Customer Experience Management

SAP Service Cloud

Overview

The SAP has an existing Cloud Platform for it's CRM solution. The product has always faced criticism for its user experience issues and lack of Omnichannel capabilities which is crucial for call centers.

I was assigned to work on a new concept and got support to conduct some research and get some insights from the Product Managers and our Innovation Partners. One year has been passed and my rest of the team joined to realize this product called as Customer Experience Management.

This document focuses on the process of realizing this concept design to an actual product for SAP Service Cloud.

Process

1 **Research**

2 **Ideate**

3 **Design**

4 **Test**

5 **Iterate**

Research Findings

Based on feedback on old product

Too many clicks to gather useful information.

Has good extensibility and configuration capabilities

Has a good amount of information to support agents.

Have to deal with multiple systems due to behavior of work.

Find the right solution for the customer is cumbersome.

Based on feedback from 5 customers

A lot of manual work. Automation can make life much better.

Lack of Self Service and therefore a lot of inquires from consumers.

Lack of Omnichannel support.

Breakdown

Improved experience in terms of getting useful information during customer engagements.

Improved experience in terms of ticket management and providing solutions to customer.

Dealing with a lot of resources to find the right solution for the customer.

Seamless experience in terms of providing useful information and actions along with Omnichannel capabilities.

Disruptive experience for handling customer engagements & tickets.

Smart recommendation and knowledge base system.

Problems
Needs
Goals
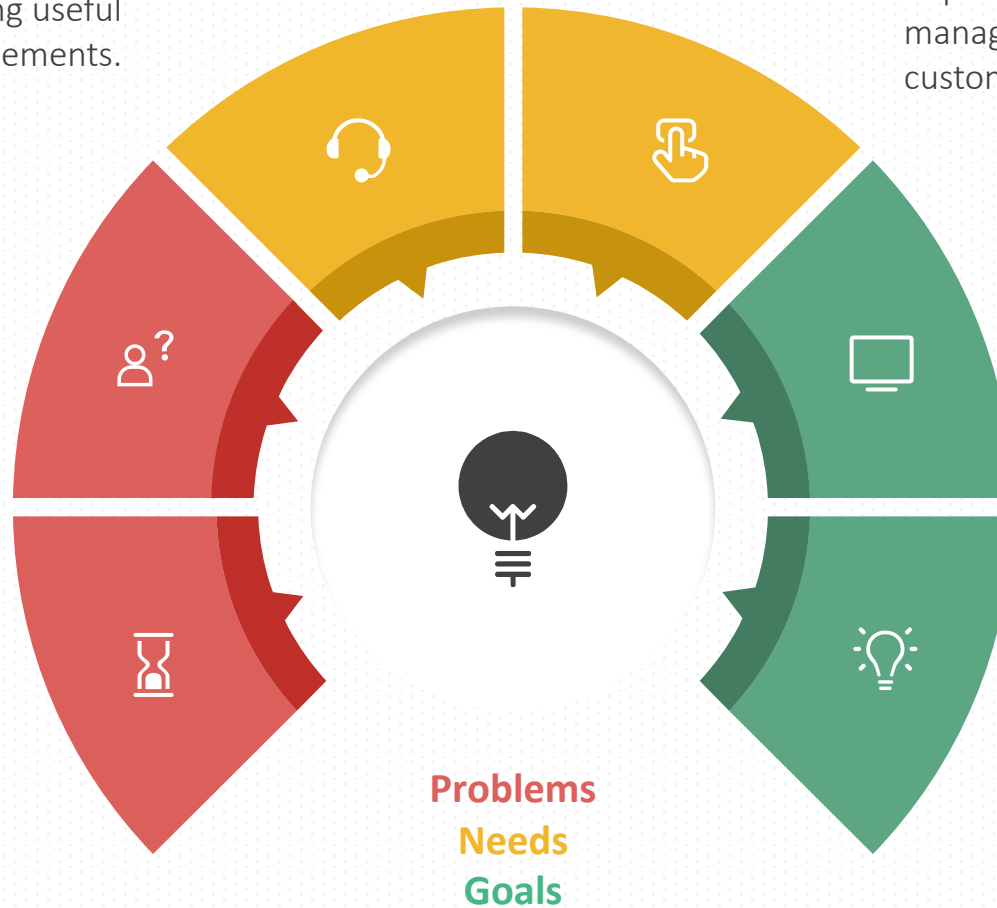
Michelle Bailey
Customer Service Agent

About

Age : 29

Background: Working as a customer service agent
in the Customer Service department at Kixo Services.

Goal : Become the best agent of the month by helping customers with great satisfaction, improved service and getting good reviews.

Device at work : Desktop computer, 32" monitor

Product usage frequency : 100 % of a 8hr working day

Social Media

Chat

Email

Accuracy

Speed

Collaboration

Customer Satisfaction

Tech Savvy

Ambition

Data Driven

Visually Driven

Initial Process

User Flows
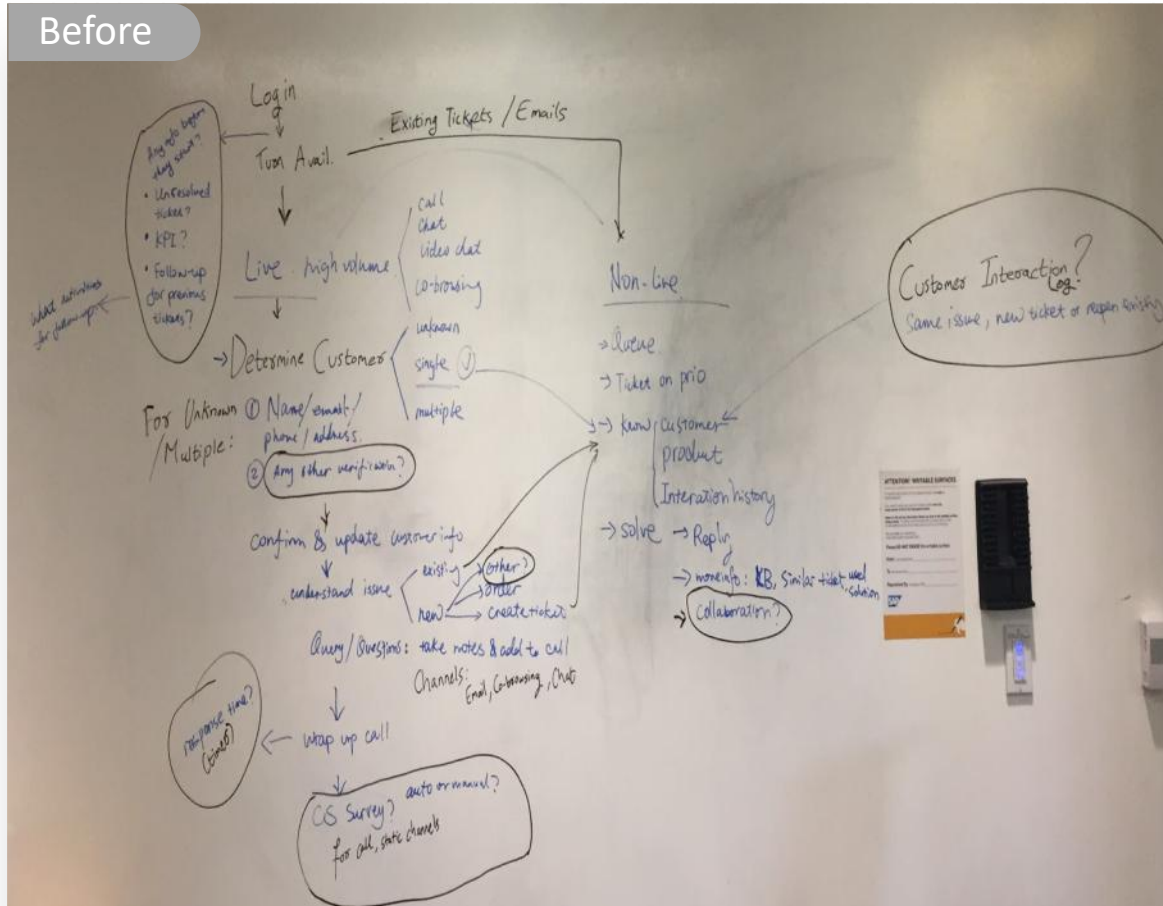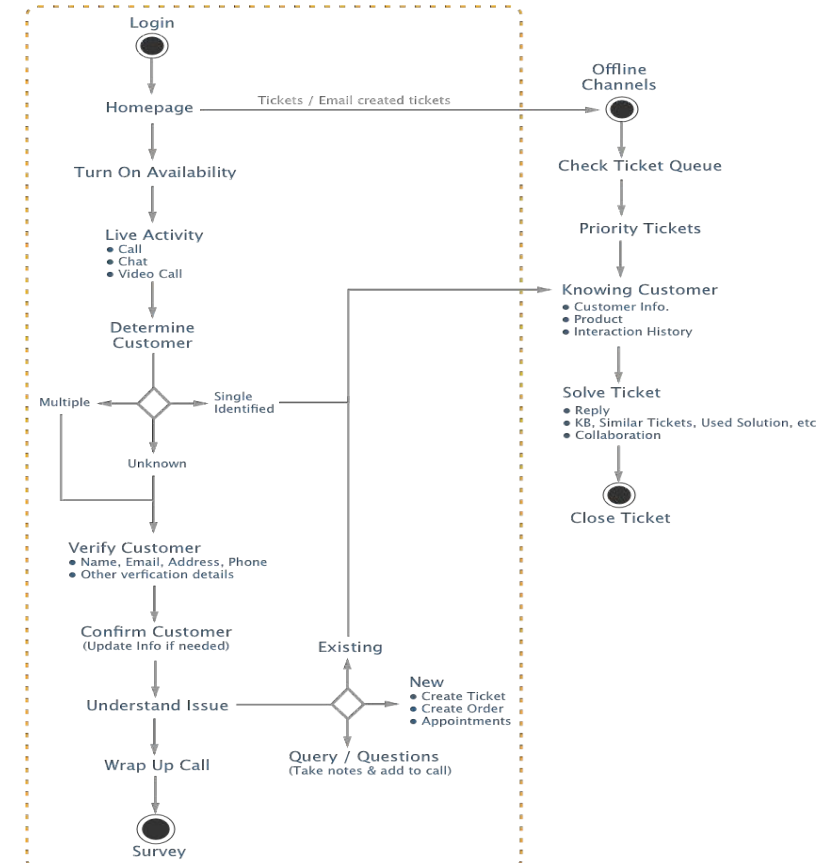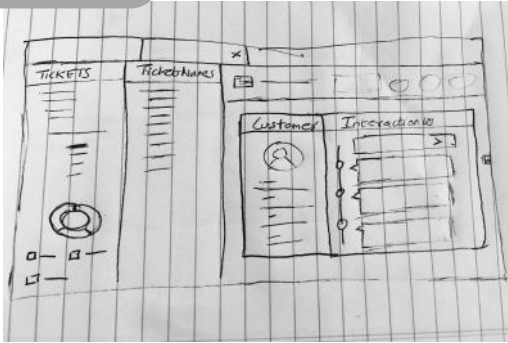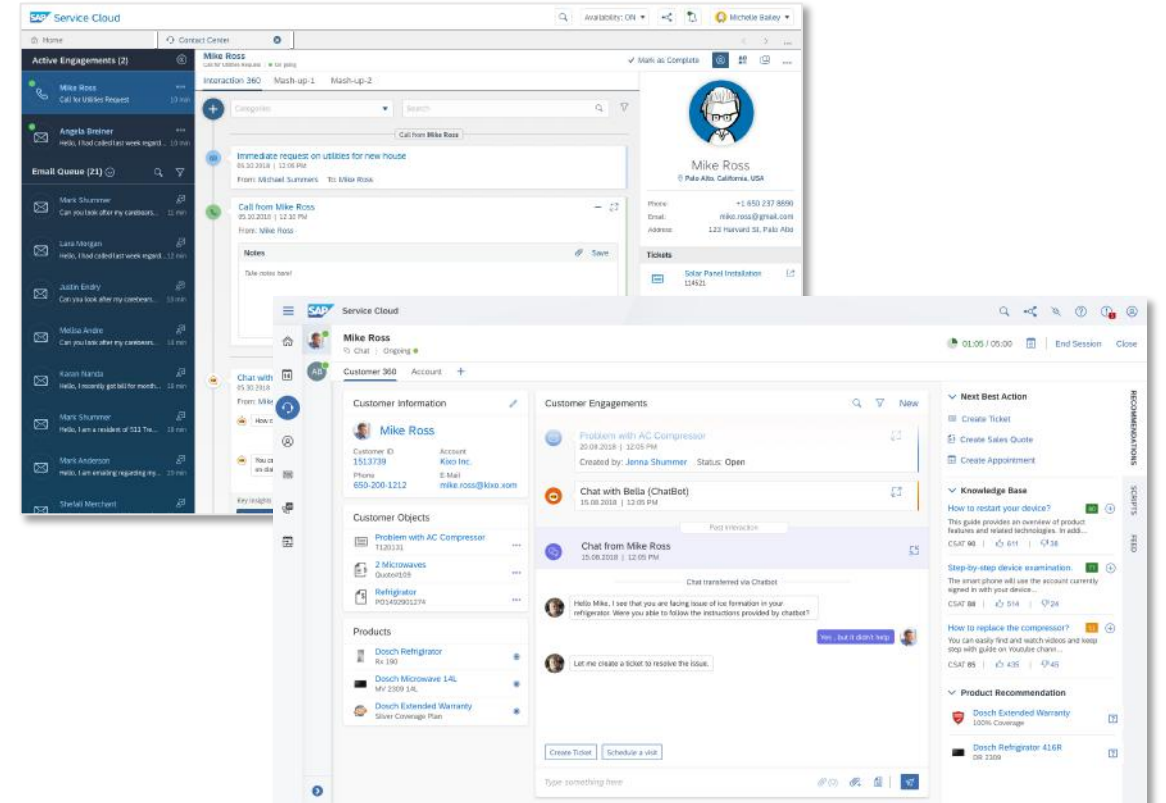
Information Architecture
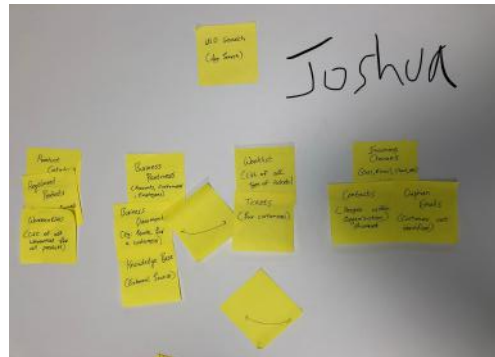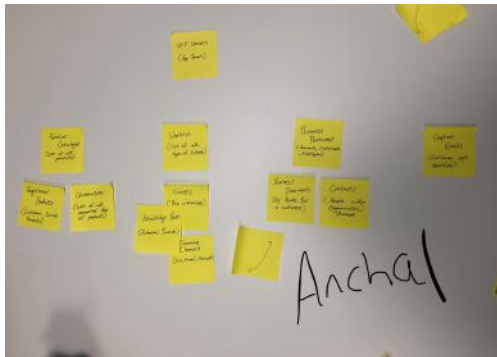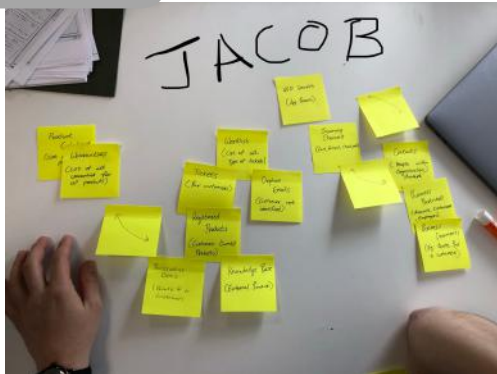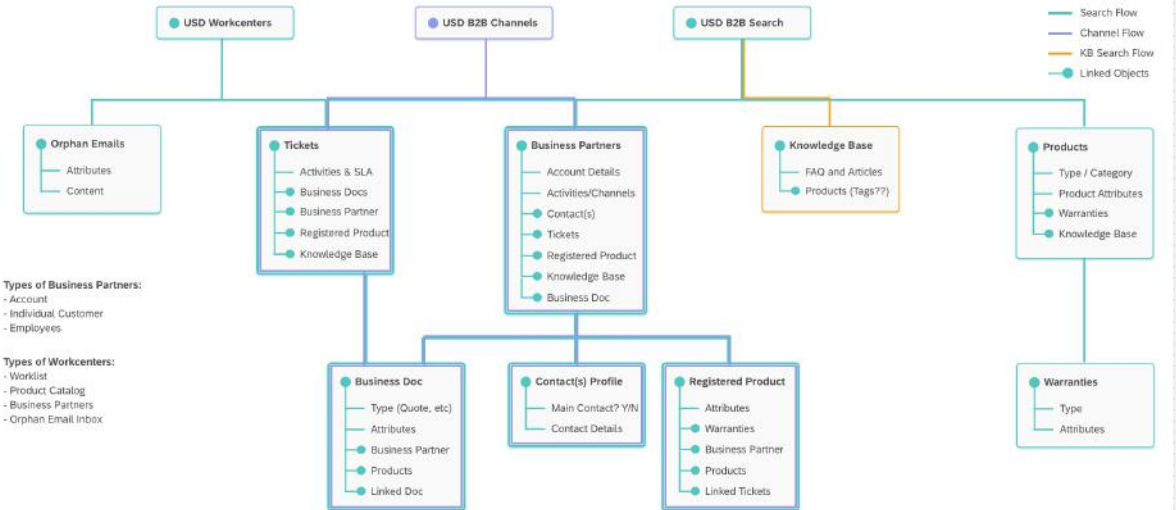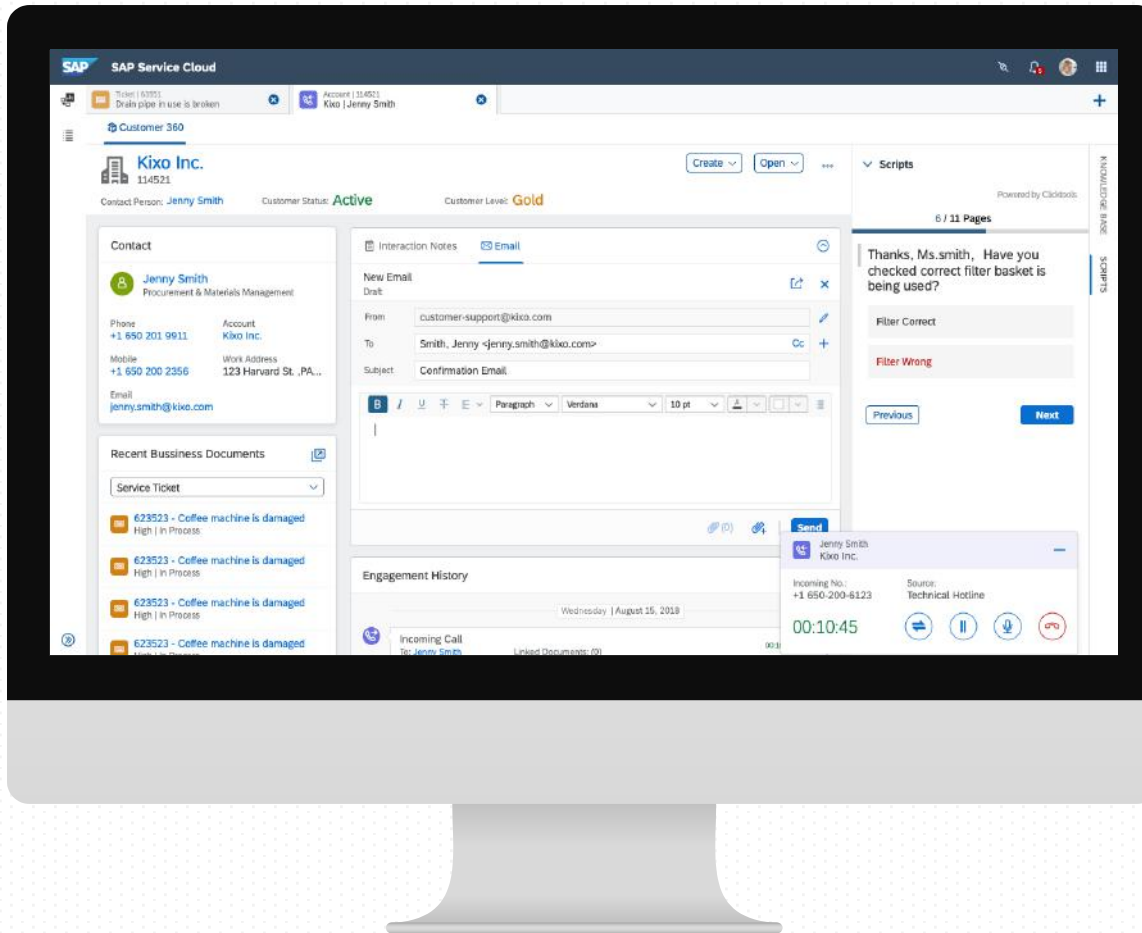
Wireframes and Initial Concept

Designs

SAP Run Simple
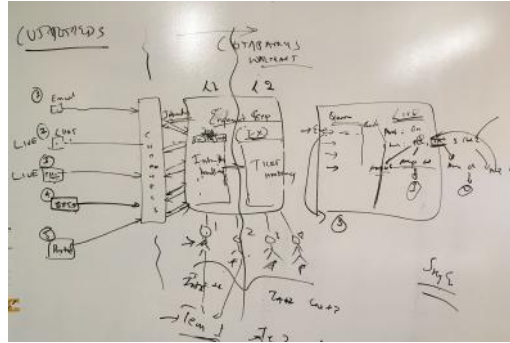
Screen: Customer Overview

Problem

Service Agent Michelle's most common frustration from existing product was to find right information about customer at right time.
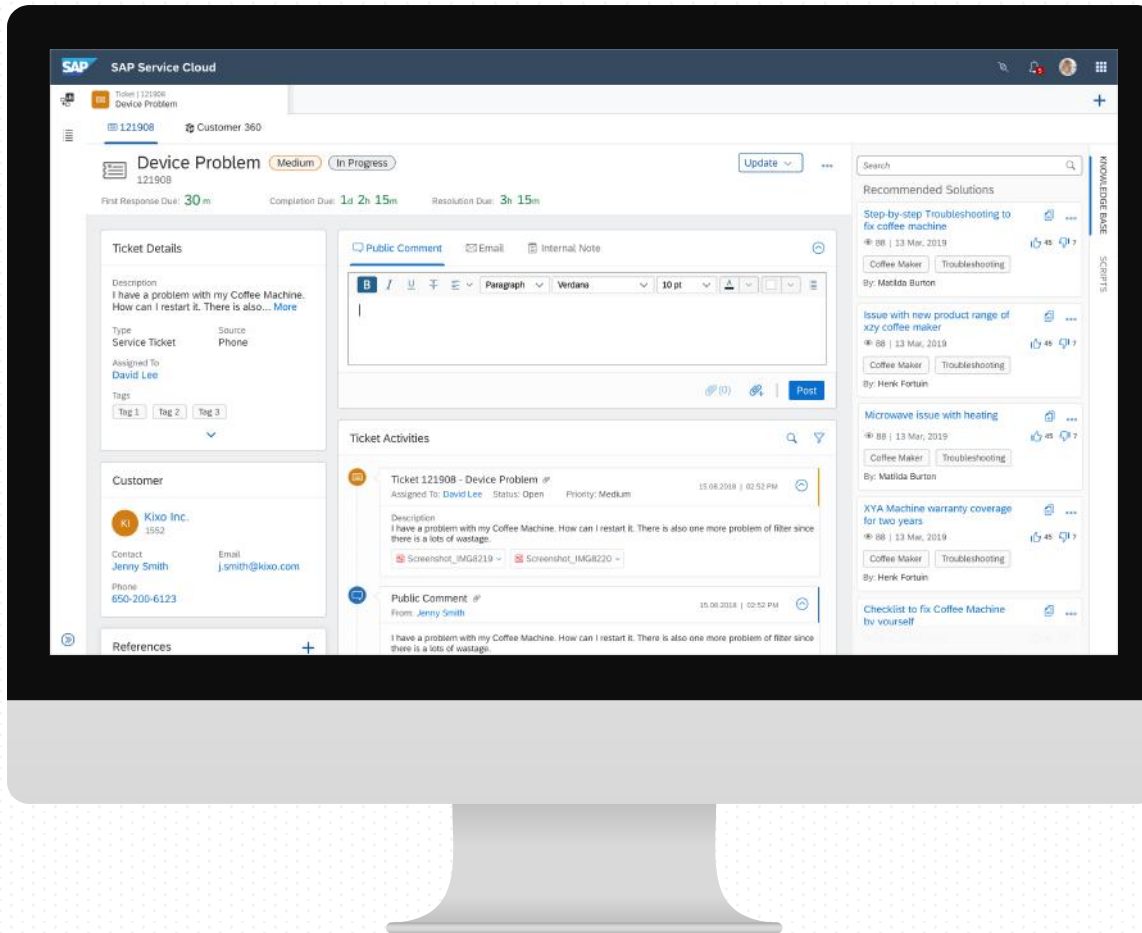
Solution

This screen provides the 360° view of a customer to Michelle. She can now get customer details, their history, documents, and knowledge articles.

Challenge

In a solution like this which should be able to cater different business process. An administrator should always be able to configure UI as per their need.

Screen: Business Documents

Problem

Michelle always had a problem to track the activities and information about any business documents like tickets, sales quotes, and sales order.
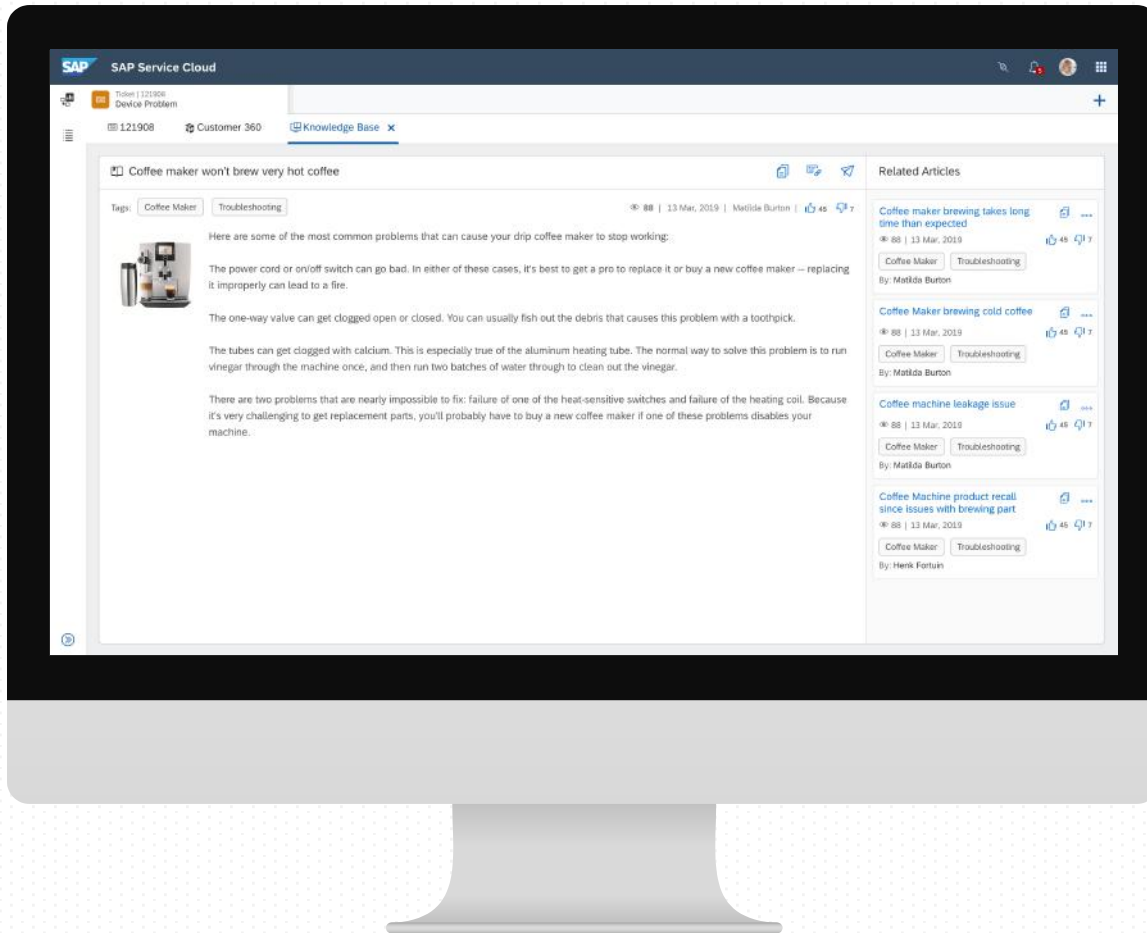
Solution

The new business document experience provides all the information including the progress and all the activities in a chronological order.

Challenge

Each document has different piece of information to deal with i.e. a service ticket can't be used for returns. Therefore UI should be configurable for all use cases.

Screen: Knowledge Base

Problem

Michelle always struggled to find correct solution during her engagement with end consumers. Looking for different source of information is always tedious.

Solution

The new solution makes sure that Michelle gets all the information she needs regardless of which page she is looking at.

Challenge

The future scope for this is to provide well integration in work process i.e. Machine learning should suggest the contextual information as per Michelle's needs.

Evolution of Product

Past

Flat hierarchy and therefore an user will end up with different types of tabs without any context.

The information was broken down into lots of facets, therefore a cumbersome and time taking process to navigate.

Plain visualization and tables make the application very monotonous and disenchanting.

Current

Revisiting Information Architecture made the session handling possible which let users open information in context.

No more need of facets to browse the useful information. The customers can use this level for their customization.

Better visualization of information makes the information less wordy and interesting.

Watch Concept Demo!

Thank You

Further design details is only available for in-person reviews.