

powered with Fiori

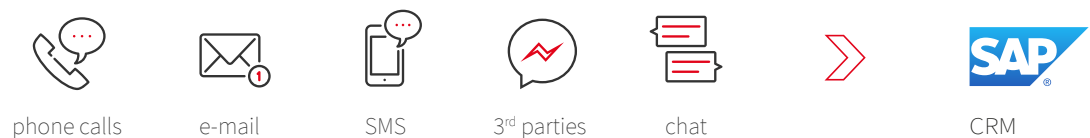
Customer Service in CRM

with phone calls integration

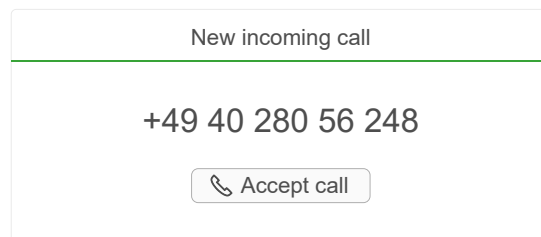
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All customer interactions thru multiple communication channels



Phone calls management



Incoming call is shown on top of the app

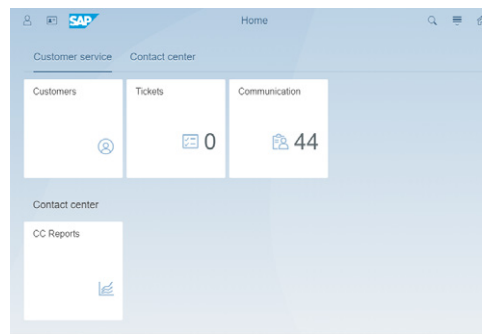
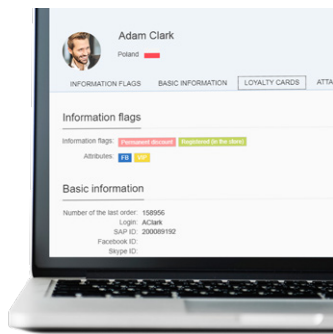
If phone number exists in the system, customer card opens automatically after answering the call.

Custom CC Fiori Bar is **always visible** on the bottom of the screen

Shows number of awaiting calls, guidelines for consultants and allow consultant's status to be changed.



Intuitive single point of entry SAP Fiori Launchpad



Easy access
to customers, tickets
and interactions

Single click
opens SAP CC
reporting panel

In a contextual, role based single Fiori view

HANA-based search algorithms

Search moved from ABAP layer to HANA database layer
provides rapid sorting, searching and filtering options for huge customer data volume

searching

sorting

filtering

SAP ID	Name1	Name2	Street	City	NIP	KOS co
200009	BRANCO KORNELIA R...			ROZNY	60000000	
200010	BRANCO KORNELIA R...			ROZNY	60000000	
200049	BRANCO KORNELIA R...			ROZNY	60000000	
200063	BRANCO KORNELIA R...		OSKAROVA 11	ROZNY	60000000	
200065	BRANCO KORNELIA R...		OSKAROVA 11	ROZNY	60000000	
200068	BRANCO KORNELIA R...		OSKAROVA 11	ROZNY	60000000	
200089	BRANCO KORNELIA R...		OSKAROVA 11	ROZNY	60000000	

Service monitoring & tickets overview

Due date	SLA	Rating
13.02.2018 15:44	- 19d 19g 32s	***
13.02.2018 15:45	- 19d 19g 31s	***
13.02.2018 15:46	- 19d 19g 30s	***
20.02.2018 16:48	- 12d 18g 28s	***
26.02.2018 14:56	- 6d 20g 20m	***
13.02.2018 15:44	- 19d 19g 32s	***
13.02.2018 15:45	- 19d 19g 31s	***
13.02.2018 15:46	- 19d 19g 30s	***
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Tickets list provides crucial data to make sure that customer care is on the right track

Customer satisfaction survey keeps motivation on highest level

Due date and SLA value keep consultants focused on the priorities

Ticket details

Complete overview of the service case on a single screen including access to communication history, attachments and the most important details

Complaint

Incomplete goods

Department: BOK Open

Assigned consultant: [redacted] SLA: - 19d 19g 32m

Created: 12.02.2018 15:46 Due date: 13.02.2018, 15:46

[GENERAL DATA](#) [BOUND OBJECTS \(19\)](#) [ATTACHMENTS \(0\)](#) [CHANGE HISTORY](#) [CONTACT HISTORY](#)

General data

Name and surname: [redacted]

Phone number:

Order number:

Ticket ID: 8000001464

Created by: [redacted]

Preferred form of contact: Phone call

[E-mail \(18\)](#) [SMS \(0\)](#) [Change priority](#) [Preferred form of contact](#) [Change status](#) [Pass](#)

Interaction details

Every single phone call, e-mail or chat message is being stored and classified, providing complete communication history of the customer

John Hughes
Incoming message from John.Hughes@apollogic.com

Date of event: 28.02.2018, 15:33:53

Assigned consultant: Adam Clark

Last ticket number:

SLA: - 3d 19g 57m

Satisfaction survey

★★★★★

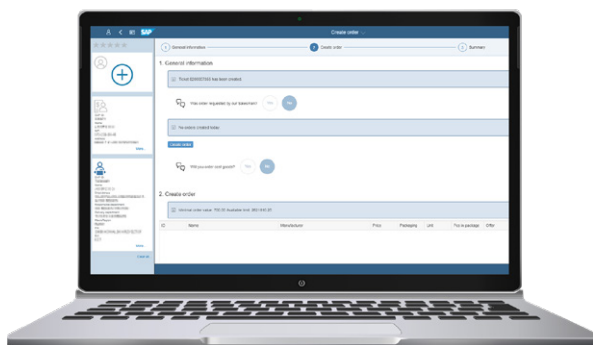
INFORMATIONS
ATTACHMENTS (0)
RELATED TICKETS (0)
CONTACT HISTORY

Relations between CRM objects

Any Interaction might be connected with any Ticket, so communication history is consistent for each service case. Any Ticket might be connected with any other Ticket, so all related or returning cases are tracked

Bound objects	ID	Classifier	Created on	Status	Assigned consultant
Interaction - E-mail	3200	Invoice request	19.02.2018 16:48	Closed	Cindy Florrick
Interaction - E-mail	3199	Supplier problem	19.02.2018 15:33	Open	Adam Clark

End-to-End processes within single Fiori app

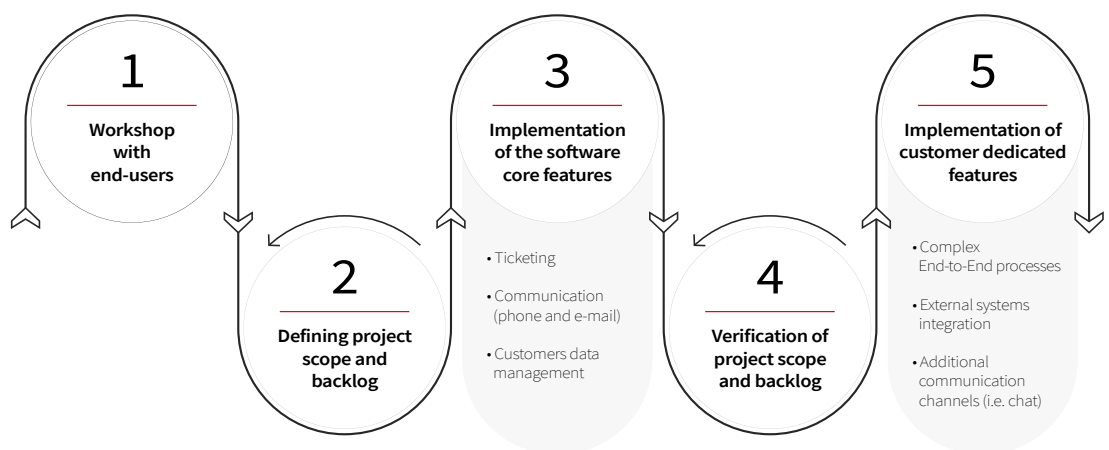


Consultants are simply guided thru complete complaint or return proces by answering yes/no questions and filling necessary data prompted by the app

Main features summary

Customer master data enriched by marketing attributes & custom flags	Interactions management covering multiple communication channels	Ticketing system facilitating service cases solving
Complete communication history for each customer and each case	Customer satisfaction survey based on SMS and e-mail channels	HANA-based algorithms providing rapid search functionalities
Automatic customer recognition based on phone number or e-mail address	Bidirectional relations between customer, tickets and interactions	E2E processes (complaints / returns) performed within Fiori apps

Implementation process



Let`s do this **together!**

Possible integrations with external systems



SAP CAR

– best provider for transactional data extracted from ERP systems



SAP ERP

– migration of customers and products



SAP Marketing Cloud

– customers' replication / interactions push



3rd party ERP systems

– migration of customers and products



SAP Commerce Cloud

– customers' replication / external tickets creation and update



BI systems

– SAP CRM is not a reporting system, but contains important data which might be used by external BI systems for reports generation

Additional questions? Let's talk!



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