

Intelligent Customer Care (iC2) – Mobile App

Function:

Customer Relationship Management

Processes:

Marketing, E-Commerce, Customer Service, Customer Lifetime Value

Industry:

Consumer & Industrial Products - Retail, Wholesale & Distribution

Business Driver

- In many cases, average order size is declining due to difficult access to the products
- A streamlined and personalized experience is often missing in the marketplace
- Customers want a single point of entry for both order placement and customer care interaction

Solutions Overview

This application offers a global window into the product companies and their products. Using this app, customers can browse the product catalog and the recommended product list to choose the right item for themselves and immediately place an order. The order information will then efficiently flow to all the backend systems like SAP S/4HANA® and yMarketing for record keeping and for future references. This app also helps customers to easily contact the customer care department for product feedback and other related issues.

Features

Supports iOS platform OOTB Integration with SAP® Products

- SAP® Hybris® Commerce
- SAP® Hybris® Cloud for Customer
- SAP® Hybris® Marketing via Commerce

Potential Benefits

- Enhanced customer experience
- Increased cross-selling opportunity
- Improved ROI of marketing campaigns
- Increased customer satisfaction



Machine Learning

- Studying customer behavior
- Defining user metrics



Core SAP

- SAP S/4HANA®
- SAP Hybris Commerce
- SAP Hybris Marketing
- SAP Cloud for Customer



Analytics

- Feed customer analytics data to ML
- Frequently viewed
- Frequently ordered

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