



SAP Customer Experience

# SAP Customer Experience AI Strategy & Roadmap

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ASUG

PUBLIC

THE BEST RUN 

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# Agenda

- AI Approach in SAP Customer Experience
- AI and Machine Learning in SAP Customer Experience Applications
- Future Innovations
- Roadmap

# AI Investments dominated by Marketing, Sales & Service

## Top five objectives organizations want to achieve by investing in AI-driven initiatives

- 1**  Drive revenue
- 2**  Better serve existing customers
- 3**  Remain competitive
- 4**  Meet rising customer expectations
- 5**  Improve / strengthen brand




Base: 418 business and tech professionals

Source: Forrester's Top Emerging Technologies For Future Of Marketing, 2017; Forrester's Building Trust And Confidence: AI Marketing Readiness In Retail And eCommerce, 2017

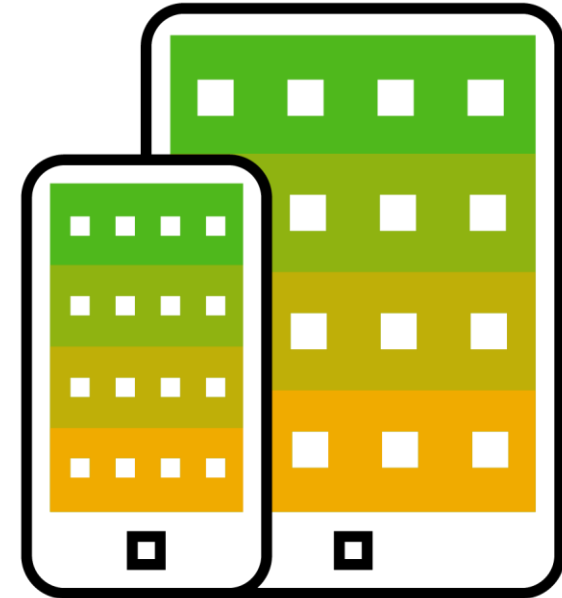
# AI Approach

## SAP Customer Experience



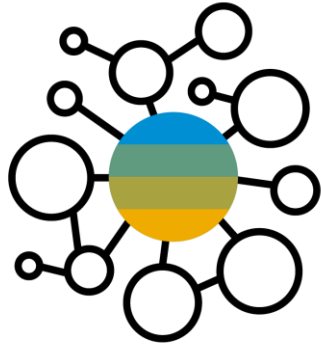
01011  
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AI Platforms are for **data scientists**

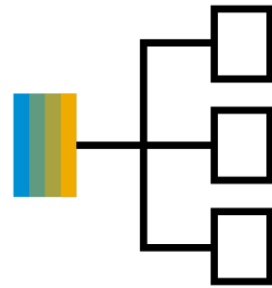


AI Solutions are for **business users**

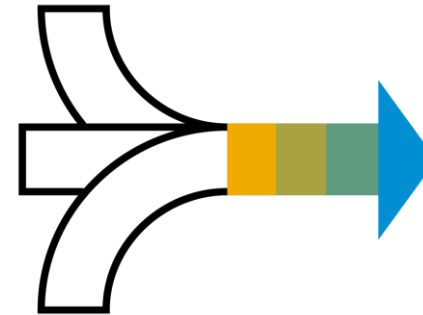
# Continuous ensemble machine learning delivering fast time to business value



Connected to CX data sources



Automatic, Dynamic Model assessment, training and scoring



Easily consumed by CX applications and No Code / Low Code interface



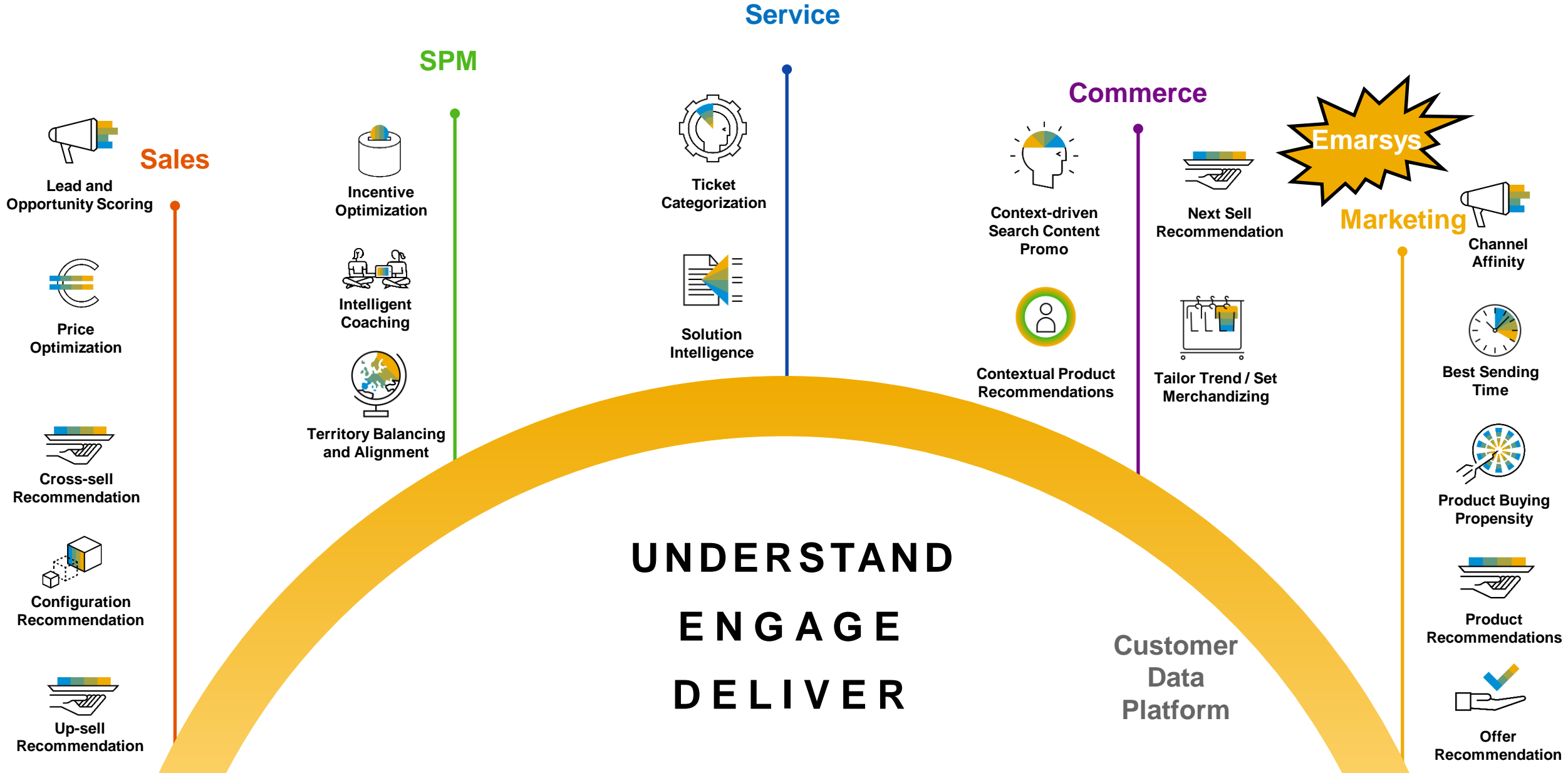
Continuously measuring and improving AI outcomes

**AI and  
Machine  
Learning  
in SAP  
Customer  
Experience**





# SAP CUSTOMER EXPERIENCE



Service

SPM

Commerce

Sales

Marketing

Emarsys

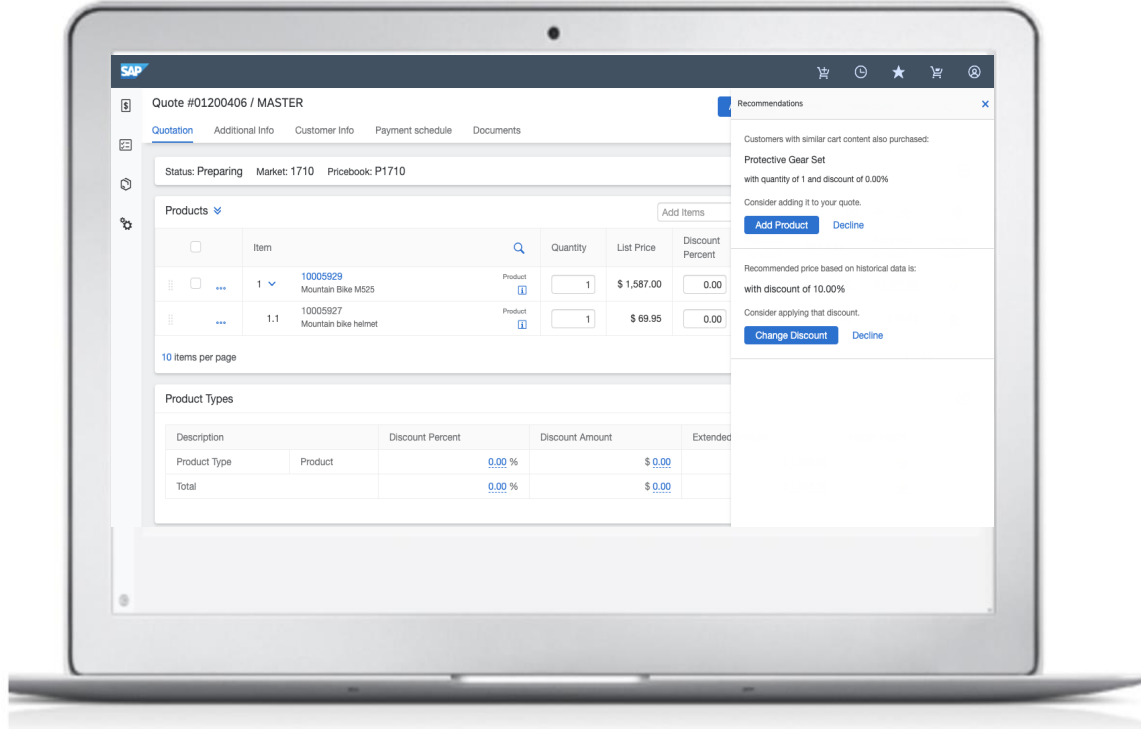
UNDERSTAND

ENGAGE

DELIVER

Customer  
Data  
Platform

# Effective selling with Product and Pricing Recommendations



## Performance

- Administrators spend less time updating prices and discounts
- Sales spend less time quoting
- Deliver the products and services at a price customers will want

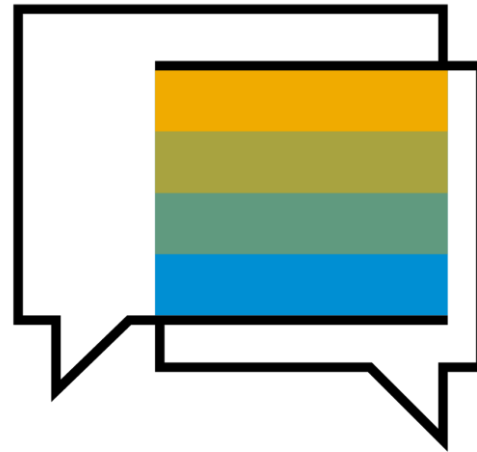
## Simplicity

- Onboard sales reps faster
- Increase deal sizes
- Increase win rates

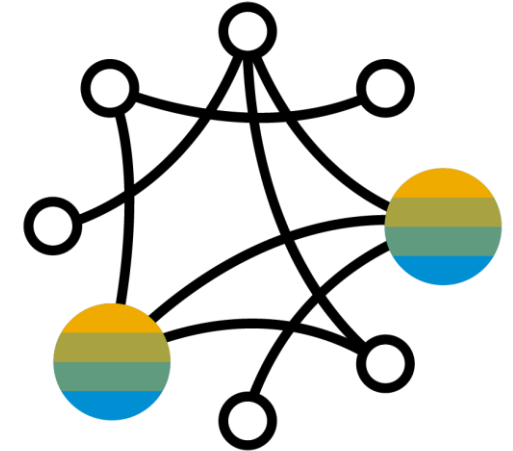
# Product Pricing AI benefits without data scientists or IT



Automatically evaluates the products, services and their price in the shopping cart



Models use historical customer and sales data, automatically learning daily from won deals



AI delivers embedded cross-sell and price recommendations, which sales can accept or decline

# Product and Pricing AI - Customer Case Study

## Company Overview



**\$4.3B Financial Services company**

## ML Summary

Trained on dataset of 4,972 customers, 307 products in 15,339 carts for 2 business units

Revenue uplift increase of **4.65%**, **\$4,485,867**

Cross-sell recommendation accuracy of **85.8%**

Price recommendation accuracy of **91.3%**

# Improve Sales Planning with Augmented Intelligence



**Increase Plan Effectiveness** with prescriptive AI recommendations

- Incentive Rule changes
- Quota Recommendation
- Capacity Planning

**Promote Better Sales Behavior** with personalized AI insights

- Increase personal commission and enterprise's sales

# Commission Plan AI - Customer Case Study

## Company Overview



**\$300M High Tech Software company**

## Key Value Drivers

Compensation plan design reduced from  
**4 months to 2 weeks**

Reduced Compensation Spend **\$1.7M**

Increased Quota Achievement **7%**

**31%** Year of Year SaaS Revenue Growth



# Future Innovations & Roadmap


## SAP Customer Experience

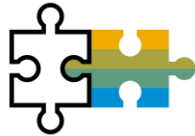
# SAP CX AI 2020/21 Themes



## Boost Performance

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- Even better scale-out of ML processes 
- Hyperscaler deployment



## Expand

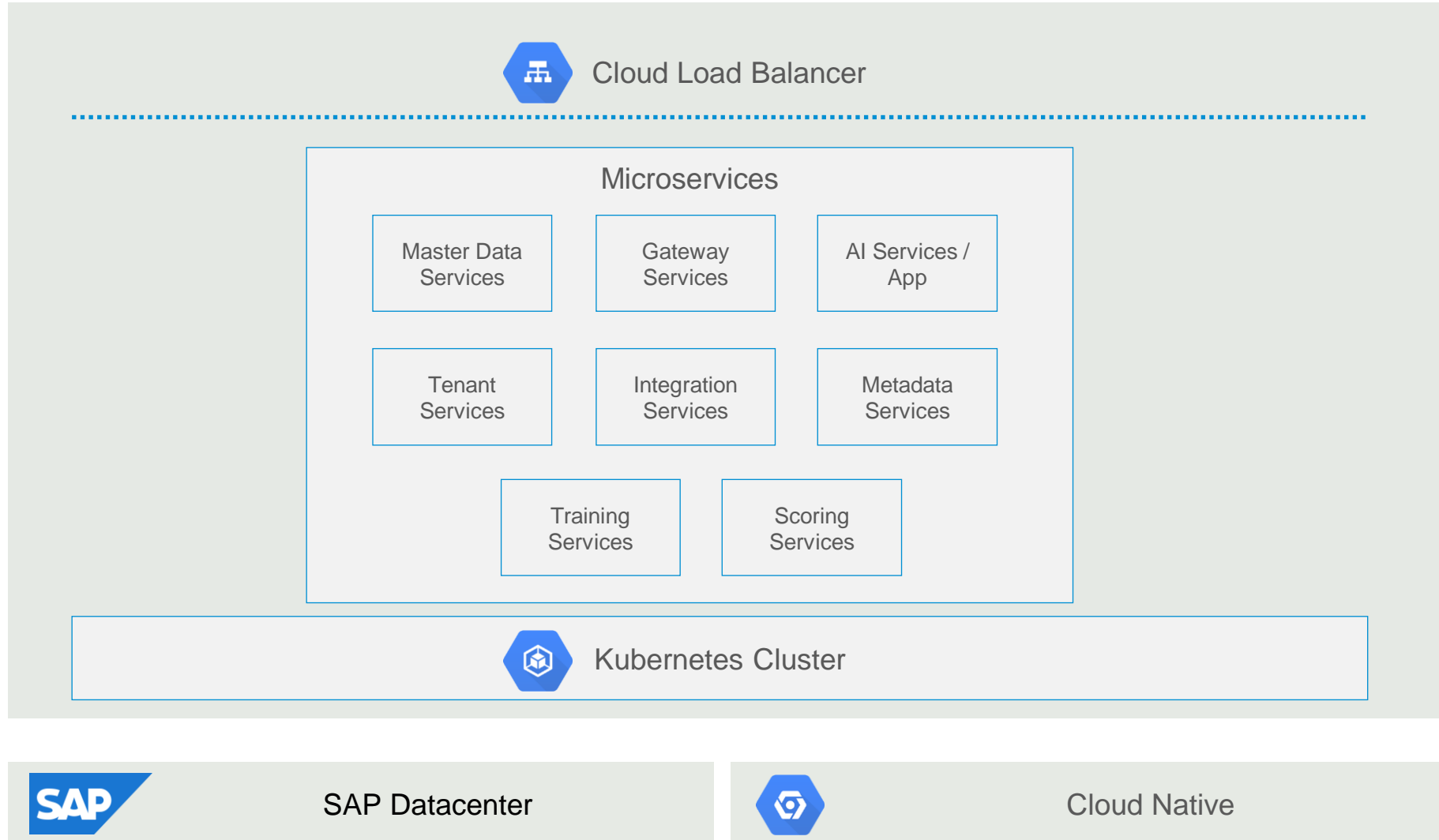
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- Grow AI/ML use cases across Customer Experience
- Increase value AI/ML use cases delivered





# CX AI 2020 Architecture



# Hyper-relevant, intelligent experiences across channels

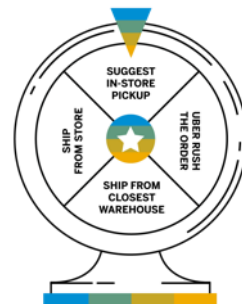
Hyper-relevant **shoppable content** that is **consistent across experience channels** and intelligently meets competing objectives



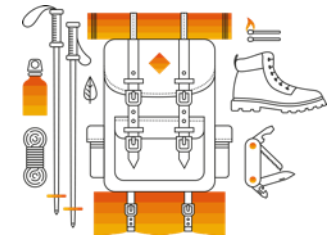
## Hyper-Personalization

What is she interested in?

- Real time context
- Where is she on her journey?



**Blended Intelligence experience on any channel**



## Merchandising

What do we need to push?

- Inventory position
- Profit and revenue goals

## Distributed order management

How do we get the customer to the product, or the product to the customer, quickly and profitably?

- Time to ship inventory given locations
- Cost of fulfilment

# Roadmap Highlights for Intelligence & Innovation



## Planned Innovations

H1' 2020

### Commerce

- ✓ Intelligent Product Recommendations

### Cloud for Customer

- ✓ Services ML readiness check
- ✓ Enterprise Chatbot for Utilities
- ✓ Enterprise Chatbot for Insurance

### Field Service Management

- ✓ Drive Time Prediction

### Product / Price Recommender

- ✓ Whitespace analysis in SAP Analytics Cloud (SAC)
- ✓ Product/Price history analysis in SAP Analytics Cloud

### Sales Performance Management

- ✓ Enhanced usability of Commissions Optimizer



## Future Innovations

H2' 2020

### AI Cloud Automation

- Hyperscaler ready for CX application AI workloads

### Cloud for Customer

- Product Recommendations BETA

### Field Service Management

- Spare Parts Recommendation

### Sales Performance Management

- Plan Optimizer SAC available for legacy Commissions

### Commerce

- AI-driven Hyper-recommendation Lab Preview



## Future Outlook

2021

### AI Cloud Automation

- Move customer ML workloads to Hyperscaler

### Commerce Customer Data Platform

- AI for Hyper-Personalization

### Customer Data Platform

- Unauthorized Intrusion detection and prevention

### Cloud for Customer

- Product Recommendations General Availability (GA)
- Voice Assistant for Sales
- Service Ticket Topic Tagging and Entity Extraction

### Sales Performance Management

- Commissions AI Scorecard
- Territory Quota Optimization

### Field Service Management

- Time to job completion prediction
- Continuous Optimization of Technician Routes

### Configure Price Quote (CPQ)

- AI Scorecard for Business ROI analysis
- Analytic extract API for AI contextual data
- Configuration recommendations

# Thank you.

Contact information:

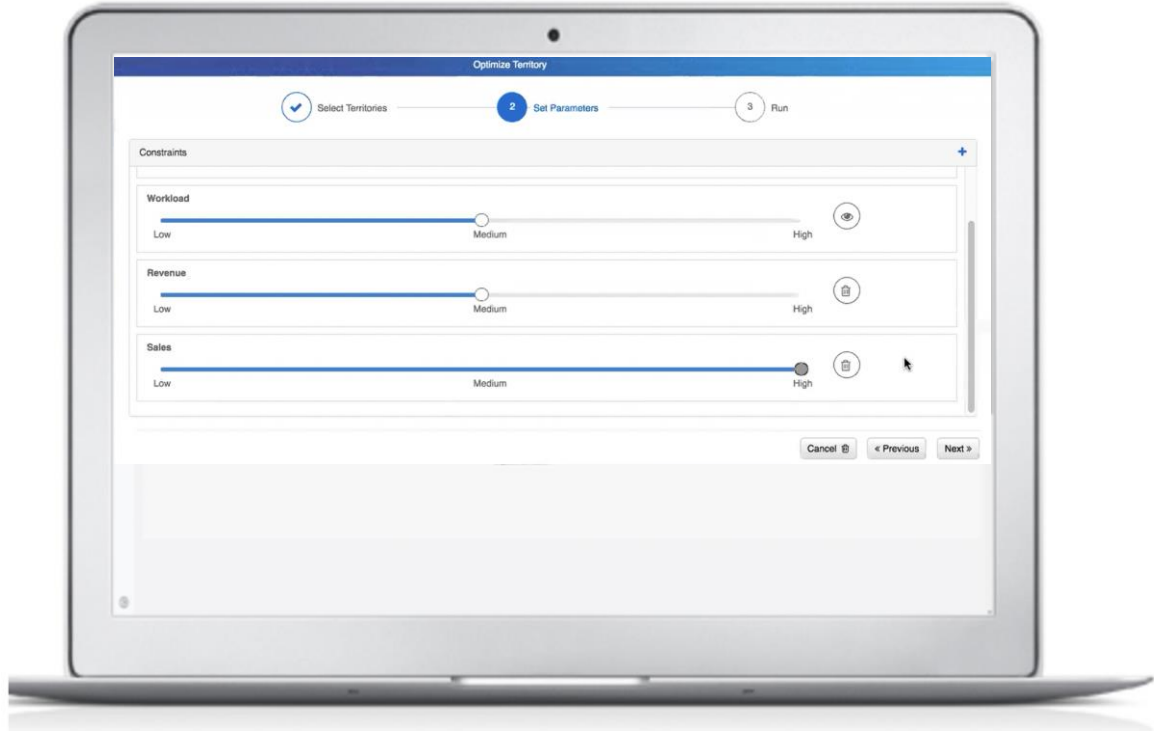
**F name L name**

Title

Address

Phone number

# Intelligent Territory balancing and alignment



## Augmented Intelligence

- Assign constraints based on business priorities
- Assign weights to match the business strategies

## Intelligent Optimization

- Optimize and assign Territories and Accounts.
- Adopt intelligent recommendations

# Intelligent Sales Execution – Opportunity Scoring in action

The screenshot displays a CRM interface with the following components:

- Navigation Bar:** Overview, Contacts (25), Analytics, Activity.
- Activity Feed:**
  - JUL 12 2018:** Meeting between Ruby Butler and Frances Diaz, Katherine Pe..., Christina Lee.
  - JUL 4 2018:** Meeting between Ruby Butler and Frances Diaz, Katherine Pe..., Christina Lee.
  - MAY 20 2018:** Email from Lillian Ramirez to Cheryl James, Frances Diaz, Ruby Butler.
  - MAY 20 2018:** Email from Peter Gray to Lillian Ramirez, Cheryl James, Frances Diaz.
- Deal Score History:** A gauge shows a score of 52/100. A bar chart shows the score over time from Dec 1 to May 1.
- No Recent Inbound Communication:** A notification states: "The last email received was 213 days ago. Reach out to Raymond Morris and 2 others to get this opportunity moving again." with a "Reach Out" button.
- Top Contacts at Opportunity:**

HugRank ?	Name	Role	Last Interaction
Progress bar	Raymond Morris	Decision Ma...	340 days ago
Progress bar	Frances Diaz	Economic B...	370 days ago
Progress bar	Julia Perez	Business User	
- Latest Activity:**
  - Next Meeting: Jul 4, 2018 at 3:12 pm
  - Last Outbound: May 20, 2018 Email from Peter Gray
  - Last Inbound: Apr 20, 2018 Email from Raymond Morris

**Engagement and relationships** are automatically tracked across contacts, accounts and opportunities. Contacts that reach a specific score but are not in CRM can be automatically added.

**Integrate** directly into Gmail and Outlook email and calendar's to identify who is connected to whom. Machine learning examines the frequency and type of communications, including those that aren't logged into CRM

**Recommend** next best actions to opportunity owners to get deals back on track.

**Opportunity Scores** and other measures calculated using machine learning identify where strong engagement and velocity exists and where you may be falling short.

# Lead Scoring

The screenshot displays the SAP ML Score Leads interface. The main table lists leads with columns for Lead ID, Name, Score, Primary Contact, Status, and Company/Customer. A detailed view of a lead with a score of 45 is shown on the right, including key factors and activity engagement metrics.

Lead ID	Name	Score	Primary Contact	Status	Company/Customer
30658	PC Launch Event	45	Wills, Joe	Converted	Delbont Indu
30748	Lead for New Pump Series	57	Wills, Joe	Converted	Delbont Indu
25861	New product Launch - Multi Eco 33i	72	Wills, Joe	Converted	Delbont Indu
30746	Eco Friendly Pump Launch	66	Wills, Joe	Converted	Delbont Indu
30749	Eco Friendly Pump Launch	15	Wills, Joe	Converted	Delbont Indu
30743	Eco Friendly Pump Launch Lead 4.0	80	Wills, Joe	Converted	Delbont Indu
30747	Eco Friendly Pump launch	77	Wills, Joe	Converted	Delbont Indu
30739	Eco Friendly Pump Launch lead 4.0	73	Wills, Joe	Converted	Delbont Indu
30731	Q1 top Lead	46		Open	Kixo
30659	Lead Bike World	85	Crespo, Bart...	Converted	PUMP SKNN
30652	Bikes Lead10.01.	69	Crespo, Bart...	Converted	PUMP SKNN
30656	Bikes Lead DE	3	Crespo, Bart...	Open	PUMP SKNN
30655	Bikes Lead CA	27	Crespo, Bart...	Open	PUMP SKNN
30653	Bikes Lead AR	21	Crespo, Bart...	Open	PUMP SKNN
30654	Bikes BR Lead	73	Crespo, Bart...	Converted	PUMP SKNN
30651	Bikes Lead8.1v	7	Crespo, Bart...	Converted	PUMP SKNN

**45 Lead Score** (▼ 38)

Converted

Lead Type: C

**Key Factors**

- ↑ Lead Source is Roadshow
- ↑ Lead Qualification Level is Warm
- ↓ Lead Priority is Immediate
- ↓ Distribution Channel is Indirect sales

**Activity Engagement**

Received: 0  
Sent: 0

Last Activity

180 Days in Hot Status

Status Downgraded  
Qualified → Open  
Last updated 01/17/2019

- The score indicates the likelihood of conversion of lead to opportunity.
- Rank prospects against a scale that represents the perceived value
  - 0-50 Less Likely
  - 51-75 Likely
  - 75-99 Very Likely
- Activity engagement and key factors provide additional details while assessing lead

# Deal Intelligence

The screenshot displays the SAP ML Scored Opportunities interface. The main table lists 59 opportunities, with the first row selected. The 'Score' column is highlighted in yellow, showing scores ranging from 12 to 81. The detailed view on the right shows a score of 20, labeled 'Less likely to win'. Key factors include 'Days Since Last Update is 3', 'Days Open is 45', 'Number of Times Close Date Pushed is 6', and 'Sales Owner Win Rate is 76%'. Activity engagement shows 0 received and 0 sent. The deal is 24 days to close, with 0 times closing date pushed and 3 days in develop value proposition status. The amount changed from \$15K to \$5.6K.

ID	Score	Account	Name	Close Date
47119	20	Delbont Industries	DMR- Oppty from Small Target Group New Lead Camp	08/08/20
47106	50	Delbont Industries	Opportunity for sales Q2-091	12/29/20
47101	18	Road Runner102 Inc	s4corp	12/25/20
46972	35	PUMP SKNN	MOUNTAIN BIKE PRODUCT	03/13/20
46971	74	PUMP SKNN	Bike Corp	01/30/20
46969	60	PUMP SKNN	New Bike Launch Jan	01/30/20
46968	71	PUMP SKNN	ASD Bikers Delhi Div	01/29/20
46966	37	PUMP SKNN	New Bike Model	02/20/20
46963	81	Delbont Industries	Q3 Oppty for water lifting pumps	08/14/20
46962	12	PUMP SKNN	ASD Bikers NGP	07/05/20
46961	45	PUMP SKNN	New Bike Launch	01/31/20
46959	13	PUMP SKNN	ASD Bikers Jaipur Div.	01/29/20
46958	17	PUMP SKNN	Oppo Bike World	07/03/20
46957	77	PUMP SKNN	ASD Bikers Vadodara Div	01/26/20
46955	21	PUMP SKNN	Bikes Oppo1	07/03/20
46954	20	PUMP SKNN	Bikes Opportunity	01/29/20

- Identify and prioritize hot deals. Predict the likelihood of closure
- Understand what are the key factors influencing the deal
- Avert deal disasters - Managers can get visibility into their team's pipelines without asking individual sales reps
- Key Insights - such as activity engagements, since how long the deal is in a status etc.



# Ticket Intelligence – Ticket Categorization (1/2)

## For Automated Service Ticket Category Mapping

The screenshot displays the SAP Service Cloud interface for a ticket titled "Received damaged product". The ticket is assigned to Jenny Smith and has a high priority. The interface is divided into several sections:

- CATEGORY:** Shows a "Recommended Category" of "Product Help" with a confidence score of 98. Keywords include "Accounts, Microsoft, Discovered".
- CUSTOMER:** Identifies the customer as Taylor Jones, with contact information: Email (taylorjones@mail.yaas.io) and Phone (650.545.1000).
- TIMELINE:** Lists key dates: Initial Review Due (16.05.2017 18:21), Completion Due (19.05.2017 15:21), Reported On (16.05.2017 15:21), and Resolved On.
- INTERACTIONS:** Shows three email exchanges. The first from Matt Damon expresses happiness about the service. The second from James Park describes a customer's issue with a discontinued putter. The third from Matt Damon discusses the challenge of delivering excellent service via email.
- WORK DESCRIPTION:** Contains the text "Need to respond back to customer".
- Similar Tickets:** Lists related tickets such as "Damaged product" (Completed, 100% accuracy) and "Product is defected" (Open, 85% accuracy).
- Responses:** Shows customer feedback with CSAT scores (90, 88, 85) and sentiment indicators.
- Attachments:** Includes files like "Care Instructions.pdf", "Returns/Exchange\_Form.pdf", and "PurchaseOrder.doc".

### What is it?

Categorize incoming tickets based on applying deep learning neural network techniques to past ticket examples

### Key benefits

- Increase in agent productivity
- Better prioritization of incoming tickets
- Automatic classification based on model accuracy

# Ticket Intelligence – Ticket Categorization (2/2)

## Issue & Intent Identification of Incoming Inquiries

The screenshot displays the SAP Ticket Intelligence interface for a ticket titled "94342 - Fridge door does not close properly". The interface includes a navigation bar with tabs like Overview, Interactions, Solution Center, Surveys, Activities, Attachments, Notes, Services, Parts, and Involved Part. A red box highlights the "Category" section, which shows a "Service Category" of "Product Support" and an "Incident Category" of "Machine Reported". A "Confidence" score of 96 is displayed in a green box, along with "Keywords" including "Monarch,send,our". The "Product" section identifies the product as "Smart Fridge" with a "Product ID" of "10003380". The "Description" section contains the text: "Hello, My name is Taylor Jones and I am writing to you because I am concerned about our Monarch Smart Fridge (10003380). We bought it four weeks ago and the door is not closing properly. As the fridge is still under warranty, I am writing to you to request a replacement or repair." The "Customer" section shows the name "Taylor Jones" and email "taylor.jonesh@gmail.com".

### Key Capabilities

- Support for hierarchical catalog structure up to 3 levels
- Set Prediction Threshold to automate only high accuracy predictions in the UI
- Displays confidence and keywords for every prediction
- Supports categorization of tickets in multiple languages

# Ticket Intelligence – Ticket Priority Detection

## Automated Priority Classification of Incoming Tickets

The screenshot displays a SAP Service Center ticket for ID 94342, titled "Fridge door does not close properly". The interface is divided into several sections: "Overview", "Interactions", "Solution Center", "Surveys", "Activities", "Attachments", "Notes", "Services", "Parts", and "Involved Part".

The "Additional Information" section includes:

Requires Work: Yes	Source: E-Mail
Channel: Monarch Consumer Service	Service Level: SLA_WORK_TICKET
Document Language: English	Classification: -

The "Category" section shows:

Service Category: Product Support	Incident Category: Machine Reported Issue
-----------------------------------	---

The "Description" section contains the text: "Hello, My name is Taylor Jones and I am writing to you because I am concerned about our Monarch Smart Fridge (10003380). We bought it four weeks ago and the door is not closing properly. As the fridge is still under warranty, I would like to request a replacement or repair." The Product ID is 10003380.

The "Customer" section lists:

- Customer: Taylor Jones
- E-Mail: taylor.jonesh@gmail.com
- Customer ID: 1002755

The "Product" section lists:

- Product: Smart Fridge
- Description: Electronics
- Installation Point: -
- Warranty: -
- Warranty To: -
- Product ID: 10003380

The "Details" sidebar on the right shows the following fields:

- Subject: Fridge door does not close properly
- Priority: Urgent (highlighted with a red box)
- Escalation Status: Not Escalated
- Status: Open
- Work Progress: Open
- Assigned to: -
- Service and Support Team: Product Queue- Electronics
- Service Technician: -
- Service Technician Team: -
- Territory: -
- Main Ticket: -
- Time to Completion: 1-2 days

### What is it?

Predict Ticket Priority based on applying ML model on incoming inquiry description

### Key Capabilities

- Select confidence threshold to filter out low accuracy predictions
- Works on custom priority values
- Priority Classification can be used for downstream activities such as Team Routing

# Ticket Intelligence – NLP Classification – Product ID Entity Extraction

## Automatically Identifies Product ID's from Incoming Inquiries

94342 - Fridge door does not close properly

Overview Interactions Solution Center Surveys Activities Attachments Notes Services Parts Involved Part > ▾

Additional Information	
Requires Work Yes	Source E-Mail
Channel Monarch Consumer Service	Service Level SLA_WORK_TICKET
Document Language <span>○</span> English	Classification -

Customer	
Customer <a href="#">Taylor Jones</a>	E-Mail <a href="mailto:taylor.jonesh@gmail.com">taylor.jonesh@gmail.com</a>
Customer ID 1002755	

Category	
Service Category <span>○</span> Product Support	Incident Category <span>○</span> Machine Reported Issue

Product	
Product <span>○</span> <a href="#">Smart Fridge</a>	Description Electronics
Installed Base -	Installation Point -
Serial ID	Warranty -
Coverage -	Warranty To -
Product ID <span>○</span> <a href="#">10003380</a>	

Description
Hello, My name is Taylor Jones and I am writing to you because I am concerned about our Monarch Smart Fridge (10003380). We bought it four weeks ago and the door is not closing properly. As the fridge is still under

+

### What is it?

Categorize incoming tickets based on applying deep learning neural network techniques to past ticket examples

### Key Capabilities

- Improve productivity of the agent by pre-filling the product ID's

# Ticket Intelligence – Sentiment Analysis of Incoming Tickets

Tickets from Last 7 Days (36) ▾

Priority	ID	Sentiment	Subject	Status	Customer	Channel	Reported On
Normal	995...	😊 Weak Positive	My fridge door is not working prop...	In Process - W...	Taylor Jones	Monarch Consumer Service	10/21/2019 5:3...
Normal	995...	😐 Neutral	Green product is not working prop...	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 5:2...
Normal	995...	😊 Weak Positive	Fridge is not working properly	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 5:2...
Normal	995...	😊 Weak Positive	Fridge door does not close properly	In Process - W...	Taylor Jones	Monarch Consumer Service	10/21/2019 5:1...
Normal	995...	😞 Weak Negative	Missed appointment by your servi...	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 5:1...
Normal	995...	😐 Neutral	Green product is not working prop...	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 5:1...
Normal	995...	😐 Neutral	Fridge door does not close properly	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 4:5...
Normal	995...	😞 Weak Negative	Missed appointment by your servi...	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 4:4...
Normal	995...	😐 Neutral	Problems with fridge app	Open	Ralf Kammerer	Monarch Consumer Service	10/21/2019 3:2...
Normal	995...	😊 Weak Positive	Fridge app OS version	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 12:...
Normal	995...	😊 Weak Positive	Fridge door does not close properly	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 12:...
Normal	995...	😞 Weak Negative	Missed appointment by your servi...	Open	Taylor Jones	Monarch Consumer Service	10/21/2019 12:...
Normal	995...	😊 Weak Positive	Fridge door does not close properly	Open	Taylor Jones	Monarch Consumer Service	10/18/2019 11:3...
Normal	995...	😞 Weak Negative	Missed appointment by your servi...	Open	Taylor Jones	Monarch Consumer Service	10/18/2019 11:1...
Normal	990...		Issue with my product	Open		Manual	10/18/2019 4:4...
Normal	990...		Issue with Fridge	Open		Manual	10/18/2019 4:3...
Normal	995...	😊 Weak Positive	Fridge app OS version	Open	Taylor Jones	Monarch Consumer Service	10/17/2019 12:...
Normal	995...	😐 Neutral	Fridge door does not close properly	Open	Taylor Jones	Monarch Consumer Service	10/17/2019 12:...
Normal	995...	😞 Weak Negative	Missed appointment by your servi...	Open	Taylor Jones	Monarch Consumer Service	10/17/2019 12:...
Normal	995...	😞 Weak Negative	Missed appointment by your servi...	Open	Taylor Jones	Monarch Consumer Service	10/16/2019 11:0...
Normal	995...	😞 Weak Negative	Missed Appointment	Open	Taylor Jones	Monarch Consumer Service	10/16/2019 5:2...
Normal	995...	😞 Weak Negative	Missed appointment by your servi...	Open	Taylor Jones	Monarch Consumer Service	10/16/2019 4:2...

## What is it?

Extract Sentiment of incoming interaction


## Key Capabilities





- Know the mood of the customer
- Prioritize the processing of the Ticket
- Sentiment values includes
  - 00 Not Available
  - 01 Strong Positive
  - 02 Weak Positive
  - 03 Neutral
  - 04 Weak Negative
  - 05 Strong Negative

# Ticket Intelligence – Language Detection

94342 - Fridge door does not close properly

Overview Interactions Solution Center Surveys Activities Attachments Notes Services Parts Involved Part >

<b>Additional Information</b>	<b>Customer</b>
Requires Work Yes	Customer <a href="#">Taylor Jones</a>
Channel Monarch Consumer Service	E-Mail <a href="mailto:taylor.jonesh@gmail.com">taylor.jonesh@gmail.com</a>
Document Language  English	Customer ID 1002755
Source E-Mail	
Service Level SLA_WORK_TICKET	
Classification -	

<b>Category</b>	<b>Product</b>
Service Category  Product Support	Product  <a href="#">Smart Fridge</a>
Incident Category  Machine Reported Issue	Description Electronics
	Installed Base -
	Installation Point -
	Serial ID -
	Warranty -
	Coverage -
	Warranty To -
	Product ID  <a href="#">10003380</a>

**Description**

Hello,  
My name is Taylor Jones and I am writing to you because I am concerned about our Monarch Smart Fridge (10003380). We bought it four weeks ago and the door is not closing properly. As the fridge is still under

## What is it?

Extract Language of incoming interaction

## Key Capabilities

- Multilingual support for language detection
- Routing of the ticket can be based on document language.
- Email Template recommendation can be made based on the document language.
- Output summary can be based on language detected.

# Ticket Intelligence – Time-To-Completion

Predict on when the ticket will be closed

The screenshot displays a ticket interface for '99547 - My fridge door is not working properly'. The ticket is assigned to Juliane Beyer and is currently 'In Process'. A red box highlights the 'Time to Completion' field, which shows '1-2 days'. The interface includes a navigation bar with tabs for Overview, Interactions, Solution Center, Surveys, Activities, Attachments, Notes, and Involved Parties. The main content area is divided into sections for Additional Information, Category, Description, Customer, and Product.

Subject	Priority	Escalation Status	Status
My fridge door is not working properly	Normal	Not Escalated	In Process - ...

Time to Completion	Assigned to	Service and Support Team
1-2 days	Juliane Beyer	Product Queue- Electronics

Additional Information	
Requires Work: Yes	Source: E-Mail
Channel: Monarch Consumer Service	Service Level: SLA_WORK_TICKET
Document Language: English	

Category	
Service Category: Product Support	Incident Category: Noise/Vibration
Cause Category: -	Resolution Category: -

Customer	
Customer: Taylor Jones	Contact: -
E-Mail: taylor.jonesh@gmail.com	Category: A-Account
Sentiment: Happy	

Product	
Product: Smart Fridge	Description: Electronics
Serial ID: -	Warranty: -
Coverage: -	Product ID: 10003380

**Description**

Hello,  
My name is Taylor Jones and I am writing to you because I am concerned about our Monarch Smart Fridge (10003380).

## What is it?

Estimated time to complete & resolve tickets based on analysing past time to completion examples

## Key Capabilities

- Ensure customer tickets are handled in time and in compliance with SLA.
- Give customer service manager a reference of overall workload needed and conduct proper resource planning required.

# Ticket Intelligence – Machine Translation [BETA]

The screenshot displays the SAP Service Cloud interface for a ticket titled "99547 - My fridge door is not working properly". The interface is divided into several sections:

- Header:** Shows the ticket title, priority (Normal), escalation status (Not Escalated), work progress (Open), and assigned agent (Juliane Beyer).
- Overview:** A tabbed interface with "Overview" selected. It shows the customer's name (Happy) and a "Translated Text" button highlighted with a red box.
- Category:** A section for categorizing the ticket, including Service Category (Product Support), Incident Category (Noise/Vibration), Cause Category, Resolution Category, and Object Category.
- Timeline:** A chronological list of events related to the ticket, such as "Initial Review Due", "Completion Due", "Reported On", "Arrived On-Site", and "Resolved On".
- Similar Tickets:** A list of three similar tickets with their respective customer names and confidence scores (e.g., "93235 - i hate fridges" with 60% confidence).
- Recommendations:** A vertical sidebar on the right side of the interface.

## What is it?

Leverage ML/AI to auto-translate incoming ticket description from source language to target/logged in language

## Key Capabilities

- Helps agents in processing tickets even from other languages.
- Managers can look at the text and send it to the correct team.



# Solution Intelligence – Similar Tickets

The screenshot displays the SAP Service Center interface for a ticket titled '10002785 - Stay Weir'. The main content area shows ticket details such as 'Product', 'Description', 'Initial Review Due', 'Completion Due', 'Reported On', 'Arrived On-Site', 'Resolved On', 'Time with Agent', 'Service Location', and 'Work Description'. A sidebar on the right, highlighted with a red border, contains a 'Similar Tickets' section and a 'Recommended Articles' section. The 'Similar Tickets' section lists three related tickets: '89888 - Ice formation in the refrigerator' (Customer: Elaine Walsh, Accuracy: 100%), '92489 - Over cooling of lower compart...' (Customer: Jack Mason, Accuracy: 98%), and '72344 - Problem with compressor' (Customer: Michael Brown, Accuracy: 89%). The 'Recommended Articles' section lists three articles: 'Step-by-step Troubleshooting to fix coffee machine' (Author: Matilda Burton), 'Issue with new product range of xyz coffee maker' (Author: Henk Fortuin), and 'Microwave issue with heating' (Author: Henk Fortuin).

## What is it?

Recommends Tickets that are related to the same Issue category by looking at past examples

## Key Capabilities

- Show the similar Tickets which based on the Subject and Description of the incoming Tickets.
- Agents can use this as a reference to solve the issues
- Enabling quick view of these Similar Tickets can help the agents to quickly looks in those issues.

# Solution Intelligence – E-Mail Template Recommendation

Vorlage auswählen

Empfohlene Vorlagen (3)

Name	Konfidenz
TR - product issue reply	9
ML - Broken Fridge	93
ML - Fridge App	9

1 ausgewählt

Meine Vorlagen (0)

Name	Beschreibung	Kanaltyp	Unternehme	Anlage
Keine Daten				

TICKET: No #TICKETID#  
SUBJECT: #SUBJECT#

Hi #MainContactName#,

Thank you for your message! We can offer you the following slots:

1. Next Tuesday between 8am and 12pm.
2. Next Wednesday between 1pm and 6pm.
3. Next Thursday between 8am and 12pm.

Please write us back with your preferred slot.

Abbrechen Auswählen

## What is it?

Recommends email templates based on an incoming interaction

## Key Capabilities

- Recommend top 3 E-Mail templates to assist in agent productivity
- Each Recommendation includes confidence score to make the quality of prediction transparent

# Intelligent Scores – Building up a real-time Customer Profile

AVAILABLE

The screenshot displays the 'CONTACT PROFILE' for Alexander Ackermann. The interface includes a left sidebar with contact details and a main area with tabs for Personal Data, Interactions, Scores, Commerce, Account Team, and Leads. The 'Scores' tab is active, showing a grid of score tiles. A 'Select Scores' dialog box is open at the bottom, listing various scores with checkboxes. The tiles shown are:

- Sentiment Score: No Valuation
- Activity Score: 30
- Email Affinity: 0
- CustomerSatisfactionScore: 0
- Best Sending Time: Evening: 6 pm - 10 pm
- Response Activity Score: Very high response
- Latest Activity: Recent

The 'Select Scores' dialog box contains the following list:

- Activity Score
- Contact Level
- Latest Activity
- Lead Propensity
- Profile Score
- Recent Interactions
- Sentiment Score
- Test of heuristic Score AGE

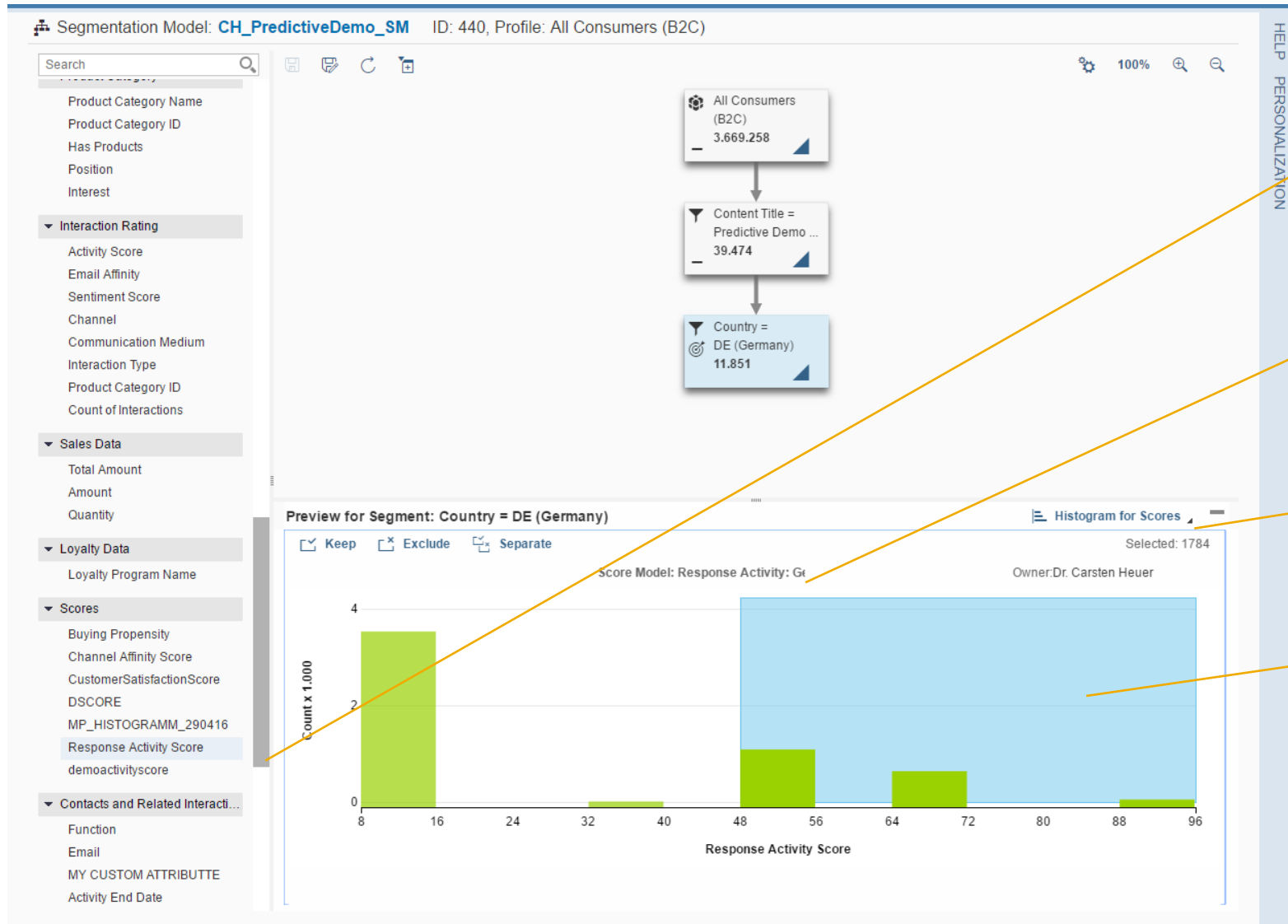
Buttons for 'OK' and 'Cancel' are visible at the bottom of the dialog.

Scores created using a ScoreBuilder App within SAP Marketing Cloud

Profile can be customized by selecting relevant scores

**Personalization of tiles** flag those tiles, which shall be visible on the screen.

# Intelligent Scores – Using Scores in Segmentation



**Score** appears in the defined attribute group. When both segment and score are selected the scores are calculated and the distribution of the score values is shown as histogram in the preview area.

**Score name and owner** is shown. If the score is persisted the date and time of score calculation is displayed as well. Otherwise the score is calculated in real time; in this case no data/time information is given.

**Histogram** shows the distribution of score values for the selected segment.

**Marked Area** which selects the share of top scoring members of the segment. Press Keep-button, if these should become the next sub-segment.

# Consumer Buying Propensity Model - Using Prediction scores in Segmentation

AVAILABLE

Select consumers in Germany

Select consumers with high Buying Propensity

Create Profile with Buying Propensity Score

Create target group for special offers

The screenshot displays the SAP Customer Data Cloud Segmentation tool interface. At the top, it shows the Segmentation Model: **CH\_PredictiveDemo\_SM** with ID: 440 and Profile: All Consumers (B2C). The interface is divided into several sections:

- Left Panel (Attributes):** A list of attributes for profile creation, including Product Category ID, Has Products, Position, Interest, Interaction Rating (Activity Score, Email Affinity, Sentiment Score), Sales Data (Total Amount, Amount, Quantity), Loyalty Data (Loyalty Program Name), Scores (Buying Propensity, Channel Affinity Score, CustomerSatisfactionScore, MP\_HISTOGRAMM\_290416), Contacts and Related Interactions (Function, Email, MY\_CUSTOM\_ATTRIBUTTE, Activity End Date), Product-related Interactions (PRODUCT\_ORIGIN\_DESC), Marketing Attributes (Company Key), and Possible Customer (Possible Customer).
- Flowchart (Filters):** A vertical sequence of filter boxes:
  - All Consumers (B2C):** 3.607.269
  - Content Title = Predictive Demo ...:** 30.000
  - Country = DE (Germany):** 8.983
- Preview for Segment: Country = DE (Germany):**
  - Target Product > Comfort Giro Account**
  - Keep** (checkbox)
  - Top-Ranked Customers:  %
  - Selected Customers:
  - Coverage of Potential Buyers:  %
  - Predicted Potential Buyers:
  - Propensity:
  - Predictive Model ID: 417
  - Predictive Model Name: CH\_Test\_1608\_1
  - Owner: Dr. Carsten Heuer
  - Score Calculated: Yesterday
- Gain Chart:** A line graph showing the Coverage of Potential Buyers (Y-axis, 0% to 100%) versus the Share of Top-Ranked Customers (X-axis, 0% to 100%). A blue curve rises steeply from the origin, reaching approximately 85% coverage at a 16% share of top-ranked customers. A dashed diagonal line represents the baseline for random selection.

# SAP Commissions Plan Optimization



**Correlate** every compensation plan component to bookings (revenue) and deposits (incentives paid) with patent pending machine learning

**Visualize** each compensation plan component and how they correlate to deposits and bookings. The size of the bubble reflects the number of payees paid under the component. The color indicates the strength of the correlation to bookings.

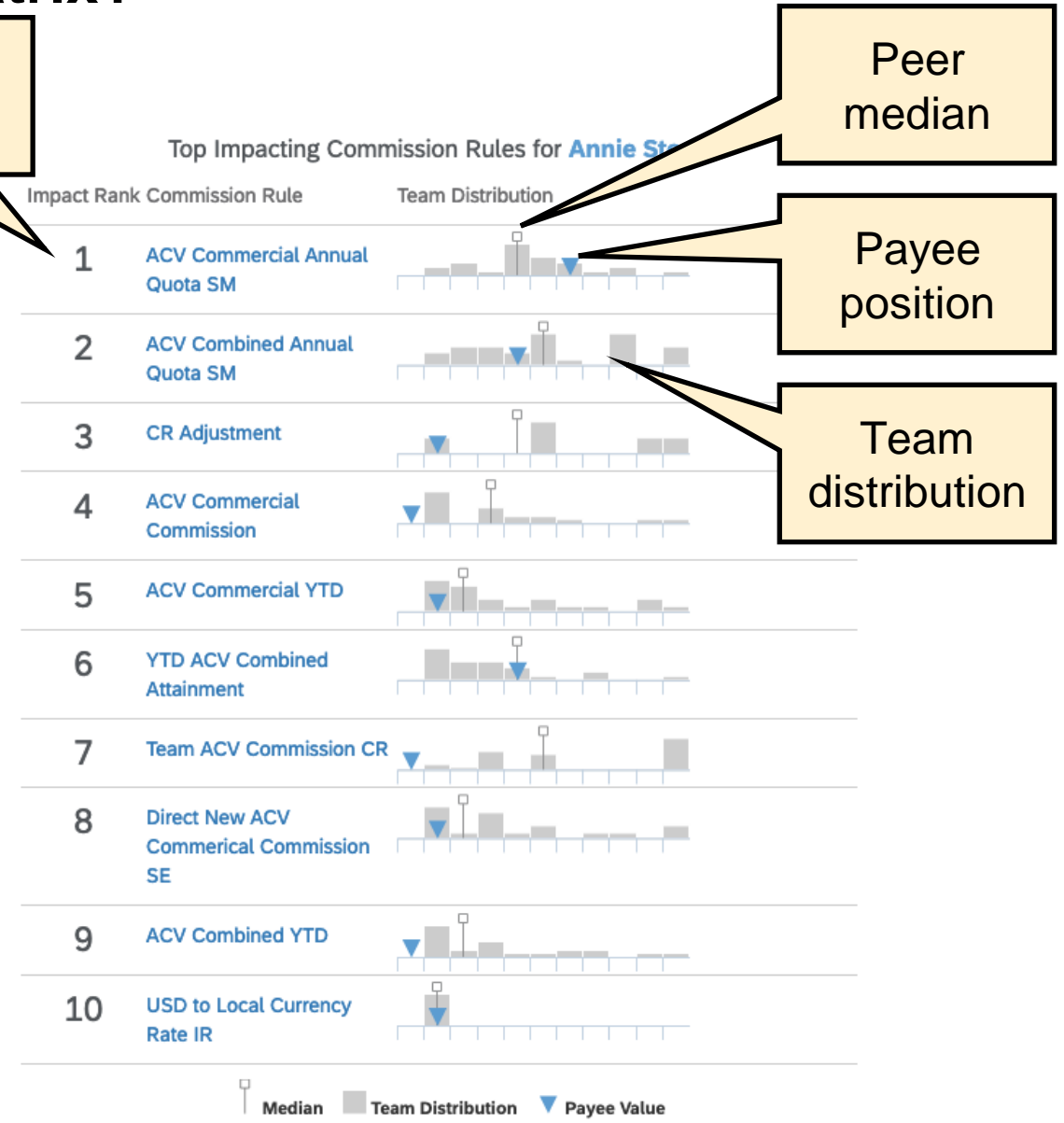
**Optimize** plans with AI recommendations for each individual plan component including increasing/lowering quotas, payout rates or eliminating components. Drill into each component for more details.

**Determine** quickly with the trend line whether a component is driving the appropriate business goal – revenue – or acting as a loss leader.

# How do you analyze your Performance Matrix?

- Top 10 most impacting rules for payee
- Payee's rank w.r.t. peers shown for each rule
- Used as a motivating/coaching tool
- Example:
  - Annie Stone is above median with her **ACV Commercial Annual Quota**
  - But she's lagging behind with her **ACV Commercial Commission**

Most impactful rule



# Cross-sell & Pricing Recommendations embedded in CPQ

Quote #01200406 / MASTER

Status: Preparing Market: 1710 Pricebook: P1710

Item	Quantity	List Price	Discount Percent
10005929 Mountain Bike M525	1	\$ 1,587.00	0.00
10005927 Mountain bike helmet	1.1	\$ 69.95	0.00

10 items per page

Description	Discount Percent	Discount Amount	Extended
Product Type Product	0.00 %	\$ 0.00	
Total	0.00 %	\$ 0.00	

**Recommendations**

Customers with similar cart content also purchased:

Protective Gear Set  
with quantity of 1 and discount of 0.00%  
Consider adding it to your quote.  
[Add Product](#) [Decline](#)

---

Recommended price based on historical data is:  
with discount of 10.00%  
Consider applying that discount.  
[Change Discount](#) [Decline](#)

**Recommendations** alerts are delivered to Sales after products and services have been added to the shopping cart. AI evaluates each unique cart and provides recommendations. When additional line items are added or prices changed, the AI engine re-evaluates the cart and provides new recommendations immediately.

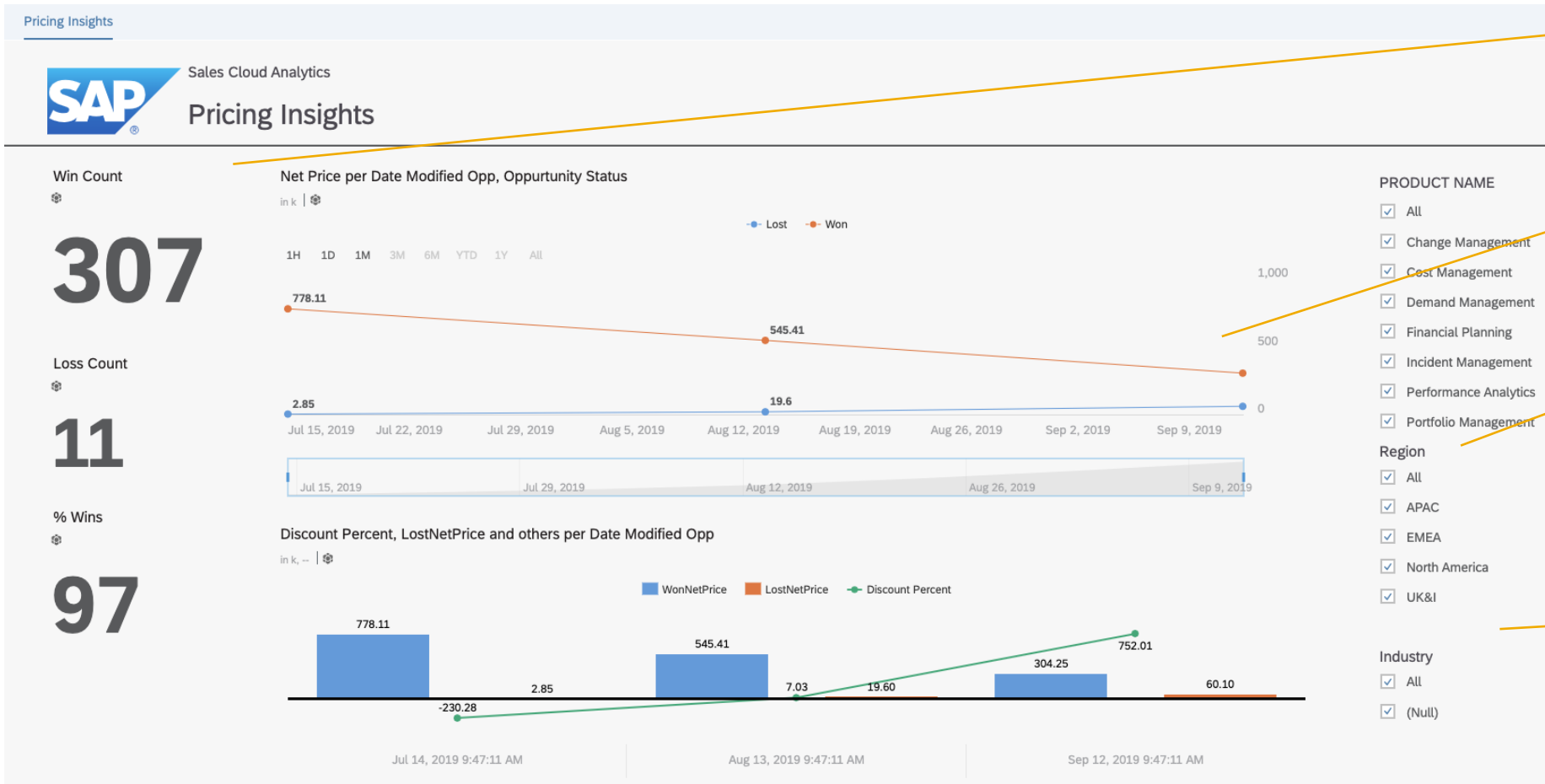
**Cross-sell and Price** recommendations for each line item are provided directly within the shopping cart for Sales to take immediate action.

**Recommendation details** provides feedback for the end-user why a particular recommendation is being made

**Augmented Intelligence** offer recommendations to Sales who then rely on their knowledge and that of the customer to accept or decline recommendations.



# Pricing Insights



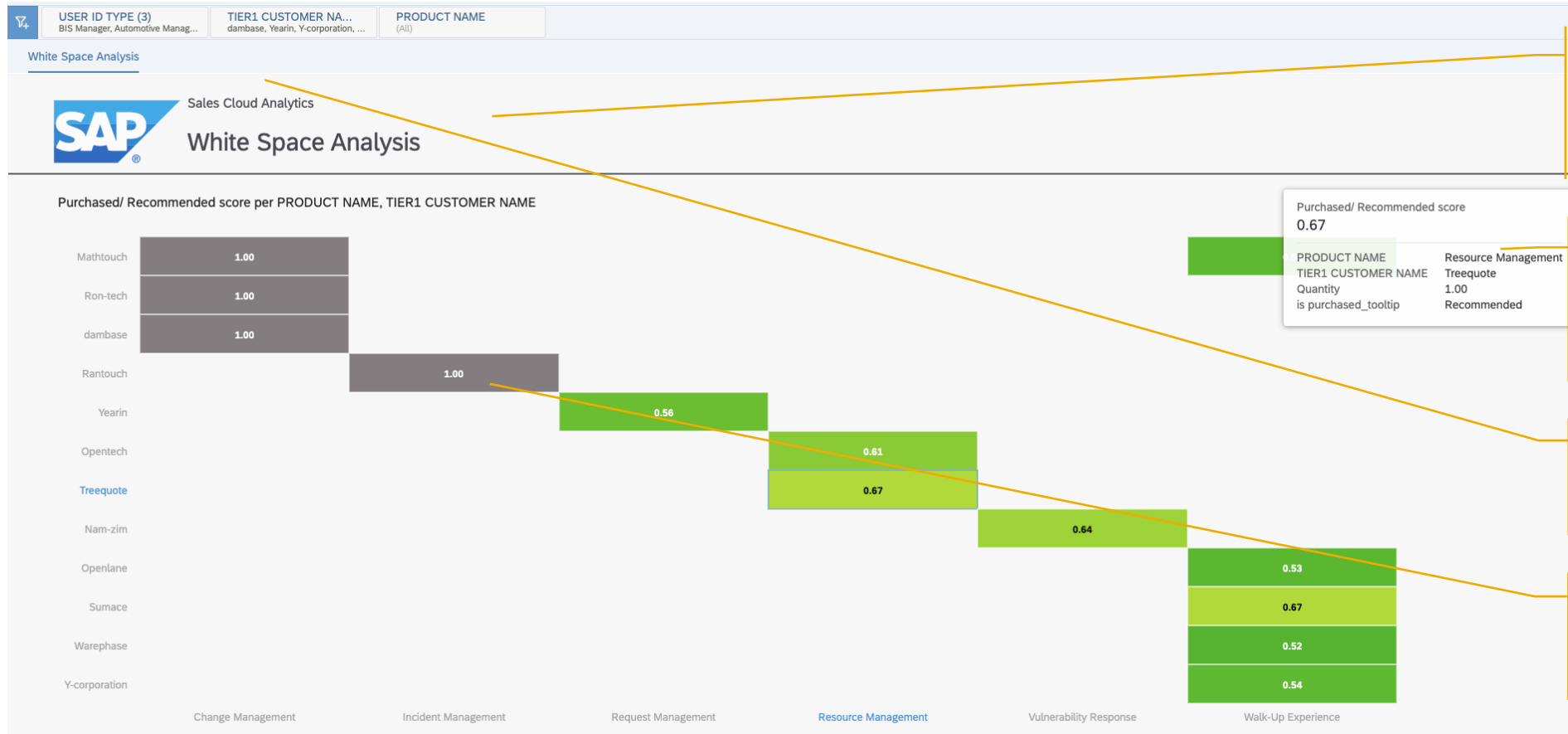
**Track sales KPIs:** define custom metrics such as win rate to track any metric of your choice.

**Visualize:** build charts to assess your pricing strategy over time.

**Filters on deal and opportunity attributes** help you focus on things that matter to you most.

**Analytics platform** allows you to build any custom analytics of your choice.

# Whitespace Analysis



**Plan** your sales strategy with whitespace analysis.

**Cross-sell and Price** recommended products for all customers with quantity and price in one single view.

**Filters** to focus on subsets of customer, products, salesperson or other attributes.

**Know** what customers have purchased and what's being recommended.

## Further Information

### INTERACT

- [SAP Customer Experience](#)
- [SAP Customer Data](#)
- [SAP Marketing](#)
- [SAP Commerce](#)
- [SAP Sales](#)
- [SAP Service](#)

### EXPLORE

- [CX Enablement Portal](#)
- [CX Webinars & Recordings](#)
- [CX Learning Journeys](#)
- [CX Newsletters](#)
- [YouTube](#), [Twitter](#), [Facebook](#)
- [LinkedIn](#), [Instagram](#)

### CHOOSE

- [CX Communities:](#)
  - [Customer Data](#)
  - [Marketing](#)
  - [Commerce](#)
  - [Sales, C4C](#)
  - [Service](#)
- [CX Works](#)
- [CX Services](#)

**START YOUR JOURNEY TO 'CUSTOMER FREEDOM' WITH SAP CUSTOMER EXPERIENCE**