

## SupportIQ

**Function:**  
Customer Relationship Management

**Processes:**  
Customer Service, Customer Sales

**Industry:**  
Cross-industry

### Business Driver

#### Customer support challenges in call centers, such as

- Long wait times and long response times
- Lack of adequate, real-time information

#### Poor performance, resulting in

- Reduced customer satisfaction
- Decreased revenue
- Increased costs: labor, office space
- Lower profit margins



### Solutions Overview

The Support IQ solution utilizes machine learning capabilities such as text analytics, voice analytics and natural language processing to help optimize customer support. It provides the capability to detect customer sentiment in real time, and take appropriate action regarding any customer requests. Text- and voice-based chat bots can also be enabled to help answer customer queries.

### Features

#### Voice analysis

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

#### Text and voice chatbots

- Enable a real-time channel for product FAQs
- Provide personalized support context to address customer requests
- Enable chat text and voice sentiment analytics

### 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 infrastructure costs through use of robotic agents to handle 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

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