

Guidance for Integrating Amazon Connect with SAP Sales and Service Cloud on AWS



Agenda

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Demo

Introduction



SAP Customer Experience SaaS Services on AWS

- SAP Sales Cloud is an AI-driven customer relationship management (CRM) solution for [sales automation](#), [lead management](#), and [analytics](#).
- SAP Service Cloud is a customer relationship management (CRM) solution that offers AI tools to enhance [customer service](#), including [omnichannel service](#), [agent experience](#), and [case management](#).
- SAP Enterprise service management (ESM) is a strategic approach to service delivery that unifies, standardizes, and automates [service within and across departments](#), aligning with their individual processes and workflows and driving efficiency across the organization.

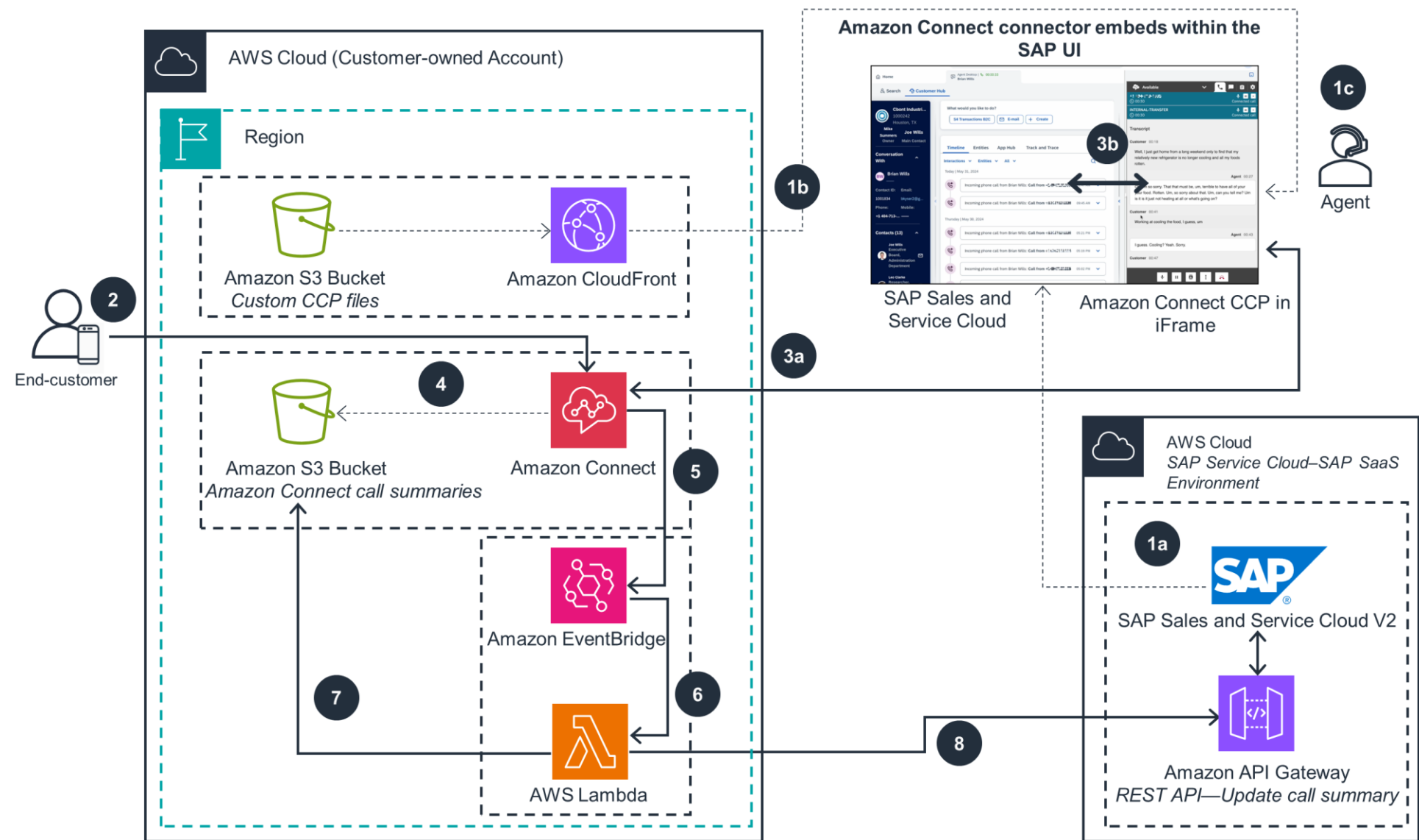
What Capabilities does the Solution Guidance provide to these SAP Services?

- Standard integration of incoming, outgoing phone calls
- Logging of phone call in the Timeline of customer hub in Agent desktop as phone call interaction log
- Transcribing incoming and outgoing phone calls
- Summarizing the transcription in phone call interaction log

Solution Guidance Architecture/Resources



Reference Architecture



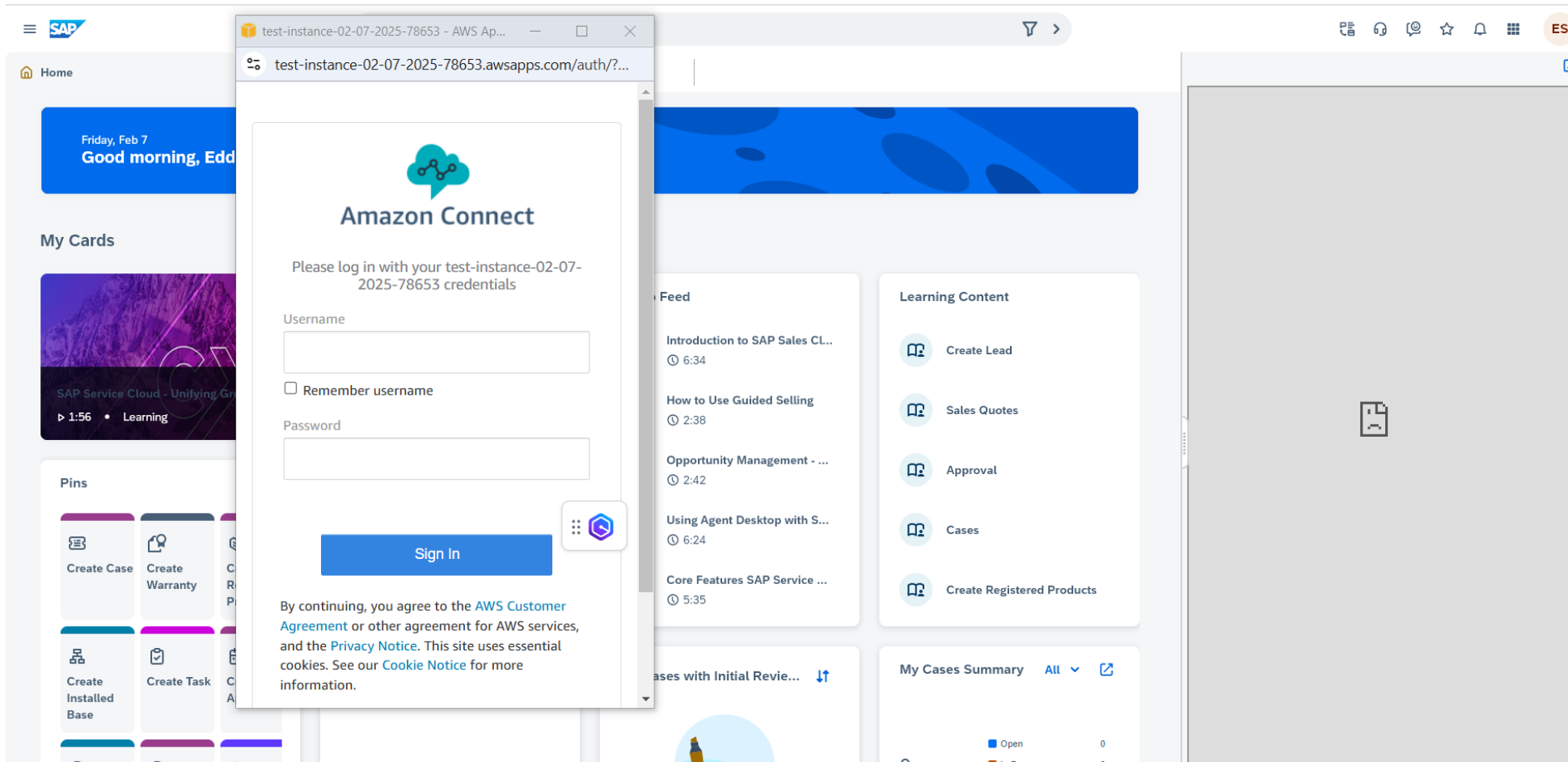
Guidance Resources

- [1] Solution [Guidance for Integrating Amazon Connect with SAP Sales and Service Cloud on AWS](#)
- [2] [Reference architecture](#)
- [3] [Automated deployment guide](#)/workshop on GitHub
- [4] [Manual deployment guide](#)/workshop on GitHub
- [5] SAP Sales and Service cloud [Widget Integration](#)

Integration Screenshots



Login



Agent Available

Search

>

Home

Friday, Feb 7

Good morning, Eddie Smoke

My Cards

SAP Service Cloud - Unifying Great Cu...

▶ 1:56 • Learning

Intelligent Selling, Made Simple with S...

▶ 3:24 • Learning

Video Feed

Introduction to SAP Sales Cl...
⌚ 6:34

How to Use Guided Selling
⌚ 2:38

Opportunity Management - ...
⌚ 2:42

Using Agent Desktop with S...
⌚ 6:24

Core Features SAP Service ...
⌚ 5:35

Learning Content

Create Lead

Sales Quotes

Approval

Cases

Create Registered Products

Pins

Create Case

Create Warranty

Create Registered Product

Create Task

Create Case

Create Warranty

Create Registered Product

My Upcoming Activities

7 Feb 2025

No Activities Available

My Cases with Initial Review

↓

My Cases Summary

All

↓

Available

Welcome Jane

Quick connects

Number pad

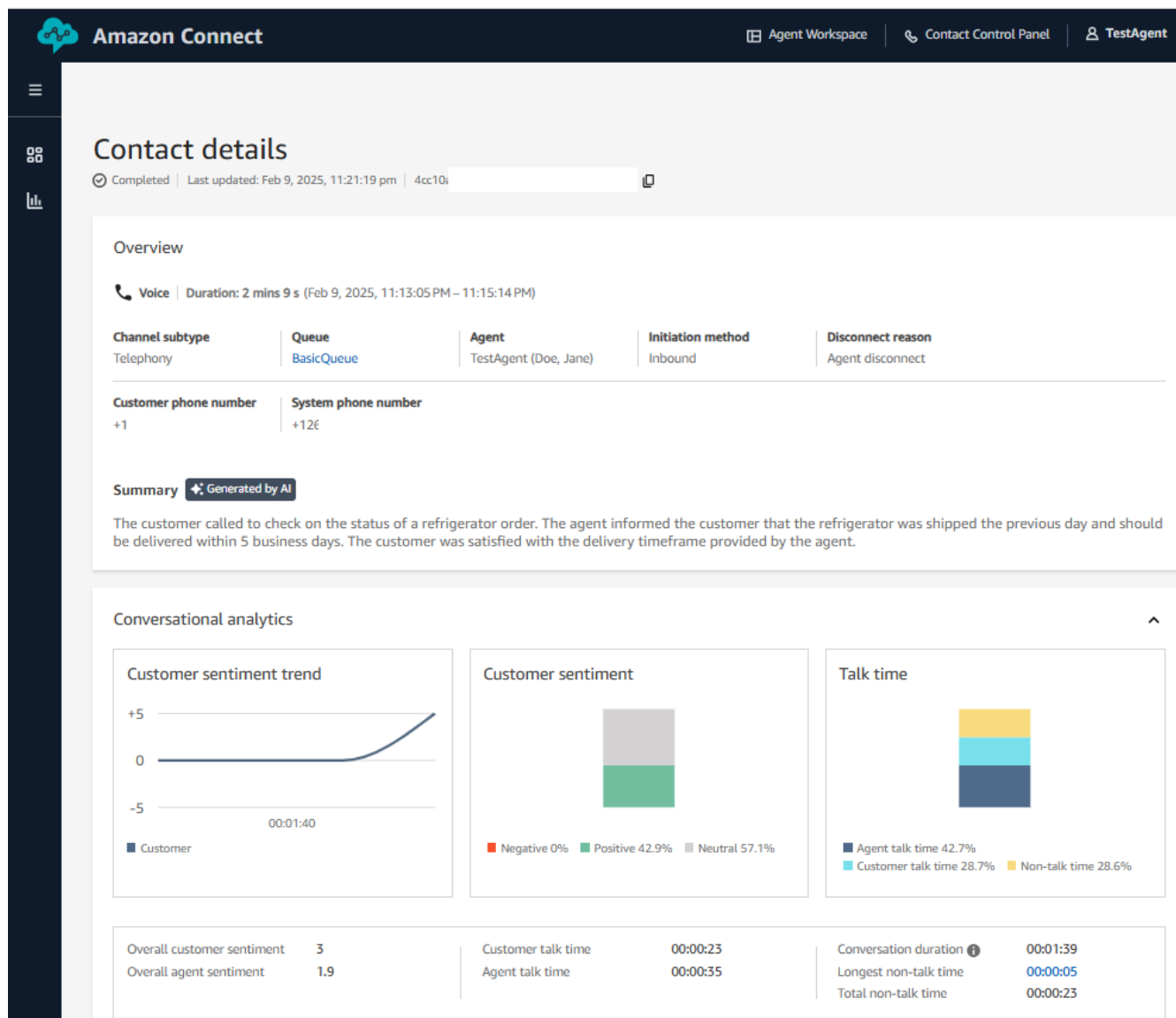
Contact pulled-up based on Incoming Phone Call

The screenshot displays the SAP Customer Hub interface, which is divided into several panels. On the left is a dark blue sidebar with the SAP logo at the top. Below it, the 'Alpha Center' is identified with ID 1000000 and location Minneapolis MN. The user 'Lou Daly' is logged in as 'Account C'. The sidebar also shows 'ABC Classification' and 'Main Contact'. Under 'Conversation With', a contact 'Dr.' is listed. Below that, contact details are shown: Contact ID 1001340, Email, Phone, Mobile, Gender, and Date of Birth. A 'Gender not known' status is also present. The 'Contacts (5)' section lists 'Lou Daly' as Business Manager, Purchasing Department, and 'Dr. Test2 Test Test2'. The main panel is titled 'What would you like to do?' and offers options: 'S4 Transactions B2C', 'S4 Transactions B2B', 'E-mail', and a '+ Create' button. Below this is a 'Timeline' section with tabs for 'Interactions', 'Entities', and 'All'. The 'Interactions' tab is active, showing a list of incoming phone calls. The top call is from '+1' at 11:53 PM, with details: Phone Number: +1, Duration: 00:00:00, Agent: Eddie Smoke, and Organizational Unit: —. A 'Call Recording' button is visible. Below it are two more calls from '+' at 11:13 PM and 11:04 PM. To the right of the timeline is an 'Interaction Log' panel showing the contact 'Dr.' and 'Alpha Center'. It includes a 'Change Customer' link, an 'Additional Details' dropdown, a 'Notes' section, a 'Catalog' dropdown set to 'Best Run SCC V1', and a 'Category' dropdown set to 'Level 1'. A 'Save' button is at the bottom. On the far right is a 'Connected call' panel showing the contact's phone number, a timer at 00:40, and buttons for 'Hold', 'Mute', 'Number pad', 'Quick connects', 'Create Task', and 'End call'.

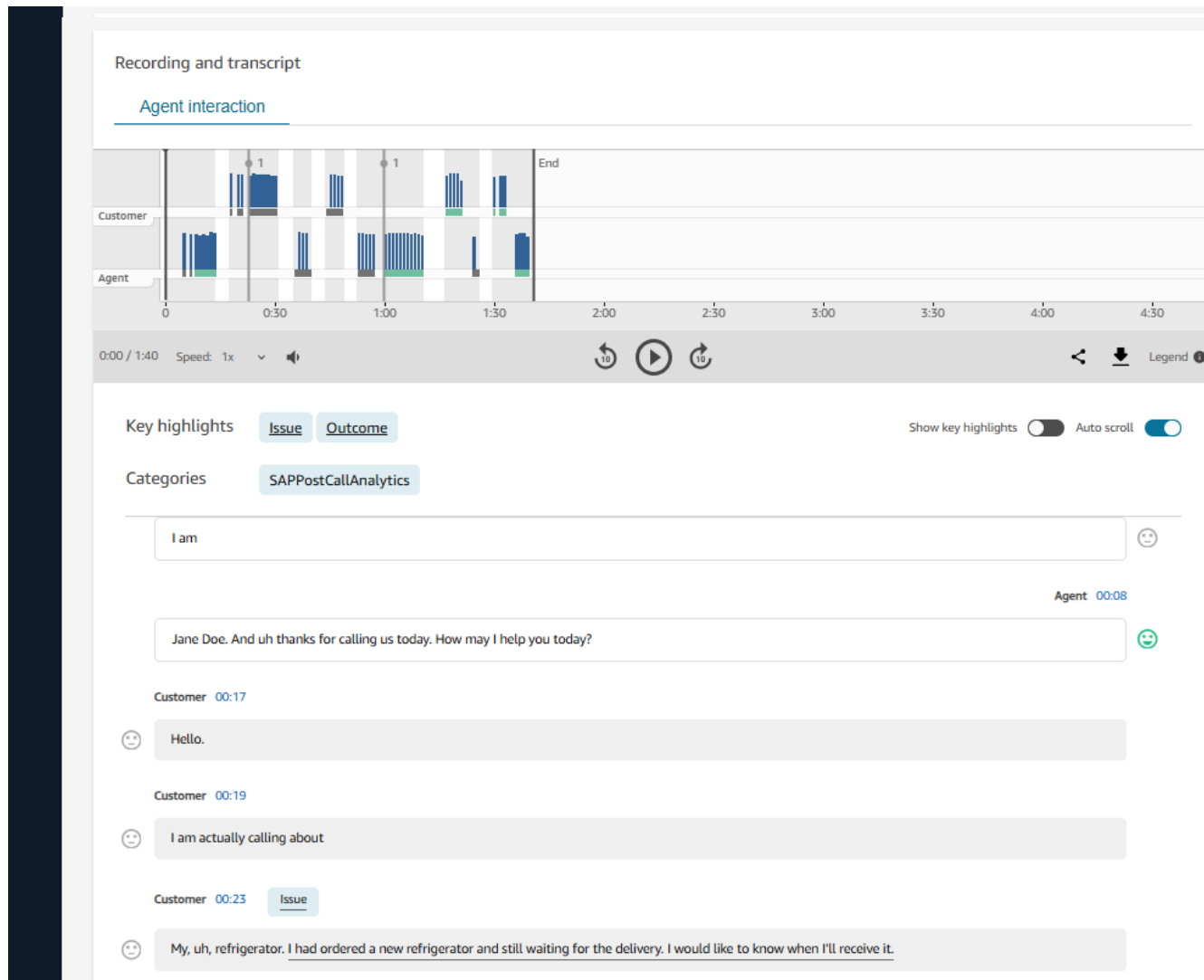
Phone call summary in contact timeline

The screenshot displays the SAP Customer Hub interface. On the left, a dark blue sidebar contains the 'Alpha Center' logo, account details for 'Lou Daly' (Business Manager, Purchasing Department), and a list of contacts. The main area is titled 'Customer Hub' and shows a 'Timeline' view for a contact. A red box highlights the 'Phone Transcript Summary' section, which contains the text: 'The customer called to check on the status of a refrigerator order. The agent informed the customer that the refrigerator was shipped the previous day and should be delivered within 5 business days. The customer was satisfied with the delivery timeframe provided by the agent.' Below this, another red box highlights the 'Phone Transcript' button. The right sidebar shows the 'Interaction Log' and 'Additional Details' sections, including a 'Notes' field and a 'Catalog' dropdown menu. The top of the interface features a search bar and navigation icons.

Call Transcript



Call Transcript



Thank you!

