SAP Solution Brief
SAP Mobile Services
SAP hybris SMS Connector

Objectives

Solution

Benefits

Quick Facts

Using SMS Notifications to Keep Customers Informed and Engaged

The Best-Run Businesses Run SAP®

Keeping customers informed and satisfied with SMS

As more commerce has moved online, customer expectations for information have risen. Your customers now want and expect to know the status of their online orders from the time the order is placed to the time it ships. You can strengthen customer satisfaction and loyalty by keeping your customers informed about order shipment in real time with SMS notifications.

Customers who purchase from your business online want choices in how they receive notifications from you. While e-mail may work well for sending promotions, SMS is often a better option for order shipment notifications. Once they've placed an order, customers want to be informed of their order status wherever they are. This usually means they're looking for order status updates on their mobile phones, especially order shipping notifications.

The SAP® hybris® SMS connector, together with SAP SMS 365, enterprise service, provides extensive reach, quality delivery, and scalability so you can provide order status notifications as your customers expect. Equally important, the SMS solution removes the complexity from enabling SMS notifications to support digital commerce. This delivery method has proven effective in increasing customer satisfaction, loyalty, and wallet share through high-value, persistent customer engagement.

Simplifying SMS enablement

The SAP hybris SMS connector simplifies adding SMS capabilities to your SAP hybris B2B Commerce and SAP hybris B2C Commerce solutions. Available as an add-on extension on the hybris Extend marketplace, the connector lets you quickly and confidently offer SMS notifications to your customers. The connector provides a foundation for building a broad range of SMS notification use cases – communicating order status is just the beginning.

The complete SMS solution includes both the SAP hybris SMS connector and SAP SMS 365, enterprise service, both enabled by

SAP Mobile Services, a division of SAP. SMS service from SAP Mobile Services provides extensive global coverage, high-quality delivery, and unmatched SMS delivery accuracy.

The SMS service provides:
- SMS notifications for order shipment as well as other use cases you may require
- A global SMS platform offering reliable, high-speed SMS delivery worldwide
- Built-in reach to over 900 mobile operators worldwide
- Industry-leading message delivery accuracy with the advanced number resolution system from SAP Mobile Services

Enable SMS notifications for SAP hybris B2B Commerce and SAP hybris B2C Commerce quickly and confidently from an industry leader in mobile messaging.

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SAP Mobile Services makes it easy

SAP Mobile Services makes it easy

SAP Mobile Services has simplified the process of enabling SMS for hybris customers by providing a prevalidated SMS add-on extension, available for download from the hybris Extend marketplace.

Once it is downloaded, follow a few steps to integrate the SAP hybris SMS connector with your hybris Commerce Accelerator storefront, configure SMS service from the management console to meet your unique requirements, and collaborate with your SAP Mobile Services team to activate your SMS service.

Engage SAP Mobile Services to see how we can simplify enabling SMS for you.

Requirements to enable SMS service include:
• SAP hybris B2C Commerce, release 5.0 or higher, or
• SAP hybris B2B Commerce, release 5.0 or higher
• hybris Commerce Accelerator storefront
• The mobile services extension
• SAP hybris SMS connector
• SAP SMS 365, enterprise service

Once your SMS service is enabled, your end-user customers will be able to opt in to receive SMS notifications by checking a box and adding their mobile phone number to their user profile. In addition, customer service reps can opt in on behalf of their customers using the hybris customer service cockpit.

At any point, your end-user customers may opt out of receiving SMS notifications simply by updating their user profile preferences.

Benefits of enabling SMS notifications

Benefits of enabling SMS notifications

The SAP hybris SMS connector gives you the power to keep your customers informed and engaged through SMS notifications, receiving order shipment notifications wherever they are in the world, on any mobile phone. This boosts customer satisfaction, builds loyalty, and helps your bottom line.

As smartphone adoption rises and more people are fighting "icon overload," consumers are looking for greater simplicity and continuity in mobile communications. They are pruning mobile apps from their smartphone more quickly than ever. Ironically, the ubiquity of smartphones has increased the relevance of SMS as the universal communications channel for urgent notifications – because it is simple and effective.

The SAP hybris SMS connector simplifies enabling SMS service from SAP Mobile Services, an industry leader in SMS and mobile messaging services worldwide. SAP Mobile Services offers:
• Broad global reach – serving over 900 mobile operators
• Rapid and reliable message delivery
• Accurate message delivery with an advanced number resolution system

With the SAP hybris SMS connector, you establish a foundation that opens a full range of SMS notification use cases that can be tailored to your business's specific strategy.

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Summary

The SAP® hybris® SMS connector enhances the value of your SAP hybris B2B Commerce and SAP hybris B2C Commerce solutions by letting you keep your customers informed and engaged – from the time they purchase a product online to the time it is shipped – using SMS notifications.

Objectives

- Strengthen customer satisfaction by keeping them informed of order status from purchase to shipment using SMS
- Give customers a choice of how they're notified when their order ships
- Enable reliable, consistent SMS service worldwide for customers, wherever they are, on any mobile phone
- Simply and quickly add SMS notification capability while minimizing implementation risk

Solution

- Prevalidated service integration enabling rapid deployment of SMS notifications
- Available for download from the hybris Extend marketplace
- Simple integration with hybris Commerce Accelerator storefront

Benefits

- Simply and safely establish a foundation for a full range of SMS notifications
- Offer your customers SMS as a high-value notification option for order shipment notifications
- Keep your customers informed and engaged from purchase to shipment process
- Increase customer satisfaction, loyalty, and ultimately wallet share

Learn more

For more information on how you can benefit by enabling SMS notifications, visit www.sap.com/enterprise-services.

SAP

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