

Northwest Utilities Day 2020

What's Your Plan for the Future?

Deep Dive into CX for 2020

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Agenda

The quest to personalize

Our historical perspective of SAP Customer Service / CRM / CX

2020 is about "Service Moments" – what's coming from SAP

How existing SAP utility customers are innovating in 2020

Getting started with CX

The quest to personalize CX

Knowing your customer is more than half the battle – timely communication is the rest

Offer more communication channels

Manage preferences

Make it easier to do business – offer intuitive apps!

Stay connected and in contact with well-orchestrated, well-timed information

Collect feedback, but make it easy

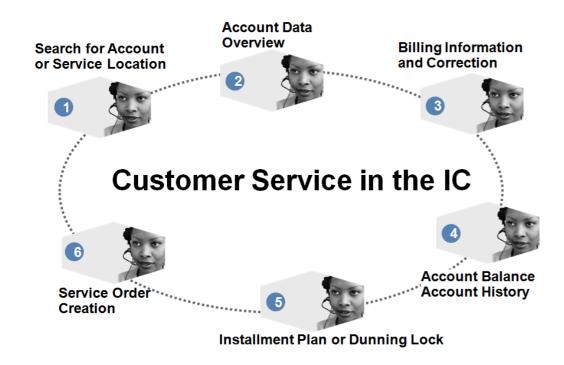
Anticipate customers' needs - make appealing and timely offers



Evolution of Customer Service in Utilities

2000

2020





Service Agent

Customer Service Moments

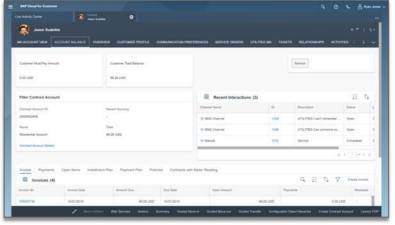


Evolution of Customer Service Solutions in SAP for Utilities



SAP ERP R/3

C/4HANA Service





SAP 365 Contact Center





Self Service



C/4HANA Commerce

SAP CX C/4 HANA

C/4HANA Marketing

Energy cost

SAP CRM

SAP ERP S/4 HANA

S/4HANA Customer Management and C/4HANA Service Cloud

Paradigm Comparison



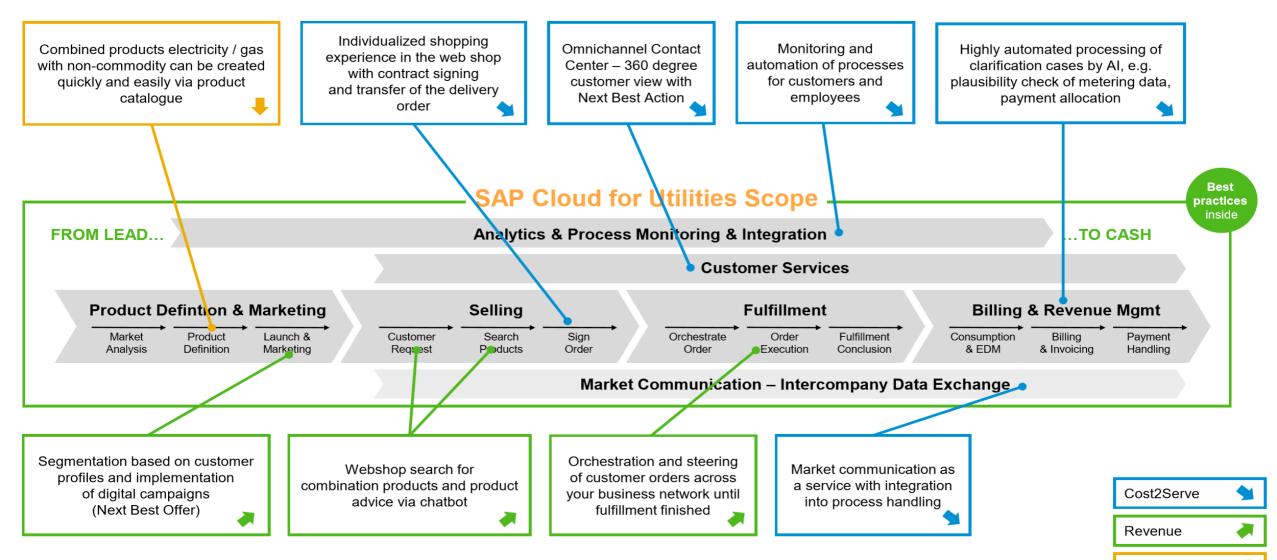
	S/4HANA Customer Management	C/4HANA Service Cloud
Utilities Process Content	45+ classic CRM design	90+ new design for customer experience
Roadmap	Continuous improvements, C4U hybrid	Innovation, C4U cloud and hybrid
Compatibility IS-U	S/4HANA only 1709+	ECC 6.0 EhP0+ and S/4HANA 1511+
User Focus	Interaction Center Agent	Interaction Center, Customer Service Moments
UI	SAP Webclient Fiori Theme	Fiori, web browser, native mobile
Data Model	One model harmonized in S/4HANA	Simple and light replication with IS-U
Front Office Processes	FOP HTML SAPGUI compatible	FOP Compatible + Process Flows
Releases	Yearly plus feature packs	Quarterly
		CAR

C/4HANA Service **Cloud for Utilities**

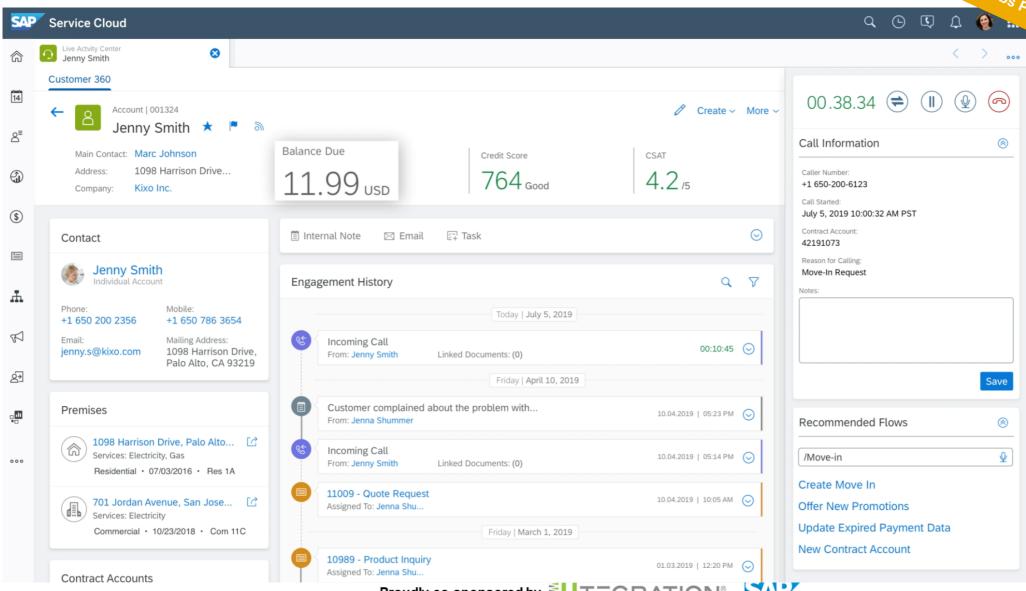
Innovative examples for the multiservice provider of tomorrow



Time2Market



Service Moments Video



8

What some are planning for 2020 and 2021

DTE wants to provide a FedEx or Amazon like experience

- Where is my order? (WISMO)
- Synonymous with customer "live events"
- Will include MSFT Azure event database and "cognitive processor"
- Interfaces to SAP IS-U
- SAP Service Cloud for "case management"

Liberty Utilities wants to provide an Uber-like experience

- Appointment scheduling
- Integration between S/4HANA, SAP Service Cloud, SEW and Click Software

CIC0, CRM replacement projects are picking up!





Consuming the roadmap starts with taking a first step

Start with Service Moments

- CRM is dead, prepare to discontinue CRM 7
- Evaluate C/4HANA Cloud for Utilities early and independently of S/4HANA plans
- Understand how existing SAP Cloud solutions become part of SAP Cloud for Utilities
- Start now with hybrid scenarios in Cloud and On Premise
- Consolidate other CRM systems to support a 360 customer view
- Collaborate and co-innovate with us
- Stay tuned for more on Service Moments





Thank you.

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