

Assessing customer-service improvements in the retail sector



Client profile

The client is a Thai conglomerate and one of the country's largest private companies, a well-known brand in the cross-industrial and service sectors with controlling stakes in one of the world's largest producers of agricultural products. After over 30 years of operation, the client now boasts investments in over 20 countries and has eight business lines covering 13 business groups.

Operating as Southeast Asia's largest retail business by revenue, the client has over 12,000 stores operating under a sub-brand and a leading cash-and-carry business. The client also owns a subsidiary in the telecommunications sector, one of the largest telecommunications firms in Southeast Asia with over 25 million mobile customers. An offshoot of the client acts as a one-stop service in the retail sector, providing high-quality equipment and service maintenance, with a strong customer-first focus.

Business need

The client is looking to optimise their SAP solution to improve their customer service, in turn improving their business's ability to meet client needs directly. The client is currently using in-house development, involving different applications containing multiple interfaces and databases. This is decreasing efficiency and could be simplified. The SAP S/4HANA migration will need to support over 12,000 retail store locations and over 1,200 users, which include both employees and subcontractors.

The client sought to reduce the manual operation of repetitive tasks and increase service efficiency for business partners, including call centres and both internal and external service operators. Additionally, they wanted to simplify working processes on mobile devices and enable closer, more integrated collaboration between back-office call centre functions and the teams and sub-contractors providing their customer-service operations.

A cloud-based, single-platform concept would allow that integration, connecting transaction updates between the front- and back-end functions to be shared easily. The client was keen to reduce delays in the collection and transfer of data—an ongoing issue for them—and enable KPI and customer feedback monitoring.



NTT DATA enables clients to transform their businesses and move confidently into a digital future.”

Solution

NTT DATA proposed a SAP-based solution that leveraged four key elements: SAP Sales Cloud; customer-service agent support through the Live-Support Service Platform; Field Service Management and SAP Analytic Cloud (SAC).

The first element, Sales Cloud Self & Assisted Service Request, provides customers with multi-channel support to contact service agents and request specific services. This includes contact by phone calls, e-mails or online chat tools.

The Live-Support Service Platform is a customer-service platform designed to connect customers and customer-service agents directly and in real time. Field Service management is an end-to-end solution for the field-service management value chain, particularly useful to this client for streamlining the planning, scheduling and dispatch of their service agents.

Finally, the SAP Analytic Cloud implementation provides integrated planning and on-demand analytics, giving the client valuable data on the performance of their technicians and enabling enhanced decision-making on their part.

Outcomes

NTT DATA has implemented a successful customer service solution PoC using SAP for the customer to better understand gap with its current solution and pros of changing to SAP technology. A number of business requirement workshops have been provided to go over summary requirements and mapping business requirements, to ensure a smooth SAP transition. Furthermore, an 'Info Day', created to introduce the SAP Customer Experience and Qualtrics solution to the client, was held in February of 2022.

The positive results for the client following the completion of NTT DATA's presentation of the solution are abundant. Having seen a number of successful use cases, they now have a greater understanding of the CX solution architecture and benefits, and how this can be adapted to suit their specific business requirements. By relying on NTT DATA's profound understanding of SAP-based solutions, the client will be better placed to fulfil their end-customers' needs. NTT DATA is also proposing to provide consulting services to the client.

Why NTT DATA

NTT DATA's unmatched expertise in SAP solutions is renowned worldwide. The client was looking specifically for improvements to be made to their business and their customer service methods, areas in which NTT DATA has proven experience.

Specifically, a two-and-a-half-year SAP S/4HANA transformation project for the same client had proved NTT DATA's abilities in this field. NTT DATA has worked with in-country partners in Thailand since 1999, providing not only a successful SAP digital core, but also deploying innovative, SAP intelligent solutions for both employee- and customer-experience platforms.

NTT DATA understands the client's business procedures inside and out having already implemented SAP S/4HANA solutions, but has also tackled other related requirements and business needs for the same group.

What's next

Following NTT DATA's success with this case, NTT DATA will obtain further business requirements, so as to implement other Customer Experience solutions for both B2B and Qualtrics. NTT DATA will propose solutions and continue to provide consulting services to the client, continuing to work with them to optimise their business, working closely with SAP as key account providers.

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