

SAP Customer Experience mit Atos

**Migros: Best in Class Kunden-
service mit SAP Service Cloud**

Atos



Partnership

35+

Years SAP partnership



Expertise

9500+

SAP experts



Projects

6 200+

SAP projects



Cloud

160+

Cloud customers on SAP

- We help build the foundations for a thriving, resilient and innovative future. Advancing what matters most, by unleashing the full potential of SAP Business Suite. We integrate best-in-class S/4HANA Cloud ERP applications, data, and AI to enhance decision-making, improve efficiency, drive innovation and fuel growth. Innovative, scalable and transformative.
- Especially with our SAP solutions for Sales and Service, you can overcome your business challenges and develop innovative business models. With SAP Customer Experience (CX), the customer is at the heart of your business processes and analytics. Gain transparency across all customer interactions and communication channels in Sales and Service.

Put the customer first with SAP Sales Cloud, SAP Service Cloud, and SAP Field Service Management. We support you in overcoming challenges and developing innovative business models.



Sales Cloud

- Lead & opportunity management
- Quotation management
- Activity and visit management
- Management of customers and contact persons
- Survey
- Products and prices
- Partner and competitor information
- Integration into ERP-system



Service Cloud

- Integrated omni-channel service
- Service Desk for ticket handling
- On-site repair of technician incl. dispatching
- Regular Maintenances
- Service Contracts
- Groupware, telephone and social media integration
- Integration into ERP-system



Field Service Management

- Native mobile-app for field service
- Order data, activities, efforts and checklists within the mobile app
- Customer and equipment overview
- Self-service for customers for guided ticket creation process
- Extended checklists
- Integration into SAP Service Cloud or ERP-system

Our Expertise

Leading SAP Customer Experience and Sinch integration partner in Europe, delivering end-to-end service transformation solutions.



Strategic Consulting

Deep domain expertise in omnichannel automation and customer experience strategy.



Technical Integration

Seamless SAP and third-party system integration with APIs and connectors.



Implementation Training

End-to-end delivery from concept through rollout, training, and ongoing optimization.



Roland El Hayes

SAP CX Solution Owner by Atos



15 years of experience

Digitizing sales & service processes with proven results across multiple industries



International expertise

Leading global projects in SAP Sales & Service Cloud, FSM, and Emarsys implementations



Digital transformation

Driving customer-centric journeys with cutting-edge digital solutions and process optimization

SAP Customer Experience empowers businesses to reimagine processes and create customer-centric journeys.

Atos

Service Excellence with SAP & Sinch:

How Migros Reinvented Customer Support

The Challenge

6 Million Customers. 200,000 Inquiries. One Unified Experience.

6M

Customers Served

200K

Annual Inquiries

450

Service Agents

9

Systems to Integrate

Multi-Language Challenge

Managing customer requests across multiple languages requires consistent quality and precise routing.

- ❖ Complex multi-language ticketing
- ❖ Distributed service teams
- ❖ Legacy system fragmentation

System Integration Complexity

Nine independent systems needed seamless integration for unified customer experience.

- ❖ SAP and non-SAP systems
- ❖ Multiple communication channels
- ❖ Data consistency across platforms

Scale and Performance

Supporting millions of customers while maintaining service quality and fast resolution times.

- ❖ High-volume ticket processing
- ❖ Real-time routing efficiency
- ❖ SLA compliance tracking

Creating an Intelligent, Scalable, Omnichannel Service Platform

Strategic Objectives

Transform fragmented service systems into an intelligent, unified omnichannel platform that drives efficiency, customer satisfaction, and business-agility.



Consistent Quality

Deliver high-quality service across all touchpoints and channels.



Faster Resolution

Enable rapid ticket handling with transparent routing and intelligent dispatching logic.



Smart Automation

Automate workflows and leverage intelligent dispatching to reduce manual workload.

SAP Service Cloud + Sinch Integration = Omnichannel Excellence

Customer Touchpoints



Integration Hub



Sinch (Omnichannel Gateway)

Routing &
Communication

SAP Service Cloud

Automation,
Ticketing,
Intelligent
Dispatching,
Analytics

Internal Teams

Customer Care Team

Category Management

Media Office

Cooperatives

Seamless omnichannel communication, intelligent ticket routing, unified agent workspace, real-time analytics and transparency.

Automation and Intelligence at Scale

ATOS Innovation Highlights

Delivering intelligent automation and translation capabilities that transform customer service operations at enterprise scale.

Intelligent Dispatching

- ❖ 560+ case types for auto-assignment
- ❖ Real-time Intelligent Case / Ticket routing
- ❖ SLA compliance optimization

Smart Categorization

- ❖ Subject-based classification
- ❖ Source identification
- ❖ Keyword-driven tagging

Seamless Integration

- ❖ 9 SAP & Non-SAP Systems
 - ❖ API-Driven Architecture
- ❖ Real-time Data Synchronization
 - ❖ Zero Downtime

Multilingual Processing

Integrated translation tool enables faster understanding and response in multilingual customer interactions.

Advanced Analytics

Real-time reports provide increased transparency and enable data-driven decision making.

The future of customer service is omnichannel, intelligent, and automated.

ATOS brings the expertise, partnerships, and proven track record to make it real for your organization.



ATOS is your trusted partner

for SAP Service Cloud and Sinch integration with years of certified implementation experience across different enterprises in the whole world.



We deliver rapidly

enterprise-scale solutions with our proven smartStarter implementation framework, with minimal disruption.



Your success is our success

we commit to your long-term transformation with our Customer-for-Life program featuring dedicated success managers and quarterly business reviews.

Visit us at the Service Summit Booth #M18

Let's discuss your transformation opportunity today

Ready to Redefine Your Customer Experience?

Transform your service operations with intelligent, connected solutions



Thank you!

Let's talk about your transformation journey !

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or join us at booth M18

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