



Seamless Service

The integrated digital service for a strong service business

From service request to technician deployment – digital service on the SAP platform

For companies, it is becoming increasingly challenging to stand out from the competition and remain competitive due to ongoing technological advancements and growing digitalization. Globalization continuously introduces new market players who increasingly focus on strengthening customer relationships. In this context, the product itself is losing its role as a unique selling point, while customer service is moving to the forefront.

Service has become the decisive factor that makes the difference and enables companies to stay competitive in a highly contested market. Service – the key to success.

Leveraging the success factor “service”

To meet the changing expectations of consumers and offer increasingly demanding customers real added value, companies must focus on optimizing their service performance and make it a key part of their strategy. When a company succeeds in delighting its customers through outstanding service, it leads to greater customer satisfaction and loyalty.

These factors, in turn, make a significant contribution to business success, as loyal and satisfied customers ensure long-term success.

To achieve this, a deep understanding of the various phases of the service process is essential. Our **proxia Seamless Service process** simplifies this for our customers, helping them leverage the success factor “service.”



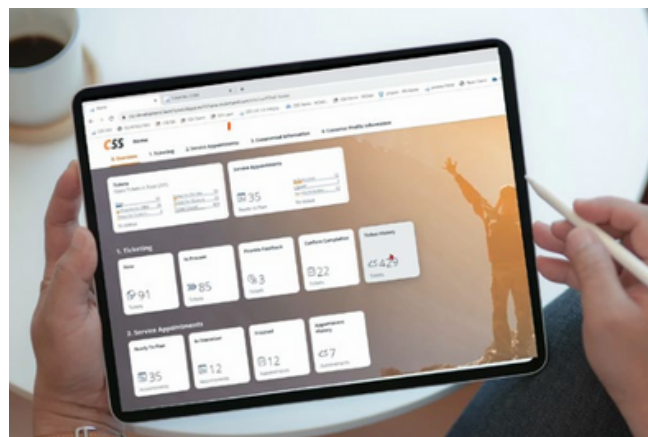
The 4 phases of Seamless Service

Traditional customer service involves handling both simple and complex customer inquiries. Customers increasingly use various communication channels (omni-channel), regardless of whether it is a technical issue, a price inquiry, or a repair order. To ensure an outstanding customer experience, the focus should be on the quality of responses as well as fast processing times.

Phase 1: Customer self-service

To meet changing customer needs and enable a modern service organization, proxia has developed the **Customer Service Suite (CSS)**. This solution is based on SAP technologies and enables companies to offer their customers 24/7 support through various channels. A key feature of the suite is the **360° view of the service process**, which allows customers to check the status of their service requests at any time.

Traditional service requests via email or phone are still possible and fully supported.



However, customers increasingly prefer to resolve their issues digitally and independently. The proxia Customer Service Suite provides customers with a complete overview of all past and current service requests. Inquiries are supported by our service bot, while SAP Conversational AI assists customers in quickly resolving their issues. To ensure fast and efficient response times, spare parts for known defects and planned maintenance can also be ordered directly from CSS.

The customer enjoys a clear overview of all their equipment with the respective service history. Once an order is created in the backend, a service technician can be quickly and efficiently dispatched via the proxia CSS if needed. To keep administrative tasks minimal, the proxia Customer Service Suite also provides complete invoice and billing management. proxia CSS creates transparency across the entire service process, increasing customer loyalty and satisfaction.

Phase 2: Customer service (ticketing)

For traditional ticketing, SAP offers a comprehensive portfolio with SAP Sales & Service Cloud V2 and S/4HANA Service, providing companies with an efficient, personalized, and unified service experience for their customers.

SAP Sales & Service Cloud V2 is designed specifically to record and process service requests as tickets across different channels. The focus is on providing the customer with the best possible support experience. It includes an interface to the SAP backend, which supplies the master data necessary for ticket processing. In addition, costs, revenues, material movements, and working times are recorded and processed in the backend system. The strengths of SAP Sales & Service Cloud V2 lie particularly in case management, its user-friendly handling, and its direct process integration.

This solution offers higher performance, availability, and flexibility, along with extended customization options. New functions enable continuous progress through the new Agent Desktop and Case Management Framework. With the new Agent Desktop, inquiries can be processed centrally and efficiently across all channels—whether phone, chat, SMS, or email. Everything is displayed in one unified interface. The integration of SAP Sales & Service Cloud V2 forms the foundation for seamless customer service and efficient end-to-end business processes.

Phase 3: Service back office

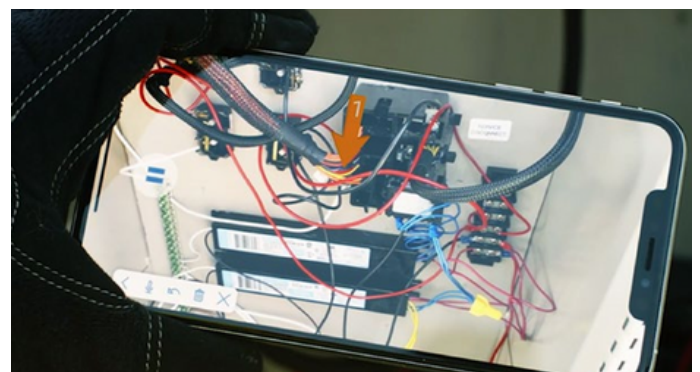
While SAP Sales & Service Cloud V2 focuses on customer interaction, the emphasis of S/4HANA Service lies in backend process integration. We recommend leveraging the full potential by combining SAP Sales & Service Cloud V2 with S/4HANA Service.

S/4HANA Service is part of S/4HANA and the successor to SAP ECC CS Module. The advantages of this integration are clear: master data can be shared, and there is excellent integration with other modules such as SD, MM, and FIN.

When implementing S/4HANA, companies should rethink their future service processes. S/4HANA Service creates a new process foundation that differs significantly from the previous one, allowing a complete redesign. This shift enables a renewed focus on service, with the opportunity to integrate new value creation possibilities into the process portfolio.

Phase 4: Dispatching & field service

When an issue cannot be resolved by phone or by the customer themselves, the ticket is passed on to a technician for further action. The technician plans the service call and performs the on-site visit. For this process to run smoothly and efficiently, the coordination and scheduling of specialized field technicians are essential.



The cloud-based **SAP Field Service Management (FSM)** is an integral part of the SAP portfolio. In combination with SAP Sales & Service Cloud V2, it enables efficient scheduling and deployment of field technicians.

SAP FSM offers real-time scheduling and uses crowd-service technologies powered by artificial intelligence. This enables both internal and external service technicians to be efficiently scheduled, taking into account their know-how, location, and availability.

All relevant information is transmitted digitally to technicians, allowing them to prepare optimally for their assignments. These details are also available offline, enabling technicians to work without an internet connection. Optimized route planning minimizes travel time, saving both time and resources. To ensure a high **first-time fix rate**, service technicians can connect with experienced colleagues via remote support when faced with complex issues.

With **TeamViewer Frontline**, a real-time remote maintenance tool, they can receive immediate assistance. Through interactive video transmission, problems can be identified and resolved directly at the site.

This solution also includes the **FSM Cloud Connector** developed by proxia, which enables full integration of the **SAP FSM cloud solution into SAP ECC and S/4HANA**.



Seamless Service – the end-to-end integrated service process

To offer your customers a sustainable customer experience, B2B companies need reliable real-time information that provides a comprehensive 360° view of their customers. This is essential to exceed customer expectations and build long-term relationships. It is important to note that service should not be viewed as an isolated offering but as an integral part of a company's value proposition.

With the SAP platform and proxia solutions, it is possible to fully map complex customer journeys. **The strength of Seamless Service lies not in individual solution components, but in their end-to-end integration.**

About proxia

proxia consulting group ag is an internationally operating management consulting firm headquartered in Switzerland, with subsidiaries in Europe and Asia. With over 250 consultants in German-speaking countries, Poland, China, Japan, Singapore, and Indonesia, the company ensures the implementation and support of high-quality solutions and service concepts at consistently high standards.

proxia specializes in sales and customer service processes as well as supporting spare parts logistics. The industries automotive, medical technology, high tech, and discrete manufacturing are key areas of focus. proxia is the partner for process design, IT architecture, implementation, and support. As an SAP Gold Partner, proxia develops innovative solutions that are fully integrated with SAP.

Author

Markus Städler is Head of Marketing at the proxia group. He is responsible for customer communication in the areas of seamless service and automotive retail. He has extensive experience in designing and marketing software solutions.



**Do you have any questions?
We look forward to hearing from you!**

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We are happy to support you with evaluations, project launches, integrations, training, and maintenance.

