



## SupportIQ



**Function:** Customer Relationship Management

**Processes:** Customer Service, Customer Sales

**Industry:** Cross-industry

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### Business Driver

Organizations worldwide are facing challenges in supporting customers through traditional channels, such as call centers, due to long wait times, long response times, and failing to receive adequate, real-time information related to their support queries. These issues can lead to reduced customer satisfaction thereby directly impacting an organization's revenue. Increasing labor costs and costs associated with office space can also impact an organization's profit margins.

### Solution Overview

The solution utilizes machine learning capabilities such as text analytics, voice analytics and natural language processing to help optimize the customer support process. The solution provides the capability to detect real-time sentiment of a customer and action the customer request appropriately based on that sentiment. Text and voice based chat bots can also be enabled to aid customer support requests.

### Features

#### Voice Analysis

- ✓ Enable real-time voice sentiment analysis, which can be used to increase customer satisfaction
- ✓ Enable real-time lead scoring based on voice sentiment
- ✓ Enable effective monitoring of agent call quality
- ✓ Based on customer sentiment divert calls to voice robots

#### Text and Voice Chatbots

- ✓ Enable a real-time channel for product FAQ's
- ✓ Provide personalized support context to end customers
- ✓ Enable chat text and voice sentiment analytics

#### SAP S/4HANA® and SAP® Hybris® Customer

- ✓ Integrate customer and product information and service ticket information with SAP Hybris Customer Cloud
- ✓ Integrate service notification information with SAP S/4HANA®

### Potential Benefits

- ✓ Decreased customer support call wait time
- ✓ Personalized customer request handling
- ✓ Real-time customer support optimization by measuring text and voice sentiment of the customer
- ✓ Easily track agent performance through voice and text analysis
- ✓ Reduced cost in support infrastructure through robotic agents handling customer requests over voice and text



Core SAP

- SAP S/4HANA
- SAP® Cloud
- SAP Hybris



Analytics

- Predictive Analytics



Machine Learning

- Text Analysis
- Voice Analysis
- Natural Language Processing