

When you buy a new product or service, you expect a fast delivery, quick support when the product is not working or guidance on how to use it. This requires an excellent multi-channel customer support management. The response should be quick, and the process should be efficient and streamlined. Customers can interact with the company through emails, by calling the Customer Support team, logging issues on a website, Chat etc.

Some of the benefits for multi-channel customer interactions are:

- Emails provide a quick way for customers to communicate their concerns to the company
- Enhanced customer satisfaction as customers get their concerns addressed quickly
- Customers can log their issues 24X7 on their preferred channel with a faster response time and a quick issue resolution
- All customer interactions thru various channels are stored in one place enables efficient and quick processing of issues by Customer support team

The objective of this blog is to discuss two important Customer interaction channels:

1. Email
2. CTI(Computer Telephony Integration) for Customer calls

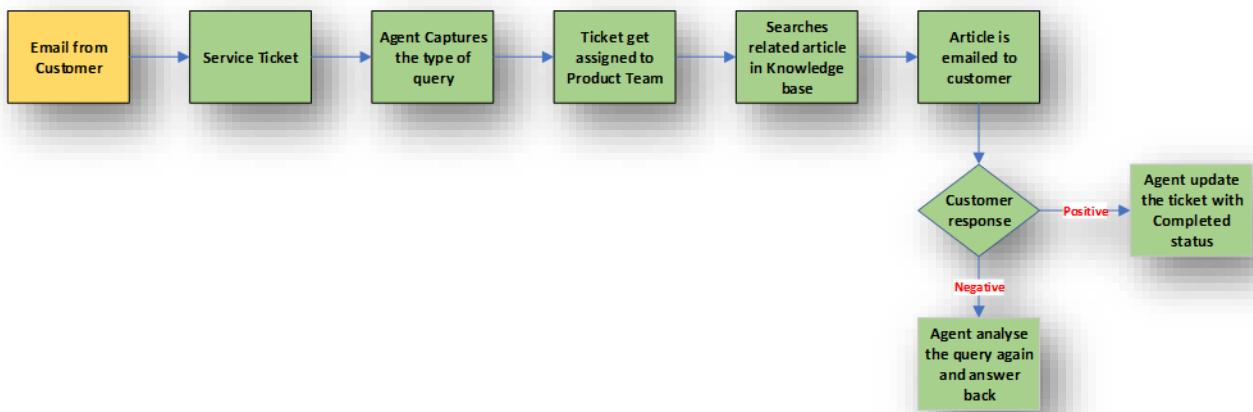
Email Integration

This integration showcases a B2B Customer support flow for Emails. When a customer sends an email to the company, it reaches SAP C4C (SAP Hybris for Service), the SAP C4C system uses the email id of the customer to search the contact and the account it is attached to. If a match is found, the SAP C4C system creates a Service ticket. If there is no match, the email will be stored in the shared inbox (Unassociated emails) and will require a manual review.

Business Process

1. Customer sends a product query to contact centre support team email id
2. SAP C4C system matches the email ID of the customer to a contact and its associated account
3. A Service ticket gets created based on the inbound email, for the contact and its associated account
4. A customer receives an acknowledgment with ticket info from SAP C4C
5. Service agent picks the ticket from the queue and assigns it to himself/herself
6. Service agent classifies the ticket. Based on the classification, SLA gets determined
7. Service agent searches for the issue in the Knowledge Base and emails the recommended solution to a customer
8. The customer responds positively and confirms issue resolution
9. Service agent updates the ticket and moves it to completed status
10. All the customer interactions are stored and shown in the interaction log.

Process Flow Diagram:



Steps to set up the configuration for Email -> Service Ticket creation

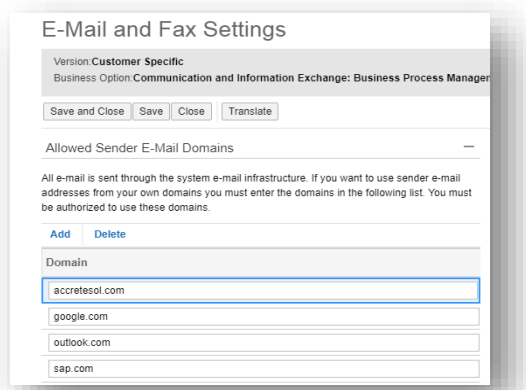
1. Set up email flows in scoping.

Business Configuration->Edit project scope-> Questions

The scoping questions enable technical address

cod.b2b.servicerequest@myxxxxx.mail.crm.ondemand.com

2. Create a generic email id and maintain that email id in C4C (Outlook or any other allowed domains shown below)



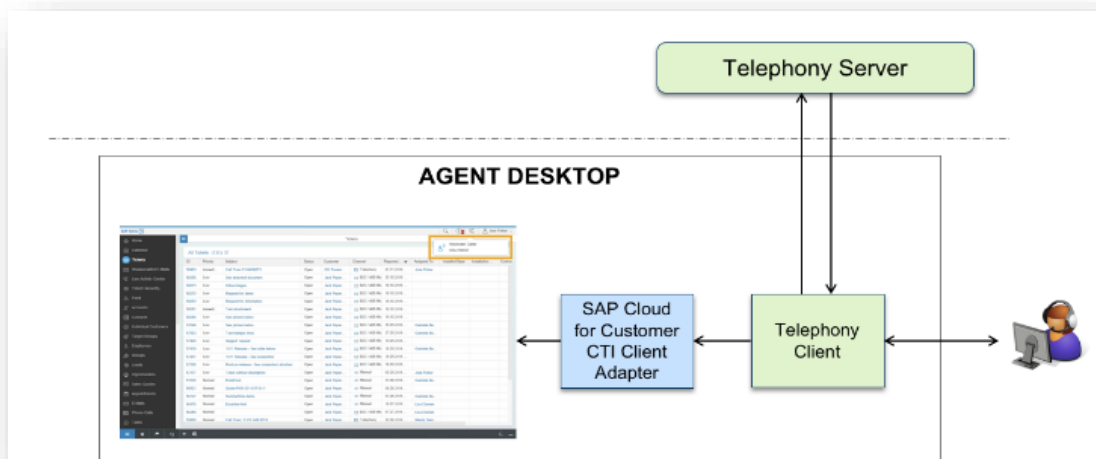
3. Set a redirecting rule in the generic email id to the technical address mentioned above.
4. For replying back to the customer use email channel which is configured in Interactions.
If while replying back the email, a signature error comes up, activate S/MIME facet and uncheck all the boxes in the Administrator->Common Tasks view.
5. To send the notification back to the customer with the ticket creation notification, create a workflow rule.
Administrator->General Settings->Workflow Rules

Maintain Timings, Conditions, Actions and upload email template file (Custom or standard).

CTI (Computer Telephony Integration) for Customer calls

Customers can call Customer support team for an issue. The incoming call can be linked to the existing ticket or a new ticket can be created by service agent after confirming the Customer account. The system automatically determines the Customer account based on the Telephone number stored in the customer record. This functionality is available in the Live activity centre, which also provides features like creating new contacts and customers.

CTI Adapter is used for automating the above process. The CTI adapter needs to be installed at the client workstation. It is used to simulate an inbound phone call to SAP Hybris C4C.



Configuration for Live Activity Center

In order to enable Live activity configuration pane:

Go to Administrator->Service and Social->Communication Channels and configure URL for SAP CTI Adapter as a service provider.

The screenshot shows the 'Live Activity Configuration' window. At the top, there are buttons for 'Save and Close', 'Save', and 'Close'. Below this, the 'Communication Provider' section includes a dropdown menu for 'Provider' set to 'SAP CTI Adapter', a text field for 'Provider ID' containing 'Z_TEST_CTI', and an empty 'Provider URL' field. The 'Fiori Client Settings' section has three checkboxes: 'Display Provider Control' (checked), 'Search All Fields' (checked), and 'Comm. System ID' (empty). At the bottom, there is a 'SEARCH OBJECTS (4)' section with an 'Add' link. Below this, a table lists the search objects: 'Accounts', 'Registered Products', and 'Tickets'.

The automation of the customer email and call processes in SAP Hybris for Service (SAP C4C), enables improved customer response times and quicker issue resolution times. The setup of Live Activity Center and Email response & Ticket creation is a relatively simple process.

Tips:

1. While working with Live activity center make sure the SAP CTI Adapter is up and running
2. C4C does not allow private email ids, i.e., Gmail, Hotmail etc. as outbound emails

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