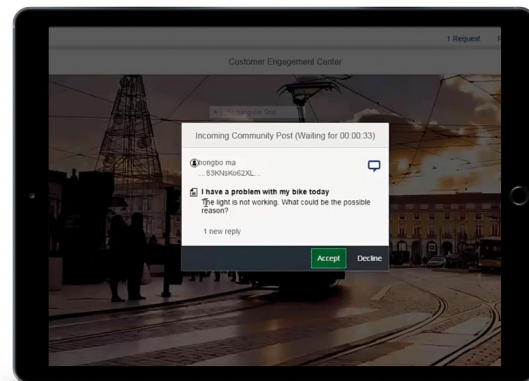
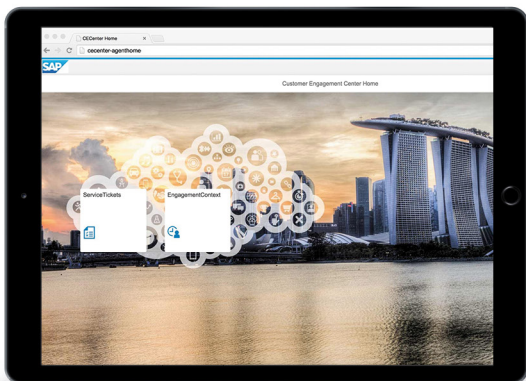
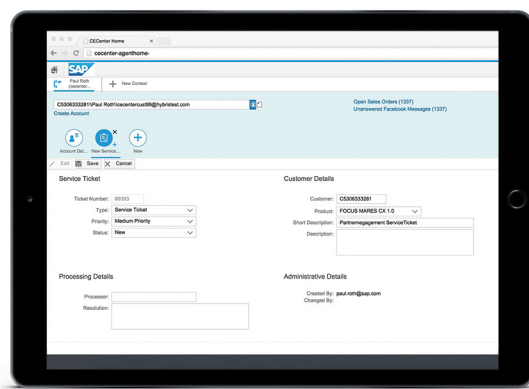
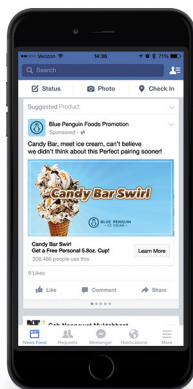


## Revolutionize Service with SAP® Hybris® Service Solutions

In the digital economy, customers are expecting more choices than ever to engage with organizations and have their service requests resolved quickly.

Customers are now making service requests before they even start the sales process. Long and far removed are the days where customer service was a post sales interaction alone. Customer service technology ecosystem has grown more complex over time and shows no signs of slowing down as new communication channels and touchpoints become available.

It is more important than ever for companies to adapt and offer an end-to-end service platform that will accommodate low touch interactions, such as community support, to highly complex interactions, sometimes requiring field service. With **SAP Hybris Service Solutions**, enable your organization to cover every touchpoint in a customer service engagement and deliver service excellence.



## SAP Hybris Service Solutions offer:



### The Right Insight at the Right Time

---

Provide your customer service agents with the customer and solution details they need for a successful service interaction, at their fingertips. Know which field service resources are available at any given time to address a customer need and increase utilization. With collaboration tools and knowledge bases, service agents will be able to tap into the combined company knowledge instantly and increase the speed it takes to solve a customer issue.



### The Channels Your Customers Want

---

Meet your customers in the channel of their choice. Your customers expect to be served at their terms, and through their preferred communication channels. Allow your customers to communicate with your business and answer their inquiries seamlessly through their preferred social or traditional communication channels.



### Personalized Interactions Every time

---

Value customers through very relevant and timely offers, rewards, discounts, and highly personalized treatment. Empower employees at the point of interaction by giving them access to customer profiles, order history, service history, feedback and preferences to deliver personalized interactions every time.



### Integration to Your Enterprise

---

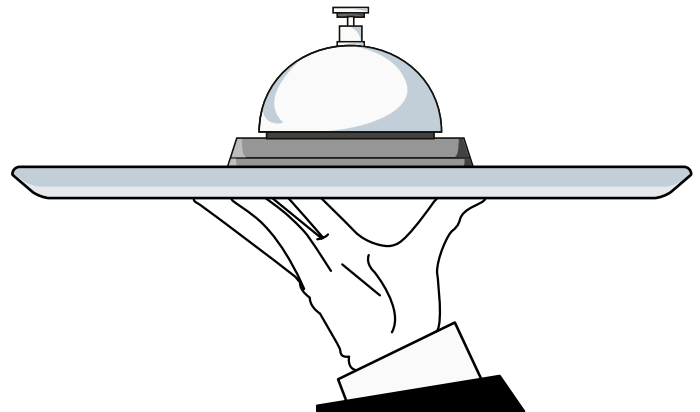
Your service teams must be closely connected to your entire enterprise. Today, potential customers are already seeking information from companies through service platforms before they make their first purchase decision. Operate as a single brand across channels, orchestrating customer experiences – both pre- and post-sale – across all touch points.



### Service on the Go

---

Service managers and field service technicians need complete mobile access. Field service agents should be equipped with the tools they need to address customer issues quickly and efficiently. Equip your field agents to look up inventory information and order spare parts right from their smart device on the job. Drive productivity and resolve service requests with the intuitive user interface on mobile devices.



### → Empower your Customers to Resolve Service Requests on their own

Equip your customers with the tools they need to search and find answers with ease. Create a self-service experience that improves customer satisfaction and reduces support costs through micro-services offered via Hybris as a Service.

Allow customers to search communities, view recent purchases, register products, create incidents or engage with a service agent in the channels of their choice to resolve their inquiries at their convenience.

### → Drive Engagement with Support Communities

Build an interactive community with the SAP Jam Communities solution, to foster collaborative service issue resolution. Through Q&A forums and discussions, your community members can get the answers they need anytime and anywhere.

Integrated into both the SAP Hybris Service Engagement Center and SAP Hybris Commerce products, online communities offer insights into customers' needs and interests – and offer relevant content designed to influence and accelerate purchase decisions and seamlessly go from a service inquiry to a storefront.

Increase customer engagement and satisfaction and lower the total cost of customer support by inspiring low touch service engagements through communities.

### → Leverage Omnichannel Customer Support for Case and Ticket Management

With SAP Hybris Cloud for Service incidents can be created manually or triggered by inbound e-mail messages, chat, SMS and social media messages, including Twitter, Facebook, and YouTube.

All channels can identify customers based on data available from social media profiles, e-mail addresses, or phone numbers. Create new tickets and update existing ones automatically.

With native integration to SAP Jam Collaboration, search and share content from within agent workspaces and stay up-to-date on the latest service requests, comments, discussions, and decisions online.

SAP Hybris Cloud for Service automatically assigns tasks to a ticket based on relevant attributes to help guide agents through complex processes and create workflow rules with ease that can generate notifications, update fields, and trigger requests for multilevel approvals based on context and time.

### → Simplify the Customer Journey with Expert Guidance

With the embedding widgets of SAP Contact Center you can bring communication channels (phone, email, chat, IVR) and omnichannel contact routing as an integral part of your business applications, improving the customer experience and customer service performance.

SAP Contact Center capabilities are inbuilt to SAP Hybris Service Engagement Center and embedded with SAP Hybris Cloud for Service, to increase first contact resolution and customer satisfaction throughout the customer journey.

### → Tap into a Combined Pool of Knowledge

With embedded solution finder functionality through SAP Jam Collaboration, service agents and customers can search for relevant articles in a knowledge base based on subject, categorization, or text analysis derived from keywords and sentiment indicators.

Quickly deliver relevant, expert product information to customers and agents across multiple channels using content ranking technology, and powerful analytics. Speed query resolution across all channels – for improved customer satisfaction and retention.

### → Bring the Next Generation Agent Desktop

With the SAP Hybris Service Engagement Center, enable your service teams to deliver consistent, contextual and relevant experiences regardless of channel or device throughout the customer journey.

Serve customers on their terms through their preferred communication channels and simplify the customer journey with expert guidance.

Provide customer service and support through chat, video chat, social channels, SMS and traditional phone conversations. Allow your agents to retain the customers' context from channel to channel, including integration to the SAP Hybris Commerce storefront, to engage with customers more effectively and to come to issue resolution at the first point of contact.

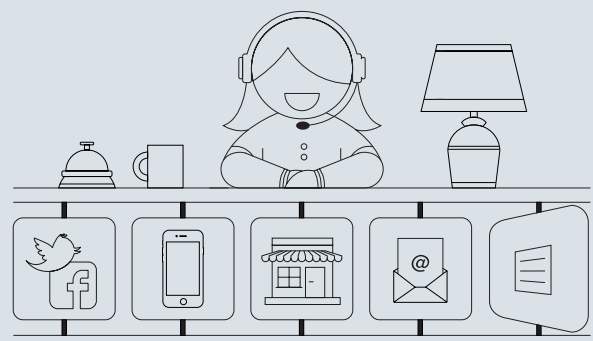
### → Provide the Right Resources at the Right Time, Every Time

With SAP Hybris Cloud for Service, manage comprehensive field service engagements – from work orders and service-level agreements (SLAs) to contracts, warranties, and service parts – as well as telephony integration and universal routing.

Enable real-time communication among field engineers and the back office, quick access to relevant information, and automatic tracking of time and resources for accurate, timely billing.

Optimize scheduling of work orders to meet SLAs and increase first-time fix rates while minimizing costs. Provide a single, comprehensive source of customer-related data, including contacts, sales orders and opportunities, service contracts, installed base and equipment, past work orders, and insights gathered from previous interactions.

With mobile applications, gather, store, track, and deliver knowledge that field engineers and back-office reps can use to solve problems quickly, anywhere, anytime.



## Connect, Transform, Reimagine with IOT

SAP solutions for the Internet of Things generate data-driven intelligence from connected things, people and devices. Connect your business with the new generation of Internet-enabled devices in the cloud, transform your existing business processes and reimagine your business and customer experience to take your service organization to the next level.

### Solution Extensions for SAP Hybris Service Solutions

#### → SAP Hybris Knowledge Central by Mindtouch

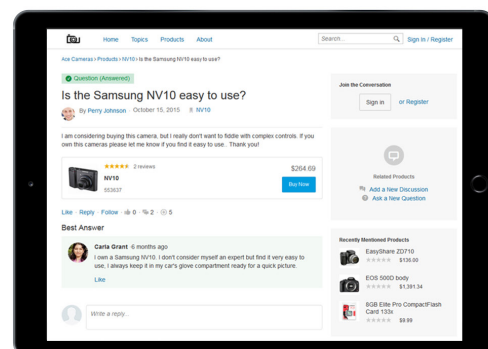
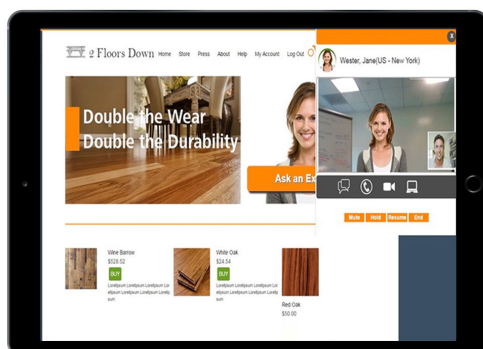
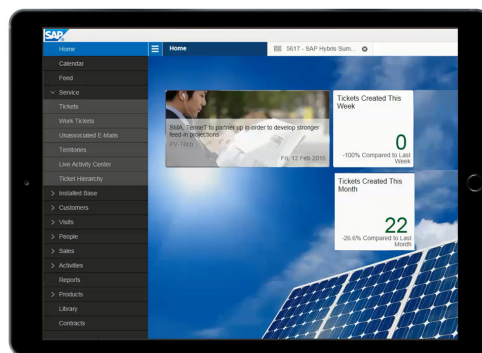
Deliver the most relevant information to customers and agents using sophisticated natural language search and processing, content ranking technology, and powerful analytics. Speed query resolution across all channels – for improved customer satisfaction and retention. Instantly deliver relevant product information from internal and external experts. Enhance knowledge-base quality and scope over time – and improve consistency across channels. Curb support tickets by embedding SAP Hybris Knowledge Central in your Web self-service portal.

#### → SAP Hybris Real Time Communicator by Genband:

SAP Hybris Real-Time Communicator by GENBAND allows enterprises of all sizes to improve workflow and communications processes by enabling sales, service and business professionals to instantly chat, video conference and collaborate in real-time with their customers and co-workers.

## Redefine Customer Engagement with SAP Hybris Service Solutions

Go beyond traditional service and be a disrupter in your industry to provide great experiences for your customer. SAP Hybris Service Solutions equips your customer service organization to innovate how you do business, and simplify your technology landscape in a digital world.





## About SAP Hybris

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, our solutions unlock opportunities to optimize your customers' experience and transform your business. We help you drive relevant, contextual experiences across all of your customer touch-points in real-time, so that you can create strong differentiation and build competitive advantage in the Digital Economy.

SAP Hybris has helped some of the world's leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets. How can we help you?

Explore SAP Hybris solutions today. For more information, visit [www.hybris.com](http://www.hybris.com).

© 2016 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company. The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.