



## CLOUD FOR SERVICE BECAUSE SERVICE IS THE NEW SALES

**89%**

Of customers are extremely frustrated by having to repeat their issue to multiple representatives

**80%**

Of organisations have non-integrated communication channels in service management

**91%**

Of customers get frustrated to contact a company multiple times for same issue

**55%**

Of customers stopped a transaction due to poor customer service experience

“SAP Cloud for Service is designed to wow the customer, the agent and field service personnel from ground-up through its personalised Omni-Channel customer engagement capabilities.”



Cloud for Service is an end-to-end Omni-Channel service management solution that empowers you to engage with your customers from ‘trouble’ to ‘resolve’ proactively and efficiently.

Supporting end-to-end responsive service management processes, from service ticket capture to resource allocation and service delivery.

Gain insight through analytics and track service performance and customer satisfaction.

Cloud for Service powered by Gauri is a comprehensive service management solution that your business needs today in order to nurture your customers through service delivery life-cycle.



66% Customers are willing to pay more for better customer service



75% Have spent more because of positive supplier experience



48% Customers praise their supplier for great service experience



20-40% Greater spend by customers engaged in social media



## OMNI-CHANNEL SERVICE

- Unified agent experience across all interaction channels
- Capture complete conversation history in one place
- Routing and escalation rules management
- Service ticket approval process
- Contract & service level management
- Manage work tickets – services, parts and technician assignment
- Sales integration - Create follow-on lead, opportunity or quote
- Ticket – status and prioritization management
- CTI Integration for contact centre
- Integration with Microsoft Outlook

## SERVICE ANALYTICS

- Track real-time service performance with pre-built dashboards
- Pre-built reports to track response times, handle times, priority, and escalation trends
- Gain greater insight with access to SAP Business Warehouse analysis; dig deeper using a Microsoft Excel
- Sentiment measurement by channel
- Feature-rich 'Out of Box' Analytics and assisted KPIs/SLAs

## ERP / BACK-OFFICE INTEGRATION

- Access complete customer history including recent orders and payment records
- Synchronize master data for consistency across customer, contact, and product information
- Trigger Logistics, Billing & Costing of work ticket items in SAP ERP
- Mark the items to be shipped to the customer's consignment stock before the technician visits the customer
- Access "Big picture insights" to make the best possible customer service decision, every time.

## SOCIAL CUSTOMER SERVICE

- Seamlessly integrate Facebook and Twitter into the service queue
- Engage with customers and help them quickly resolve their own service queries.
- Identify priority messages among millions of posts and tweets, and respond quickly
- Add social media information to customer profiles to develop a more complete customer picture
- Build brand reputation while strengthening customer loyalty online

## SELF-SERVICE PORTAL

- Let your customers create new tickets from a branded support website at their convenience
- Allow customers to track status of their existing support tickets
- Provide customers access to your company's knowledge base

“ The market has changed. Today, revenue goals can only be met when Customer Service is put at the heart of marketing and post-sales customer engagement. It costs nearly 10 times more to win a new customer compared to retaining an existing customer and SAPs Omni-Channel Service Management Solution powered by Gauri enables you to achieve just that!

Experience the difference,  
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