


The intelligent Lead to Cash Process for Mill Products & Mining companies

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Public



Joule



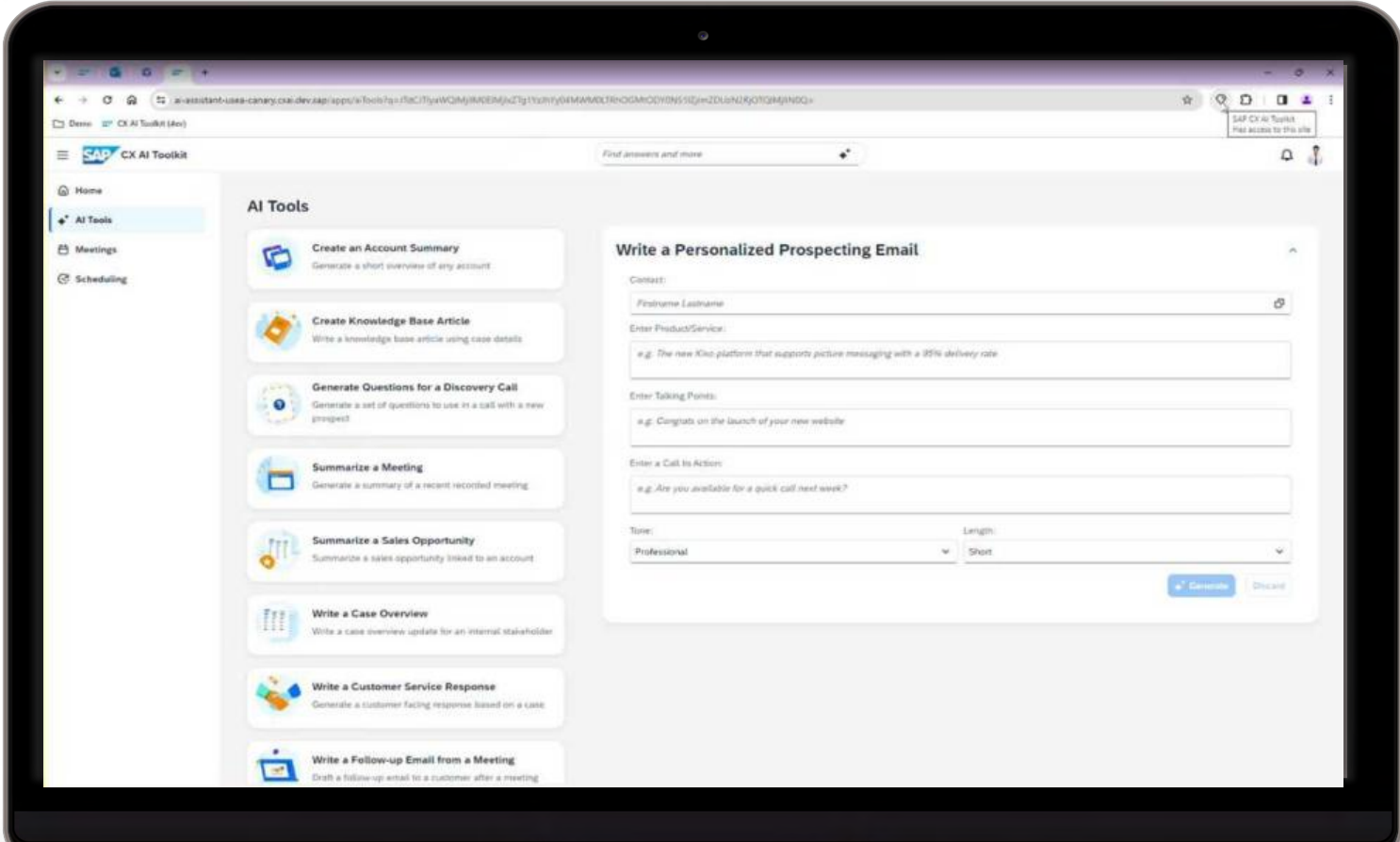
Hello,
How can I help you?

What is the vision behind SAP's CX AI Toolkit?

It provide a single AI helper that can:

1. Look across multiple systems like Service, Sales, Commerce, CDP and Microsoft Office tools.
2. Enabling sales reps to efficiently access relevant information from various data sources within a single interface

Message Joule...



The screenshot shows the SAP CX AI Toolkit web interface. The browser address bar shows a URL starting with 'an-assistant-usaa-canary.oai.dev.sap...'. The page title is 'SAP CX AI Toolkit'. The sidebar on the left includes 'Home', 'AI Tools', 'Meetings', and 'Scheduling'. The main content area is titled 'AI Tools' and lists several tool cards:

- Create an Account Summary**: Generate a short overview of any account.
- Create Knowledge Base Article**: Write a knowledge base article using case details.
- Generate Questions for a Discovery Call**: Generate a set of questions to use in a call with a new prospect.
- Summarize a Meeting**: Generate a summary of a recent recorded meeting.
- Summarize a Sales Opportunity**: Summarize a sales opportunity linked to an account.
- Write a Case Overview**: Write a case overview update for an internal stakeholder.
- Write a Customer Service Response**: Generate a customer facing response based on a case.
- Write a Follow-up Email from a Meeting**: Draft a follow-up email to a customer after a meeting.

The 'Write a Personalized Prospecting Email' tool is expanded, showing a form with the following fields:

- Contact: Firstname Lastname
- Enter Product/Service: e.g. The new XaaS platform that supports picture messaging with a 25% delivery rate
- Enter Talking Points: e.g. Congrats on the launch of your new website
- Enter a Call to Action: e.g. Are you available for a quick call next week?
- Tone: Professional (dropdown)
- Length: Short (dropdown)

Buttons for 'Generate' and 'Discard' are visible at the bottom right of the form.

Your Journey today





Petr
Heavy Metal
Account Manager

Joule [Refresh] [Share] [Settings] [Close]

Today 8:00 AM

Show me sales performance this year for the recent quarter

- Sales performance shows a total lost value of ~1.948 m
- You facing high competition, and Deals Lost Value is high.
- Only 35% of Sales Reps perform well.

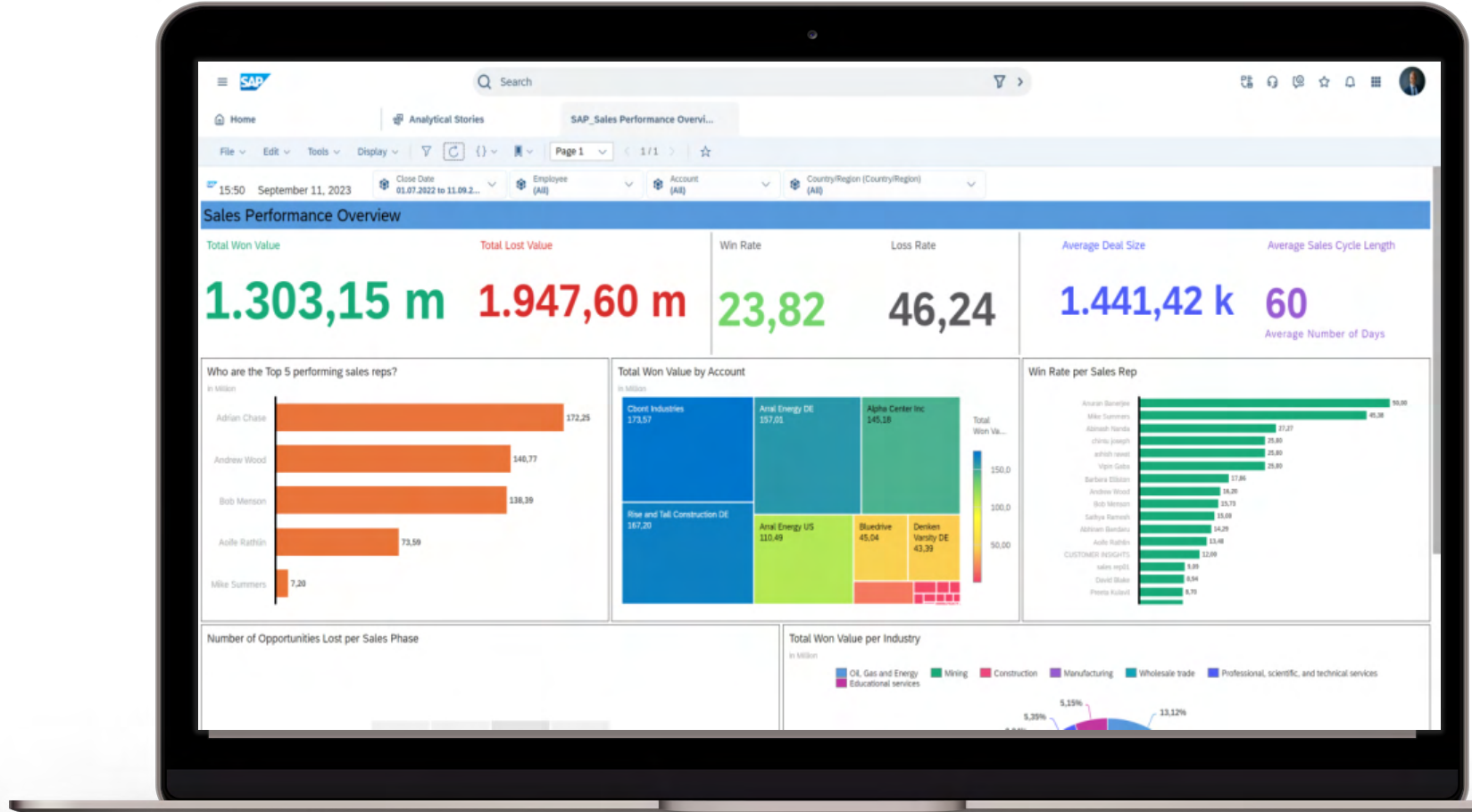
Additional Demand need to be generated to fulfil sales targets.

Think about discovering new additional markets.

Most promising market in your region is Sustainable Steel Products.

[Check Sales Performance Dashboard](#)

Message Joule... [Send]





Petr
Heavy Metal
 Account Manager

Joule

Give me a holistic view of the sales account Innova Construction, please

Sure, here are two options:

1. "Account Synopsis" is a summary to gain insights into culture, competition, and risk. Tailored information that enhances sales team's understanding of Innova Construction's needs and increases the likelihood of successful sales conversion.
2. A 360-degree view to uncover insights of Innova Construction.

Account Overview

Account Synopsis

Message Joule...

Account

Innova Construction
 1002911
 Harry-Glück Platz 14, Vienna 1100 / AT

Overview Timeline

General

Role *	Status
Customer	Active
ABC Classification	Industry
Account A	Construction

Main Contact

Isabel Clark

Communication Details

Phone	Email
+32 499567322	bestbakers@info.org

Website

www.bestbakers.com

Highlights

- There are 75 active leads
- There are 8 open opportunities

General Sales Data Mediafly Account Synopsis Sales History Additional Identifiers Change History Coach

Business Objectives (7)

Overall Information

Innova Construction : Overview
 Best Bakers Co. was founded in 1995 and operates in the food industry, specializing in baked goods. The company is known for its wide range of high-quality bread, pastries, and cakes. Best Bakers Co. also offers catering services for events and special occasions...

Business Overview

Innova Construction Business Portfolio
 Best Bakers Co. offers a wide range of high-quality baked goods and confectionery products, including bread, pastries, cakes, cookies, and specialty desserts. Our products are made with the finest ingredients and are known for their delicious taste and superior quality...

Current Challenges

Challenges and Painpoints of Innova Construction
 1. Industry Trends: The baking industry is experiencing a shift towards healthier and organic products, which may require Best Bakers Co. to adjust its product offerings and production processes.

Competitive Landscape

Innova Construction's Competitors
 1. Sweet Treats Bakery

Culture and Background

Corporate Culture and Values of Best Bakers Co
 Best Bakers Co prides itself on a corporate culture that values innovation, quality, and customer satisfaction. The company fosters a collaborative and inclusive work environment where employees are encouraged to share ideas and work together towards common goals. Integrity, honesty, and transparency are at the core of the company's values, and these principles guide all business decisions and...

Business Strategies

Corporate Culture and Values of Innova Construction
 Best Bakers Co. is currently focused on several key pillars to drive its business strategies and future plans.



Petr
Heavy Metal
 Account Manager

Joule [Refresh] [Share] [Settings] [Close]

Describe the steps and options to create a marketing campaign for my new product for the recent quarter

Sure, you can choose one of the predefined tactics to attract new customers:

- 1.The tactic for "Product Launch" fits best to your goals
- 2.Create a new landing page for your product
- 3.Test your product via Facebook Adv
- 4.Check the campaign performance

Create Product Launch campaign in SAP Emarsys

Message Joule...

SAP Emarsys [Search] [Refresh] [Alert] [Profile]

ECO Skylines Landing page [Save]

Blocks

- 2.030 | 1col Image right
- 2.040 | 1col w/o image
- 2.050 | Headline
- 2.060 | CTA

Highlight editable content | Testmail

ECO Skylines 15% Steel Roofing

Metal Magic
 Durable roofs for a sustainable future

Explore our extensive compilation of long-lasting metal roofs, shingles and siding, delivered straight to consumers, commercial entities, and contractors across Europe

now with "green steel"

Ask the chatbot to calculate your roof

Get renovation tips

Metal Shingles >
 Metal Tile roofing >

Explore all Products
 Explore all Partners

1 Email Settings | 2 Content Creation | 3 Deliverability Advisor | 4 Scheduling

MEANWHILE... SOMEWHERE NEAR THE
MUNICH AFTER THE MASSIVE RAINS





Petr Heavy Metal
Sales Rep

Joule



And what is the customer profile of my target end-customers?
And how can I engage with them?

Leveraging SAP Customer Data Platform you can:

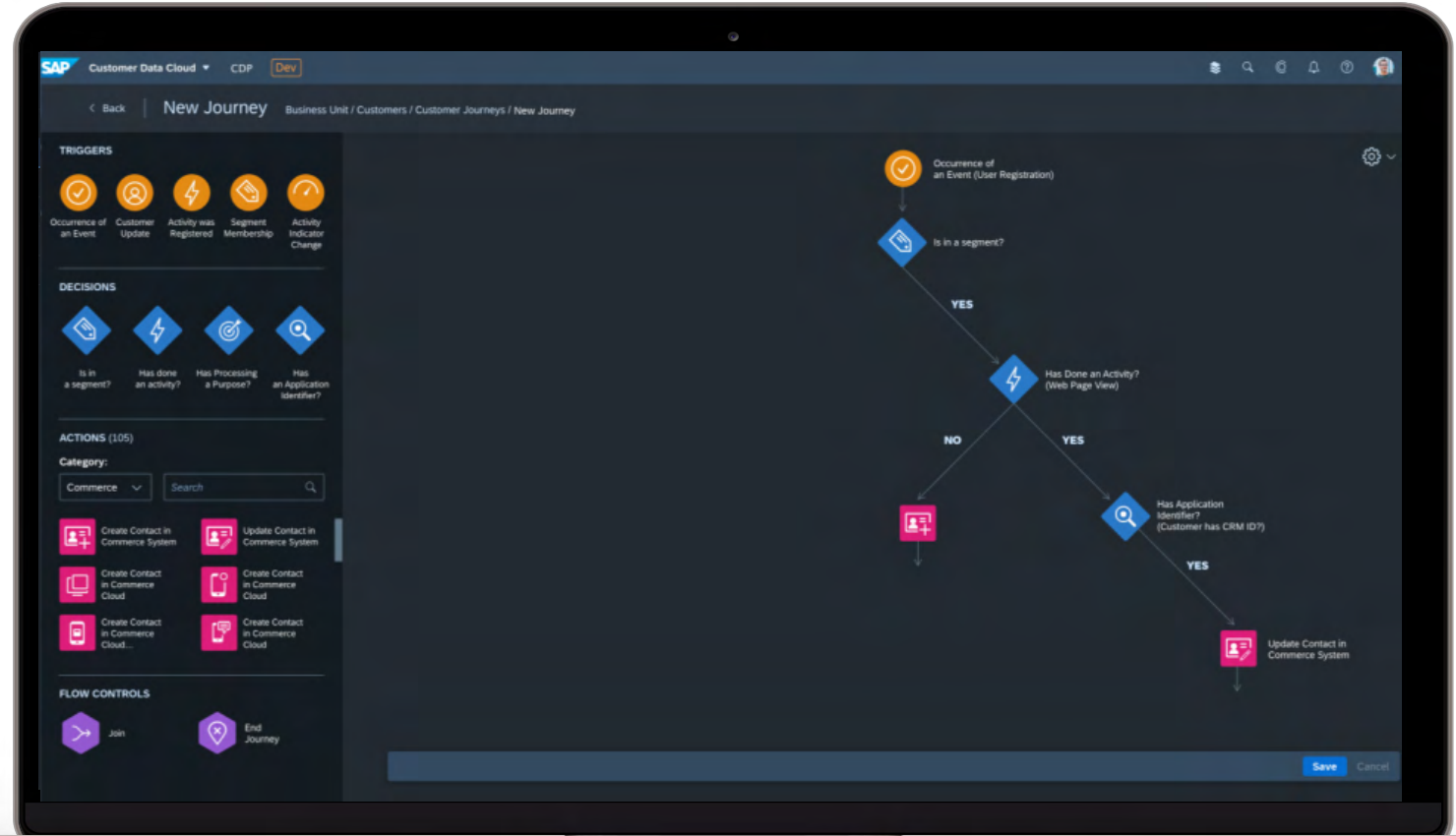
1. Build Unfired Customer Profile for B2B customer/partner or consumer and their dependences.
2. Build trust, engage, personalize their experiences across every channel
3. Leverage AI to find unique insights, built on top of front- and back-office applications.

[Open SAP Customer Data Platform](#)

Message Joule...



Business AI



JAMES SUBMITTING HIS
REQUEST TO ISABEL





**Petr
Heavy Metal**
Sales Rep

Joule [Refresh] [Share] [Settings] [Close]

I want quickly create a meeting request and propose meeting times

Smart Scheduling in Sales Cloud

1. Streamlines and optimizes your calendar management
2. Saving you time and ensuring efficient allocation of appointments
3. Provide personalized AI responses

Schedule new Appointment

Message Joule... [Send]

Business AI

SAP CX AI Toolkit Find answers and more [User Profile]

Scheduling
Today's working hours: 8:00 AM to 5:00 PM Central European Summer Time

Status (4) [Filter]

Create Scheduling Request

Please send me a Meeting request
May 30, 2024 | 10:30 AM to 11:30 AM
Pending

Re: Subject - Exclusive Deal for Cbont Industries - Let's Discuss!
May 30, 2024 | 5:00 AM to 5:30 AM
Upcoming

6107:Upsell - MultiEco 33i Upgrade
May 22, 2024 | 6:00 PM to 6:30 PM
Past

Re: Multi Eco 33i Upgrade
May 21, 2024 | 10:30 AM to 11:30 AM
Past

Phoenix Re: 6057: Exclusive Deal for Cbont Industries - Let's Discuss!

Eco Skylines – Discussion [Close]

Sustainable Steel partnership

Duration
30 minutes

Time Zone
Central European Summer Time

Hi Isabel,

Thank you for reaching out and expressing interest in collaborating with us for metal roofing solutions. We are excited about the opportunity to work with Innova Construction and fulfill your customer's requirements.

I would be happy to schedule a meeting to discuss your specific requirements and provide a quote for our products and services.

I propose the following time for our meeting:

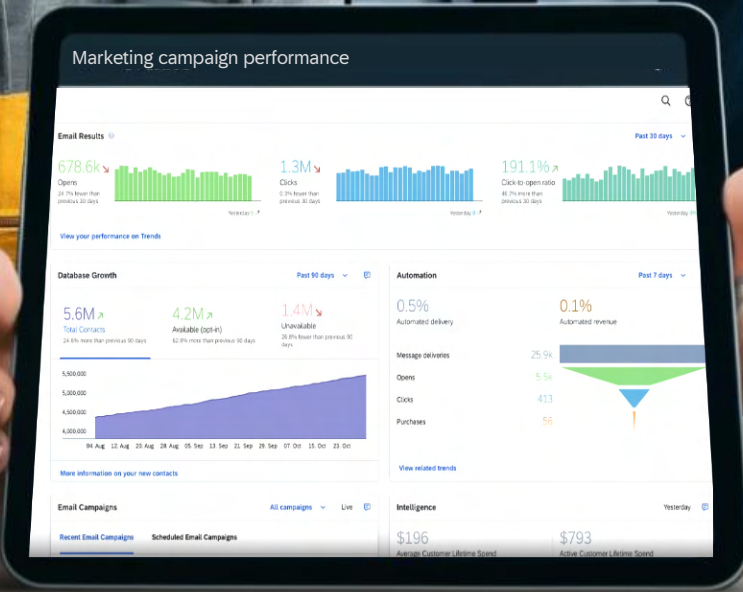
Date: May 30, 3:30 PM

Please let me know if this time works for you, or if you have an alternative time in mind. I am flexible and can accommodate your schedule.

Looking forward to our discussion and the potential for a successful partnership.

Best regards,
Petr
Heavy Metals

Copy Response





**Petr
Heavy Metal**
Sales Rep

Joule [Refresh] [Fullscreen] [Settings] [Close]

Create a quote for Innova Construction for Steel Coil ECO-E for 10 rolls

Configure SAP CPQ solution create fast and easy quotes for complex products.

Check actual pricing based on pricing procedures an rules from the SAP ERP backend and target margin setting approved by CFO.

[Create Sales Quote](#)

Message Joule... [Send]

SAP Sales Cloud

Document #01440183 for Innova Construction LT. / MASTER

Product Selection Formulation Request Form Additional Info Customer Info Payment schedule Documents Analytics

Quote Info

Status: Preparing Date Created: 04/06/2021 Date Modified: 04/06/2021 Cat Comment: FOB, Destination

Market: USA in \$ Effective Date: 04/06/2021

Pricebook: US Pricebooks Revision: MASTER (Active)

Items	Quantity	Analytics	List Price	Discount Percent	Discount Amount	Net Price	Extended Amount	Margin	Line Item Score	Floor Price	Expert Price	Target Price	Target Percent
1 SGGC/BDGC/D176d'Z+ ECO-E Steel Coil	10	[Analytics Icon]	4500.00	0.00%	0.00	4500.00	45000.00	54.64 %	[Score Icon]	4000.00	5100.00	4651.00	30.00

10 Items per page

Product Types

Discounts

Subtotal

Costs

Shipping: 0.00 Standard Shipping

State Tax: 0.00 % NRC \$0.00

VAT: 0.00 % NRC \$0.00

Totals

Margin: 54.64 %

Total 45 000.00



Petr Heavy Metal
Sales Rep

Joule



How can I enhance the competitiveness of my product's price?

Receive smart suggestions about various aspects of a deal from Pricefx.

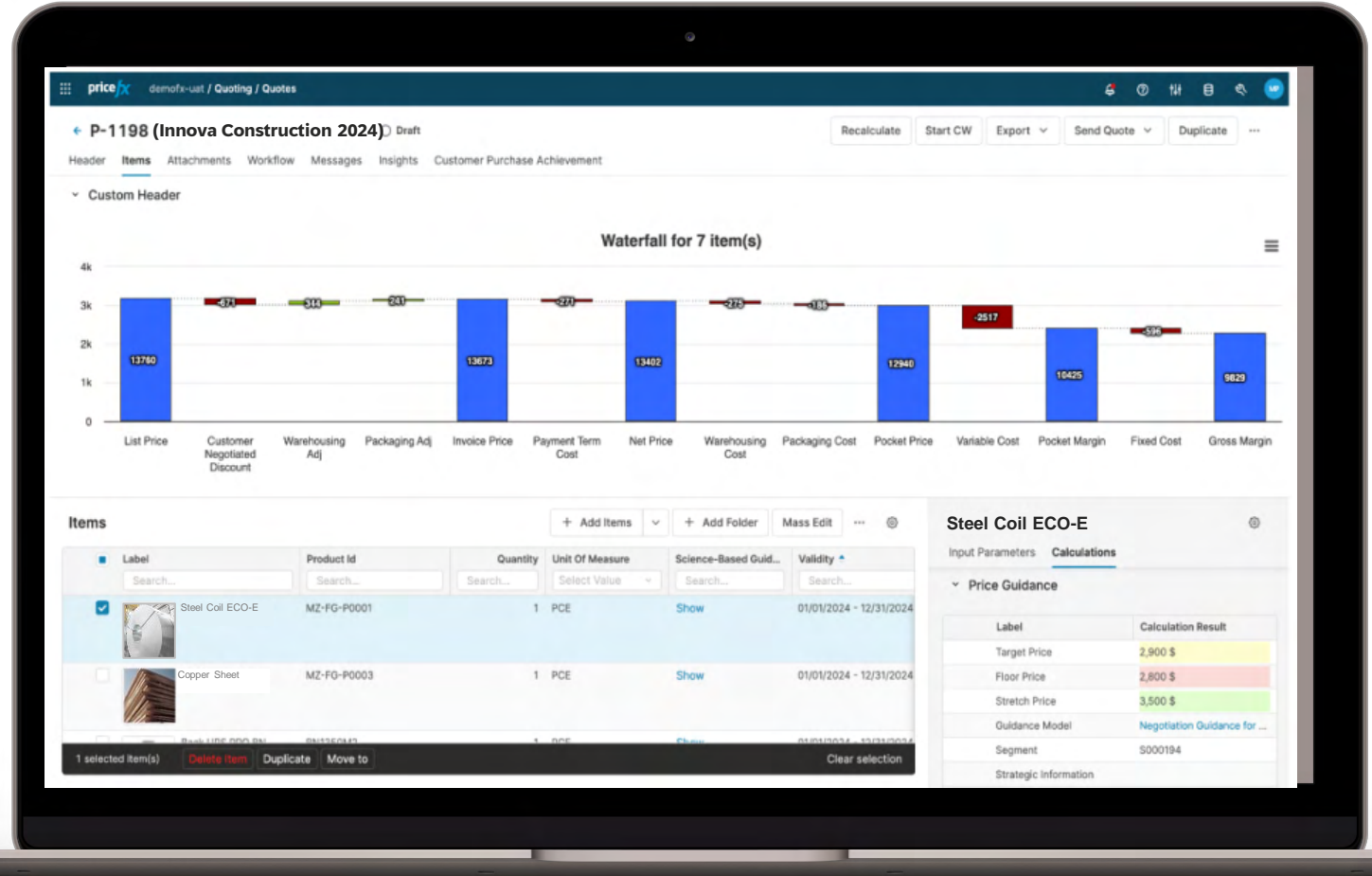
This intelligent analytics can help to an increased company sales margin by assisting in offering the best prices individually in very personalized way

Analyse Sales Quote pricing

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Business AI





Isabel
Innova Construction
Head of Sales

Joule

Isabel checks her inbox and confirms Sales Quote from HeavyMetals. How can I trigger Order execution and control the process?

Control the status of the Order and following manufacturing progress.

Leverage Intelligent Product Recommendations to find products configurations and bundles that fits to the individual needs.

Check recommendations

Message Joule...

Business AI

Intelligent Product Recommendations

Select a product category, and do the following

- Enter requirements in the textbox (can be edited), or provide needs attributes, or do both.
- Avoid entering personal data in text box.

Product Category: *

Packaging (Packaging)

Requirements Clear Text

Extract Hints from Text

Needs Clear Values

Max. filling weight:	Filling type:	Finishing:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Content type:	Norm:	Carry handle:
<input type="text"/>	<input type="text"/>	<input type="text"/>

Show Product

ECO STEEL MANUFACTURING





Isabel
Innova Construction

Head of Sales

Business AI

Joule [Refresh] [Fullscreen] [Settings] [Close]

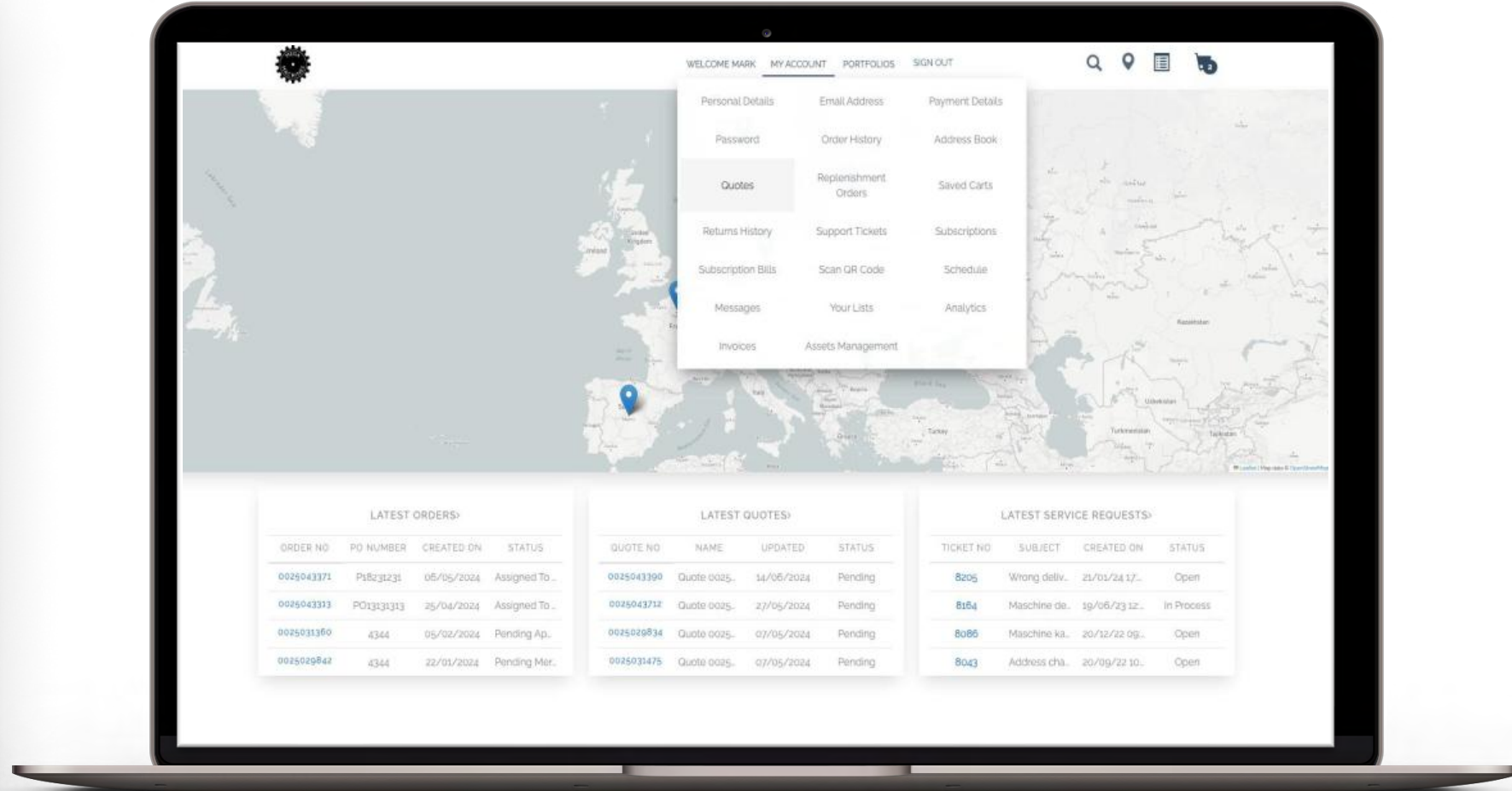
What is the order status?

SAP Commerce Cloud Self-service portal helps to negotiate and agree special terms for the Quote.

B2B Personal cabinet for B2B customers helps completely cover their needs: order tracking, recurrent sales, service, document exchange, subscriptions, returns or order scheduling.

[My Order Details](#)

Message Joule... [Send]

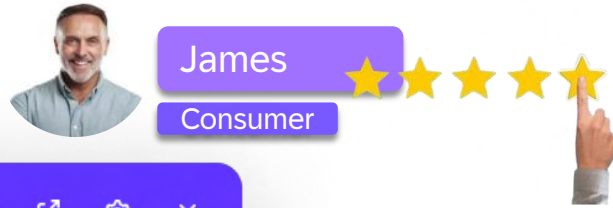


PROJECT COMPLETED!





Petr
Heavy Metal
Sales Rep



James
Consumer

Business AI

Joule [Refresh] [Fullscreen] [Settings] [Close]

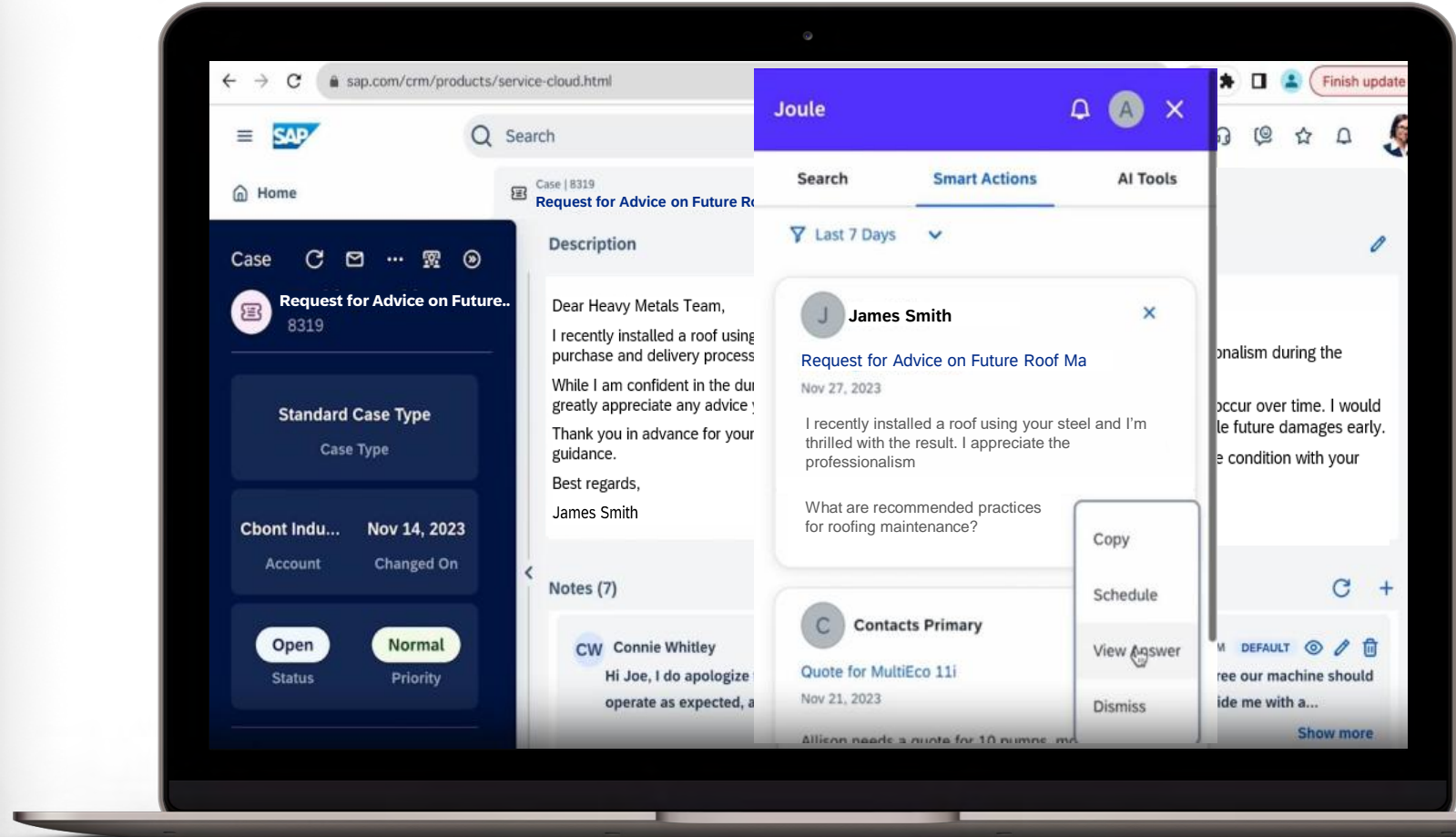
How can I identify potential future damages earlier, any recommendations?

Intelligent Q&A in SAP Service Cloud can help answer questions.

AI proactively identifies questions within your conversations and delivers trusted answers from the company knowledge base

Answer Customer Request

Message Joule...

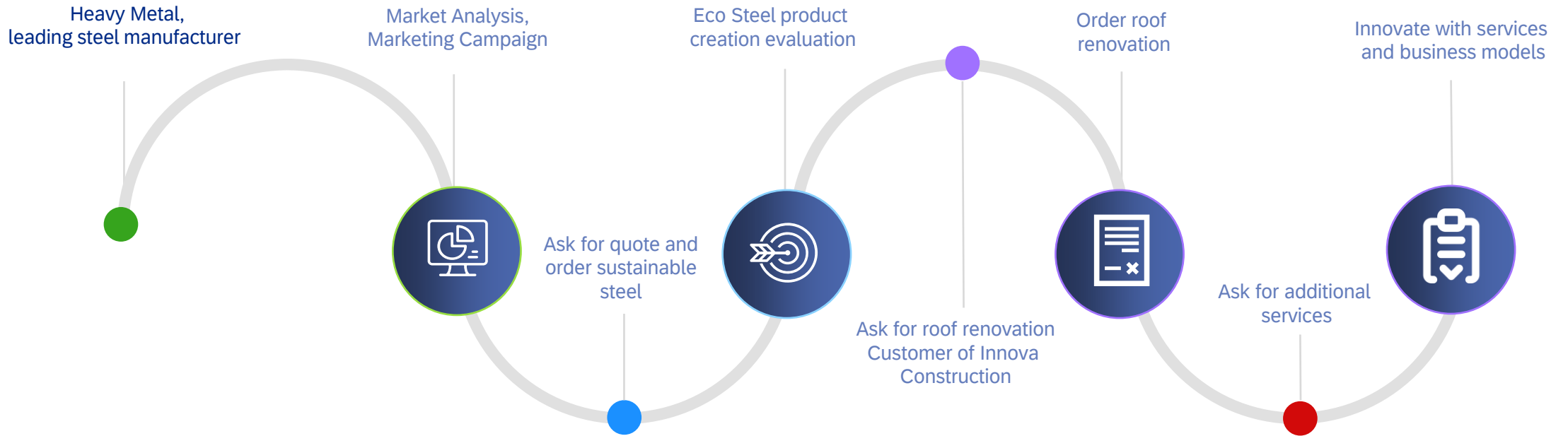


The screenshot shows the SAP Service Cloud interface on a laptop. The browser address bar displays 'sap.com/crm/products/service-cloud.html'. The SAP logo and search bar are visible at the top. A case titled 'Request for Advice on Future Roof Maintenance' (Case ID 8319) is open. The case description includes a customer message from James Smith dated Nov 27, 2023, asking for advice on identifying future roof damages. The interface shows the case details, including the case type 'Standard Case Type', status 'Open', and priority 'Normal'. A 'View Answer' button is highlighted, and a context menu is open over it, showing options like 'Copy', 'Schedule', 'View Answer', and 'Dismiss'.

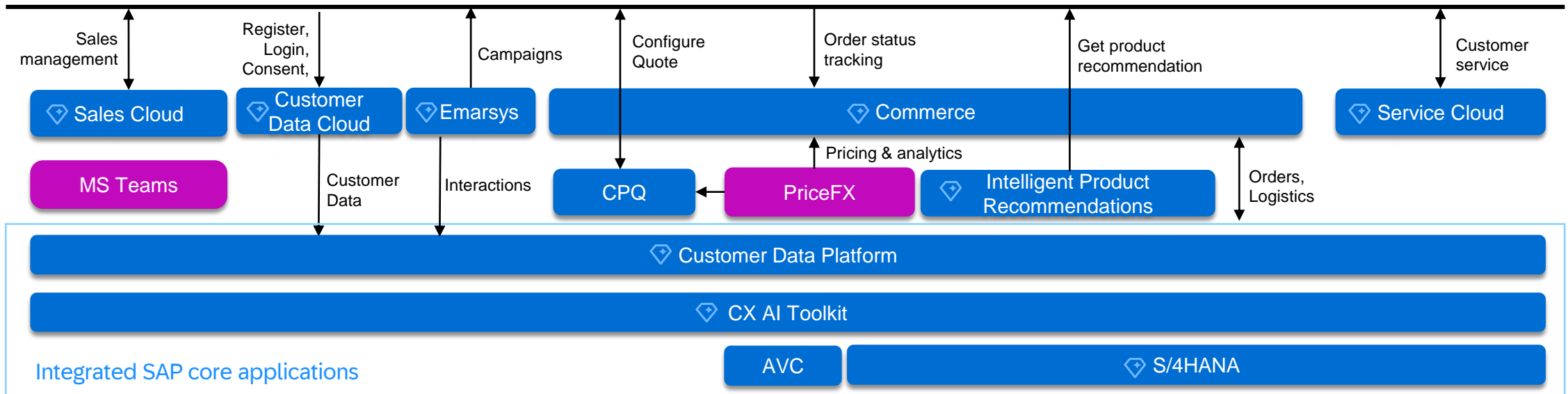


Our journey today powered by SAP solutions

SCENARIO FLOW



SOLUTIONS



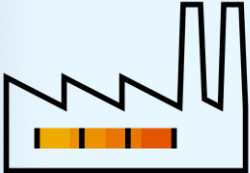
Joule

Which business models does SAP Commerce cloud support on one platform?

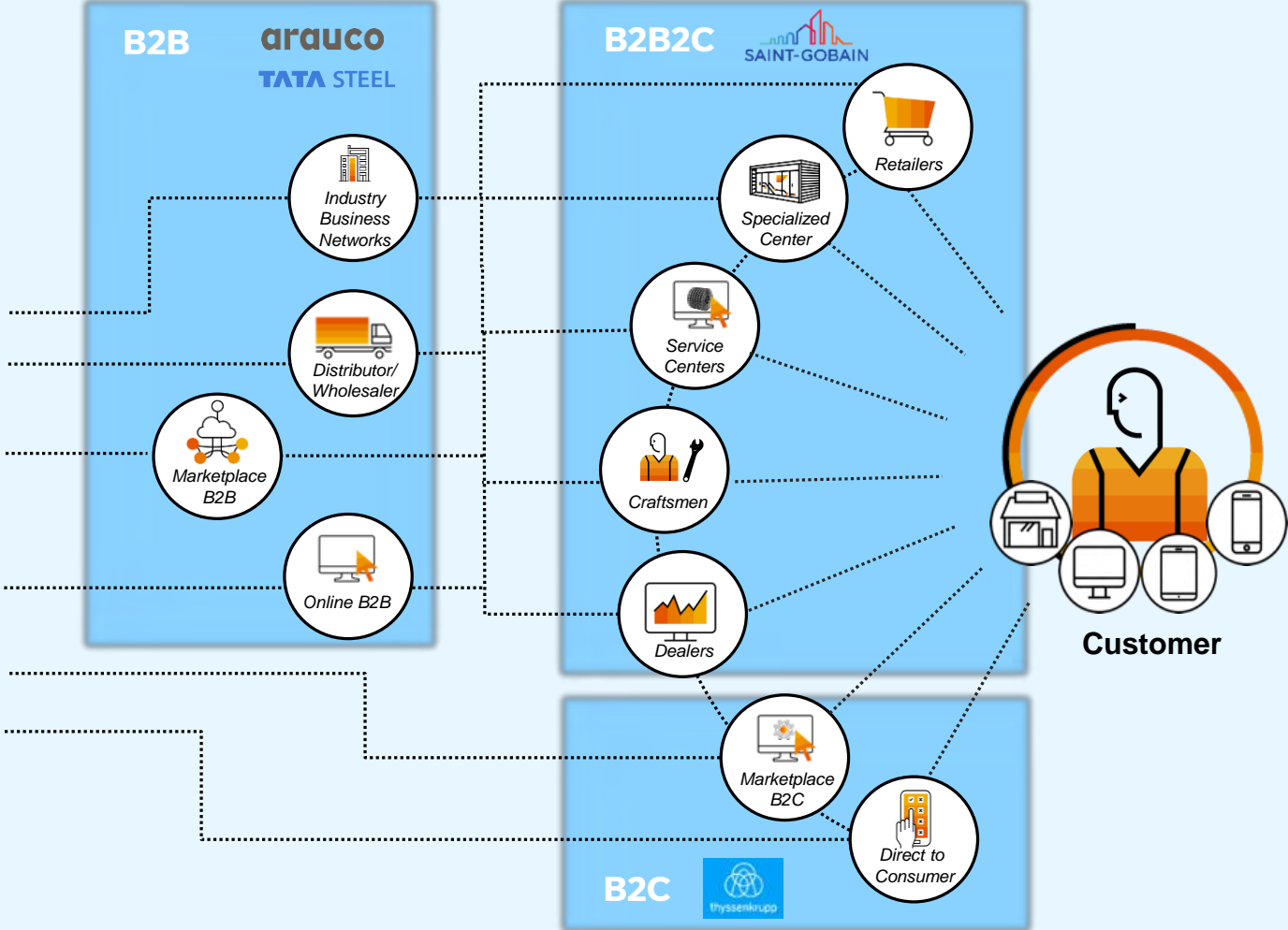
The SAP Commerce Cloud simplify operations on a unified commerce platform with an extensive set of features for B2C, B2B, D2C, B2B2C and other business models offering

1. B2B self-service tools
2. Complex product support
3. Assisted service capabilities
4. Online quoting and negotiation

Message Joule...



Mill Products Manufacturer



Joule

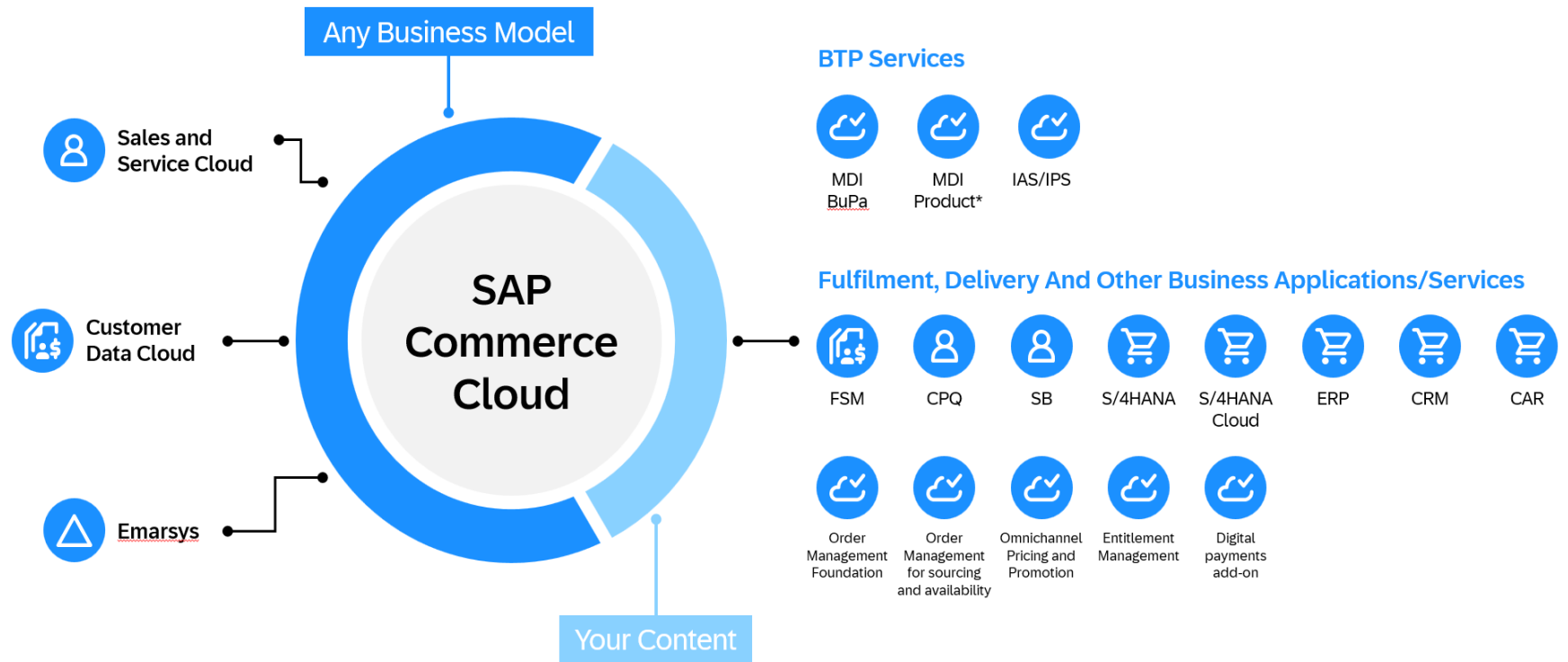
How can I lower the total cost of ownership and deliver seamless and exceptional experiences everywhere?

There are numerous possibilities to make your sales and customer experience more efficient by utilizing the system integration offered by SAP Commerce Cloud.

Through harmonizing your landscape, you can optimize operations and reap significant benefits.

Message Joule...

Pre-built Integrations



Joule [Refresh] [Fullscreen] [Settings] [Close]

What is the function of SAP AI in managing sales orders from various channels?

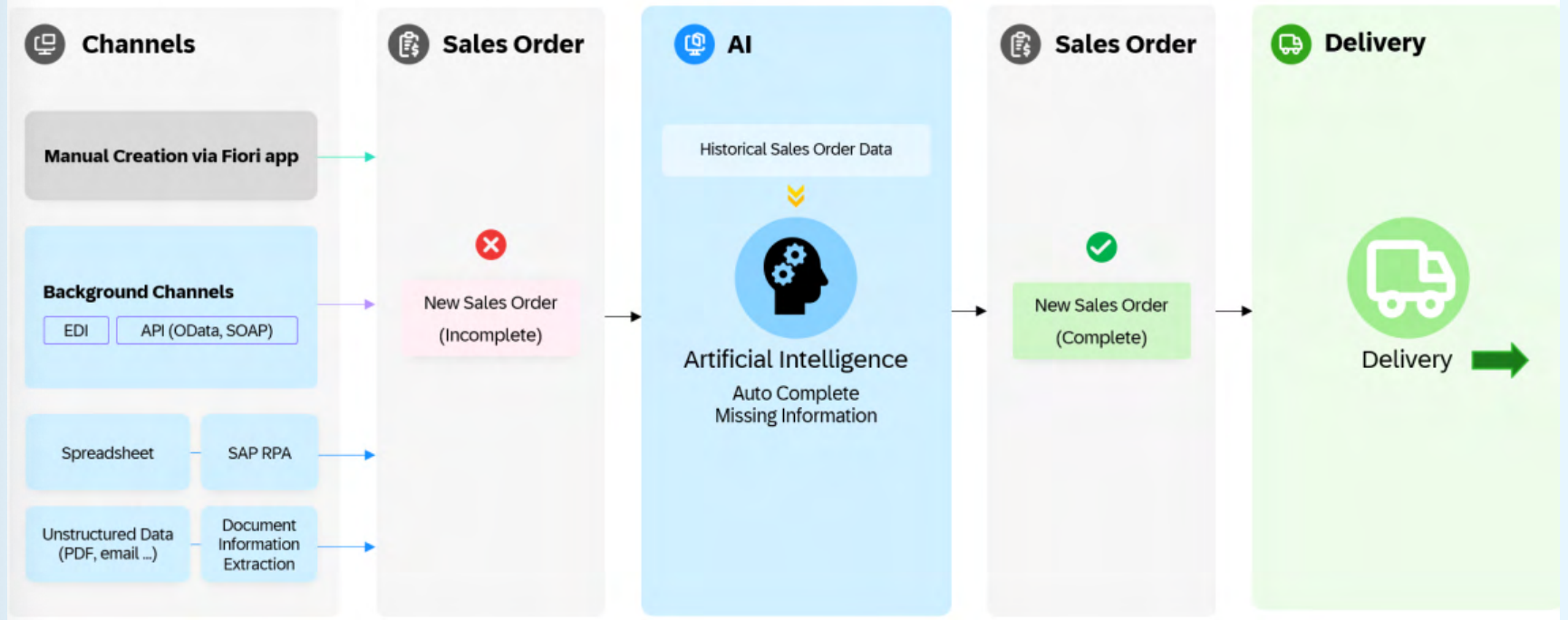
If these orders are found to have missing information, SAP AI can

1. Utilize the power of auto-completion, drawing upon historical sales order data to fill in the incomplete parts.
2. Complete missing sales order data with the aid of system recommendations

[Auto-complete my order](#)

Message Joule... [Send]

S/4HANA Cloud: AI-Based Sales Order Auto-completion



Additional interactive assets



Be inspired with customer success stories in **Mill Products industry**
Including....



Explore your journey from Sales (with Service) Cloud **Free Trial**

Schüco

Business Outcomes

Flexible workplace and contract management and booking of subscription-based digital products

MOEN

Business Outcomes

Agility to quickly launch web pages to support ongoing marketing campaigns.

Tata Steel Netherlands

Business Outcomes

Gain the advantage of a well integrated front and back office

Laminex

Business Outcomes

Driving primary demand by providing architects, designers, and new home builders with easy-to-use tools and an improved online buying experience

Thank you.

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vladimir.gal@sap.com

