

Overview

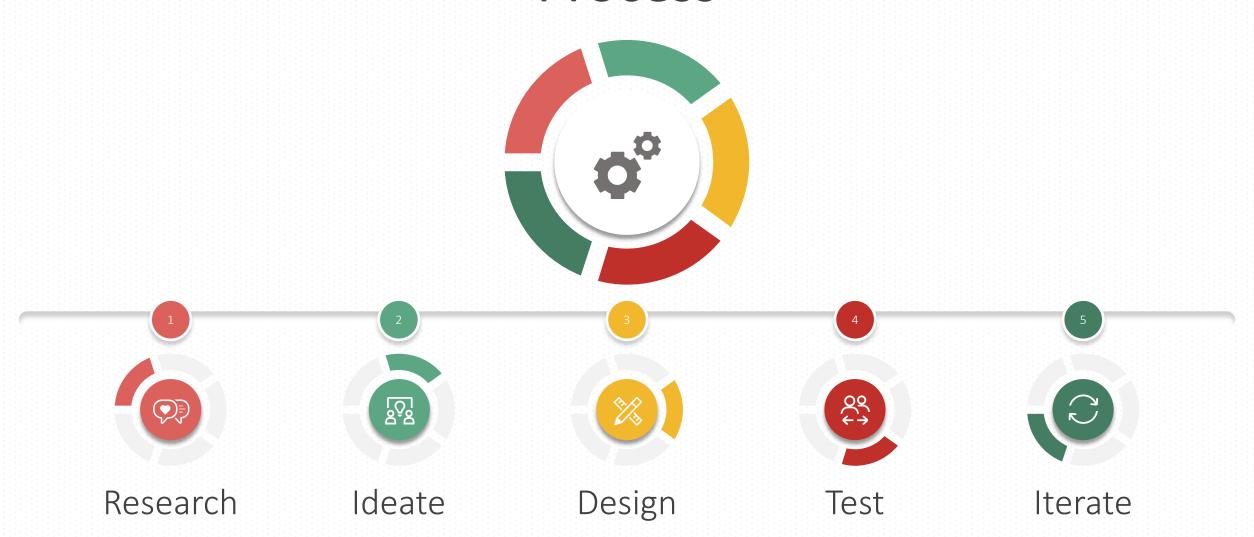
The SAP CRM has an old product named Cloud for Customer. The product faced a lot of escalations from customer due to user experience issues and lack of Omnichannel capabilities which is crucial for call centers.

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 Engagement Center.

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

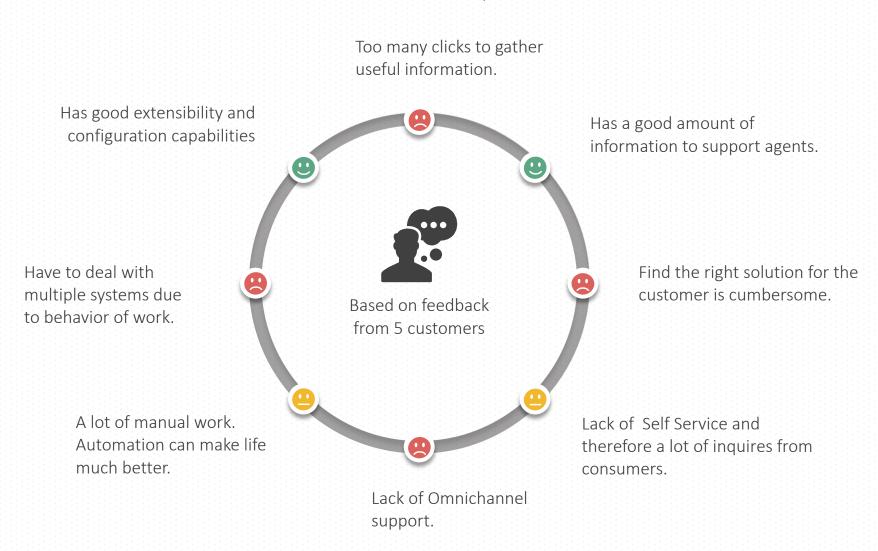


Process



Research Findings

Based on feedback on old product









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

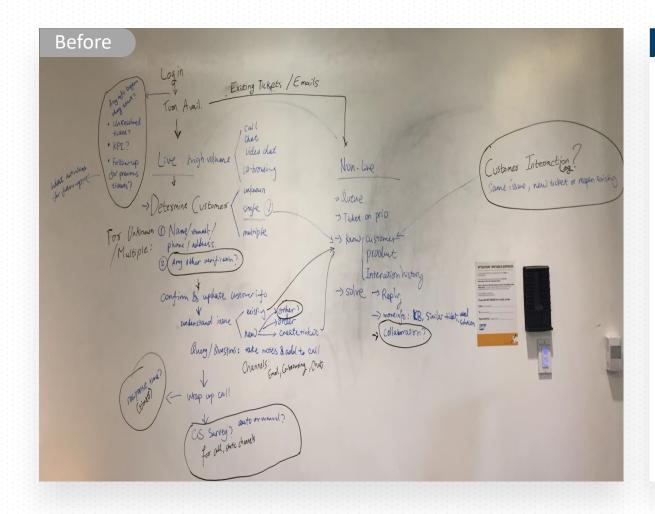
Ambition

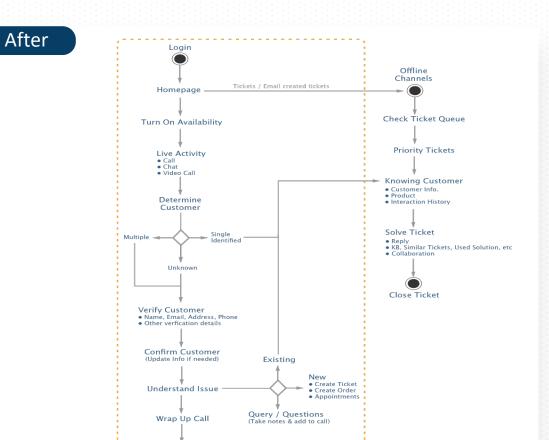
Data Driven

Visually Driven

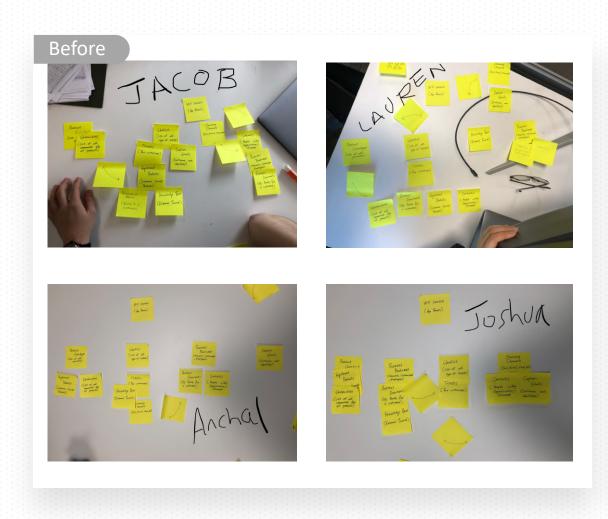


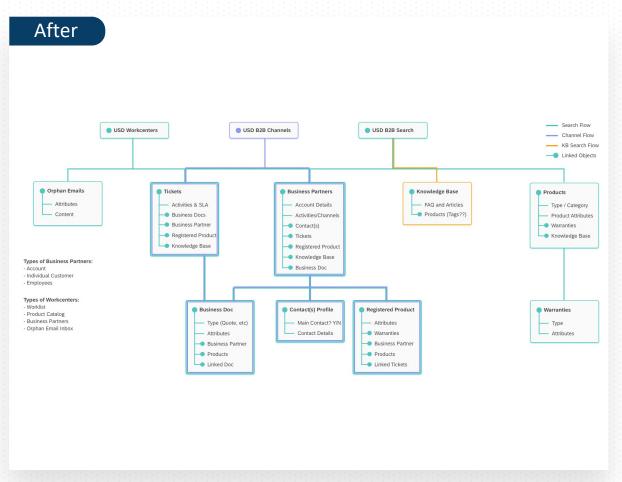
User Flows



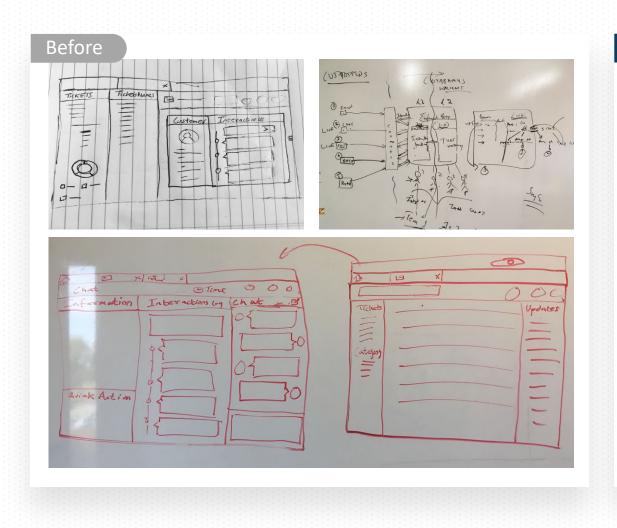


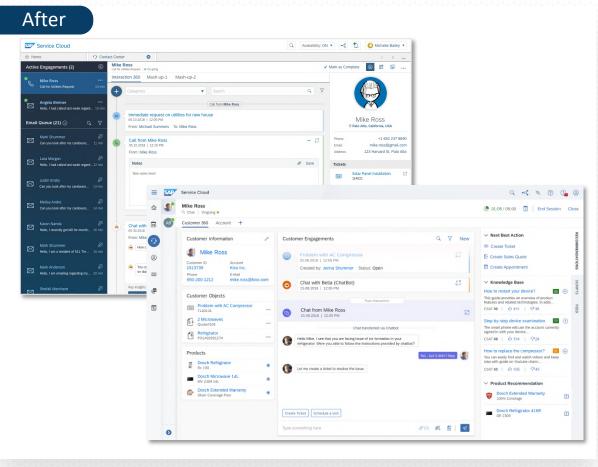
Information Architecture





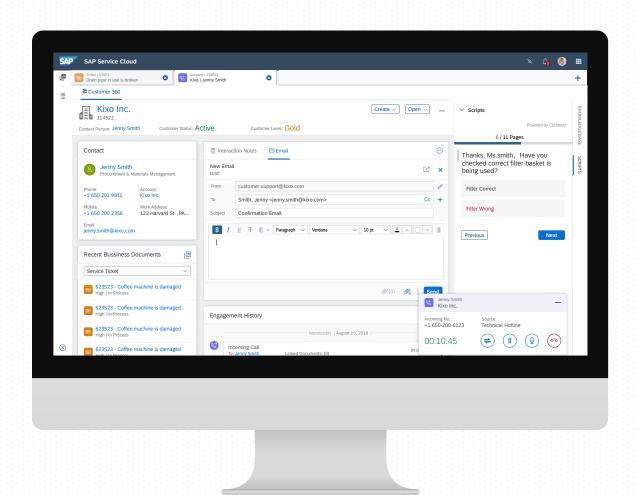
Wireframes and Initial Concept







Screen: Customer Overview





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

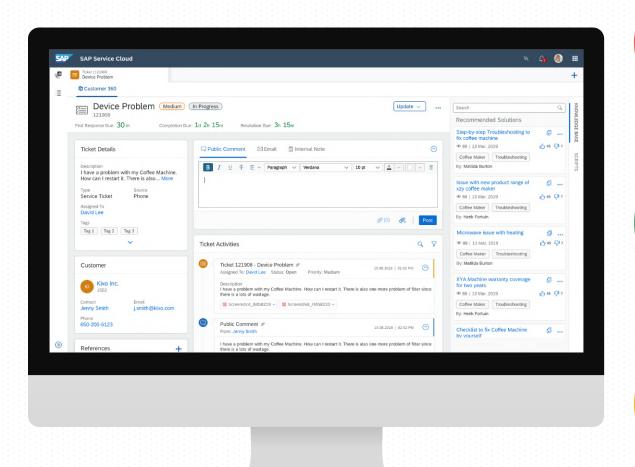


This screen provides the 360° view of a customer to Michelle. She can now get customer details, their history, documents, and knowledge articles.



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





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

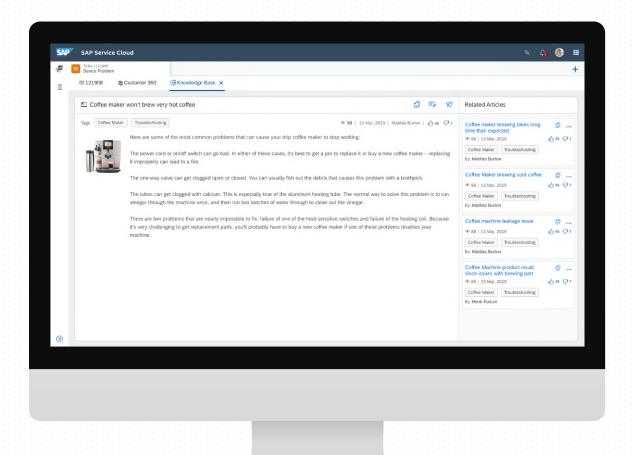


The new business document experience provides all the information including the progress and all the activities in a chronological order.



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





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



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



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.



