

Intelligent Customer Engagement



Know your customer's issue –
before you answer their call

The problem with traditional call center KPIs

In a typical call center, the effectiveness of customer service representatives (CSR) is often determined by metrics such as average handle time (AHT) and first call resolution (FCR). However, AHT and FCR are frequently in opposition with each other. Reducing AHT can compromise the quality of an agent's responses – lowering FCR and negatively impacting customer satisfaction rates.

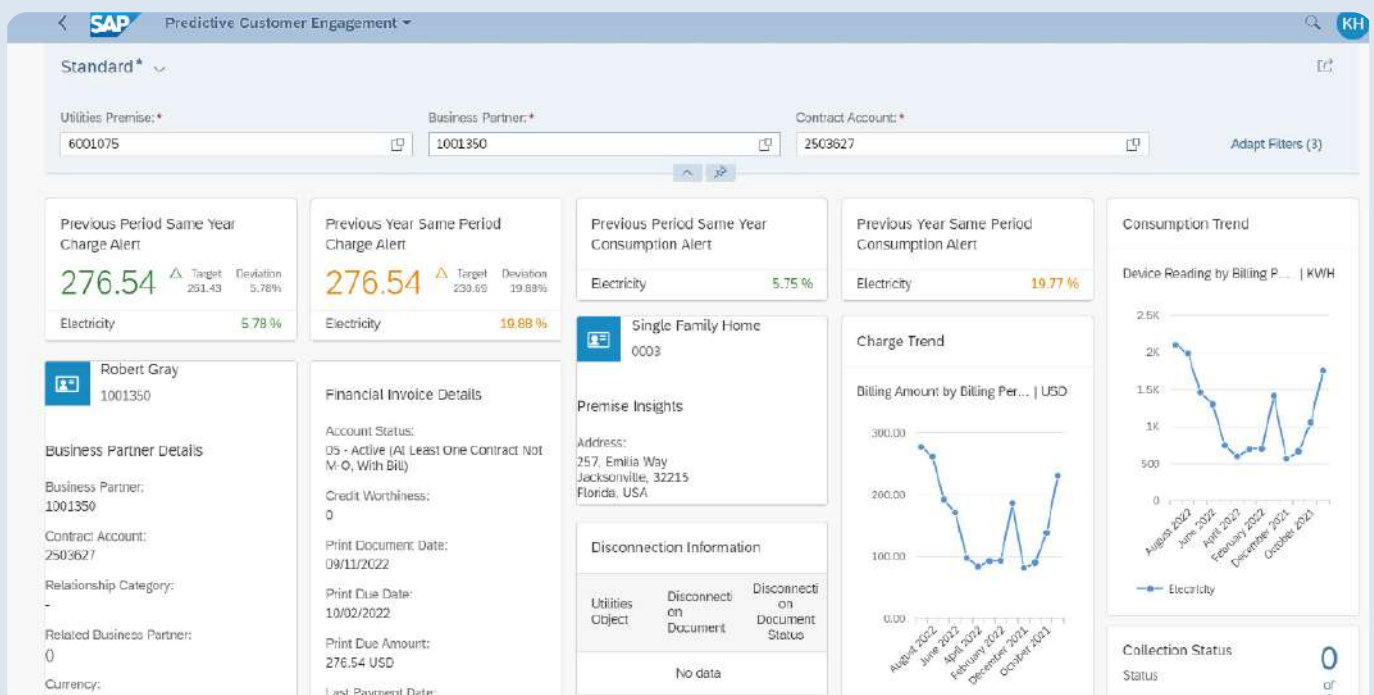
We know the importance of delivering the best customer experience possible. This is why we designed Intelligent Customer Engagement (iCE), a powerful, intuitive tool that aggregates a range of account data to help even inexperienced agents quickly and accurately predict why customers are calling and provide faster issue resolution.

How Intelligent Customer Engagement works

By identifying the most common reasons behind customer calls – and pinpointing the specific conditions based on account data that would cause a specific customer to call – iCE minimizes the number of clicks a CSR needs to resolve customer questions. This leads to a reduction in AHT while increasing CSR productivity.

Intuitive, holistic account view

iCE is a native Fiori-based, cloud-enabled framework designed to work with any call center that is integrated with SAP S/4HANA, including Customer Engagement (native to SAP S/4HANA), Service Cloud and other CRM applications. It aggregates data from SAP S/4HANA and other systems that engage with the customer to provide a holistic account view – and, based on the data, raise color-coded "alerts" that flag likely customer issues. These visual clues allow the CSR to determine where to focus their effort with just a quick scan.



Intelligent Customer Engagement framework

Quick access to relevant transactional data

Issues are defined within their own 'cards,' which an agent can quickly display and arrange on-screen. Agents can then drill into the transactional detail associated with an alert to answer common customer queries, such as current bill is higher than last bill, current usage is higher than last period, service is out, etc.

The screenshot shows the SAP Charge Detail interface. At the top, there are search and filter fields for Business Partner, Contract Account, Utilities Premise, Utilities Contract, and Utilities Installation. Below this is a table titled 'Utilities Billing (13)' with columns for Utilities Contract, Utilities Installation, Division, Billing Document, Billing Period Value, Billing Period, and Billing Amount. The table lists 13 rows of billing data for Electricity (01) from September 2021 to September 2022.

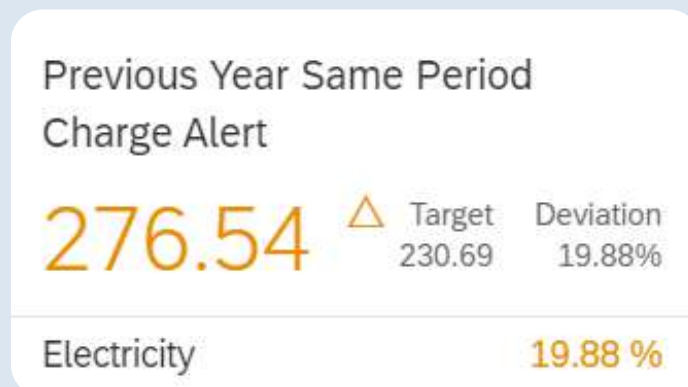
Utilities Contract	Utilities Installation	Division	Billing Document	Billing Period Value	Billing Period	Billing Amount
3000525	7001257	Electricity (01)	10007707	2022/09	September 2022	276.54 USD
3000525	7001257	Electricity (01)	10007706	2022/08	August 2022	261.43 USD
3000525	7001257	Electricity (01)	10007705	2022/07	July 2022	192.00 USD
3000525	7001257	Electricity (01)	10007704	2022/06	June 2022	170.80 USD
3000525	7001257	Electricity (01)	10007703	2022/05	May 2022	97.45 USD
3000525	7001257	Electricity (01)	10007702	2022/04	April 2022	83.91 USD
3000525	7001257	Electricity (01)	10007701	2022/03	March 2022	92.81 USD
3000525	7001257	Electricity (01)	10007700	2022/02	February 2022	93.35 USD
3000525	7001257	Electricity (01)	10003442	2022/01	January 2022	185.91 USD
3000525	7001257	Electricity (01)	10003441	2021/12	December 2021	81.40 USD
3000525	7001257	Electricity (01)	10003440	2021/11	November 2021	90.03 USD
3000525	7001257	Electricity (01)	10003439	2021/10	October 2021	138.21 USD
3000525	7001257	Electricity (01)	10003438	2021/09	September 2021	230.69 USD

Transactional data detail

Each card then navigates directly to the applicable call center detail view for more information as needed.

Configurable alerts

Every alert in iCE tells a 'story,' and the threshold for each alert is configurable. Alert triggers could be a percentage differential, an absolute value differential or just condition based. As each alert is configurable, the threshold values will be different from one alert to another. Alerts also identify the percentage deviation based on the customer's account history, which the CSR can use to put the alert into perspective. As seen in the example "red" alert below, the percent deviation from the previous period to the current period is 19.88%



iCE is available as a pop-up from the call center, so it is always available to the CSR when needed for research.



Reduce average handle time, improve first call resolution and achieve increased customer satisfaction

Benefits : A continually improving system focused on issue resolution

Because the iCE framework is designed for expansion, additional alerts can be built and easily added based on your specific needs. As each alert has configurable thresholds, these can be adjusted over time to help isolate outlier exceptions to better focus on resolution. And as the data displayed in iCE is retrieved in real-time from SAP S/4HANA, completed customer interactions will help accurately track those metrics that feed into the core statistic reporting in the call center.

About HCLTech's SAP Practice

To get the best return on your digital investments, you need a partner that doesn't just do SAP right, but does it better. Our SAP practice works seamlessly with HCLTech's digital consulting, engineering services, IoT WoRKS™ and cloud infrastructure practices to design, implement and support tomorrow's integrated, intelligent solutions today. An SAP Global Strategic Services Partner, our team of 12,500+ consultants leverages insights, advanced accelerators and industry-acclaimed frameworks to deliver award-winning services from local offices across Europe, Africa, Asia and the Americas.

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