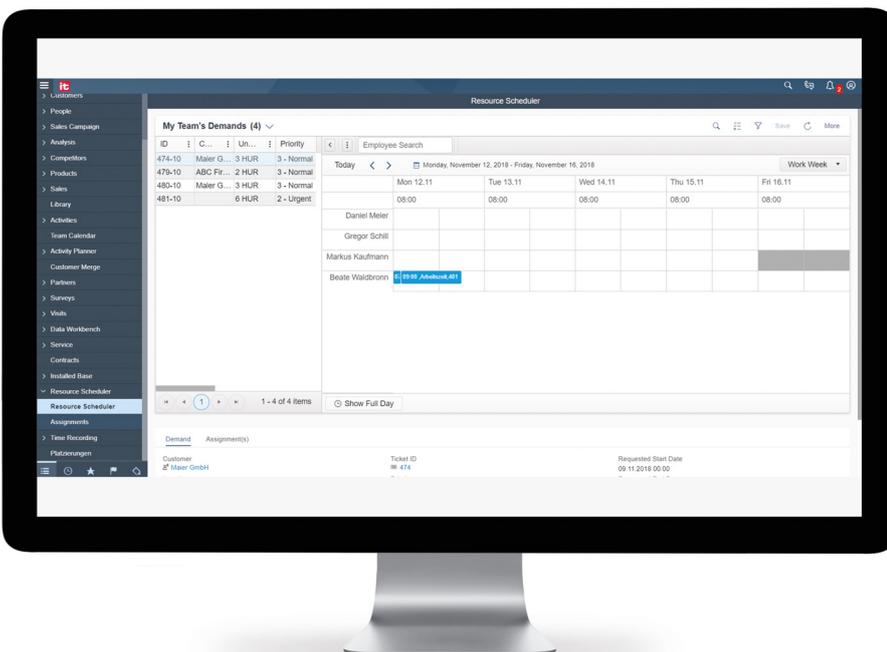
and accurate, up-to-date information to the customer. Overall, better communication between service engineers, all customer-facing departments, and your client helps you offer the speed, efficiency, and control that customers now expect.

New Capabilities Keep You Up to Speed with Your Customers

Self-service is an increasingly popular service method, particularly in B2C. Supported by machine learning, new service technologies recognize customer queries and deliver suitable responses automatically – thus providing customer support around the clock. SAP Service Cloud can offer you these capabilities to ensure you stay ahead of the trend and offer outstanding customer care.

Give Your Customers the Service They Need, Whenever and Wherever They Need It

SAP Service Cloud is part of the SAP C/4HANA suite which is designed specifically for improving customer experience. The solution shifts service processes into the cloud to offer your employees more flexibility and the extensive knowledge they need to best support customers. All customer data is collated into easy-to-analyze dashboards which service staff can use to react quickly to customers as well as recommend additional products or services. Intelligence service experts can help you implement, manage, and also understand SAP solutions to enable you to offer the best customer service possible.



Clear ticketing, resource scheduling, and management of service staff help you provide great service to your customers.



SAP Service Cloud is one of five solutions in the SAP C/4HANA suite from SAP Customer Experience, formerly known as SAP Hybris®.

itelligence has award-winning expertise in SAP and years of experience dealing with a wide range of B2B and B2C customers in e-commerce. Because of this, we understand the challenges and opportunities facing this industry today. We can offer guidance in implementation, management, and expansion of the full SAP C/4HANA suite, or advise you in selecting individual solutions that are relevant to you and the customers you serve.

Why itelligence?

itelligence has worked with businesses of all sizes for nearly three decades to help them get the most out of their SAP solutions. We support companies throughout their entire SAP journey, from planning to consultation, implementation, operation, and managed services.

**Find out how
itelligence can help
you transform your
services and retain
customers' loyalty
for the future.**

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