



Maximising customer loyalty with simple, efficient customer-service processes

SAP Service Cloud

Rapid, personalised customer service

Connected across all digital channels, integrated in the call centre and linked to the e-commerce solution – it's never been easier to provide excellent customer service 24/7.

Real-time information for external and internal sales teams enables them to impress customers during service calls and turn every interaction into a plus for the business.

In addition to call centre functionality and the ticket system, the solution includes service and maintenance agreement management, route planning and the operation of an extensive knowledge management system.

Service ticket intelligence allows the system to analyse incoming tickets and assign them to the appropriate service engineer. The knowledge management database generates automated solutions to incoming tickets. This helps employees to solve problems more quickly, allowing services tickets to be processed efficiently and reducing waiting times for customers

The SAP Service Cloud is an important aspect of the end-to-end relationship with your customers. As part of the CX family, Service Cloud is optimally linked to e-commerce, marketing, customer data and CRM solutions.

Your benefits

- Seamless omnichannel customer service
- Satisfied customers thanks to rapid problem solving and self-service options
- Focus on user-friendliness
- Straightforward integration of chatbots
- 360° customer view
- Self-service portal
- Cross and up-selling recommendations

The whys and wherefores

Media disruptions in service are time-consuming, stressful and expensive. Long turnaround times and opaque processes are not an option if you want to ensure customer satisfaction. When it comes to handling their queries, customers' expectations are comparatively high while their threshold for frustration is low. This makes it all the more important to achieve a high first-fix rate and to comply with SLAs. The SAP Service Cloud is the ideal tool for designing a service process that meets your customers' high demands.

Discover & Prepare

With our Discover & Prepare programme, you are fully equipped for successful customer experience projects. Further details:



[Link to D&P factsheet](#)

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Facts & figures



Basic services

Simple and transparent

From a user-friendly process for opening a case, to its resolution and subsequent follow-up, the SAP Service Cloud offers straightforward, end-to-end processes.

Omnichannel

Whether service calls are logged by a customer using a self-service option, by an employee in the call centre or by a service engineer on site, real-time information is always available across all channels, enabling you to provide optimum customer care.

Integration

The Service Cloud is an important component of the SAP Customer Experience portfolio and can therefore be seamlessly integrated into all other cloud solutions as well as S/4HANA ERP processes.

Employee satisfaction

Employees are motivated by their ability to provide a fantastic service experience to customers. User-friendly interfaces, easy-to-access information and a gamification approach within the solution itself all contribute to a positive experience, successful customer interactions and, ultimately, company success.



Other Solutions in the CX Suite

SAP Commerce Cloud – web shop, product management, customer portal, flexible front end, sales processes

SAP Sales Cloud – CRM, presales-management, sales planning, sales automation

SAP Marketing Cloud – campaign management, segmenting, marketing planning and automation

SAP Customer Data Platform – customer profile, customer identity and consent management

SAP Field Service Management – automated deployment planning, FSM app, service feedback

SAP Customer Experience Portfolio

