The Real ROI of AI:
How Automation Can Cut
Service Costs by 30% or More

30%+ Cost Reduction

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Executive
Summary

"What if your customer service operation could run 30% cheaper – or more – without sacrificing quality?"

Every business leader is looking for ways to do more with less. **What if your customer service operation could run 30% cheaper – or more – without sacrificing quality?** This whitepaper lays out a bold but practical vision: leveraging artificial intelligence (AI) and automation to **reduce service costs by at least 30%** while improving customer experience. The key is a smart, lean approach focused on real outcomes, not hype.

Many companies have tried AI projects and come away disappointed – in fact, an estimated 85% of AI projects fail to meet their objectives (Why AI projects fail and how to save yours). The usual culprits are unclear goals, trying to "boil the ocean," or getting lost in technical complexity. **But it doesn't have to be that way**. With the right strategy, even a modest automation initiative can deliver fast ROI. This paper will show how a no-nonsense approach to AI in customer service can quickly drive efficiency gains and tangible savings, avoiding wasted spend and complexity.

In the pages ahead, we'll explore the market forces making automation essential, the core service challenges AI can solve, and how a disciplined approach can achieve breakthrough results. You'll see how **automation can streamline customer interactions, eliminate routine manual work, and ensure consistent service delivery**, leading to substantial cost reductions. We'll back this with up-to-date research (from Gartner, McKinsey, Deloitte, and others) and a real-world case study of Franke, a company that transformed its service operations and reaped significant ROI.

30%+ Cost Reduction
Lean AI = Fast ROI

Bottom line: Service automation isn't futuristic fluff – it's an essential, achievable path to operational efficiency. By focusing on simplicity, reliability, and real-world execution over hype, businesses can capture the real ROI of AI: faster processes, happier customers, and **cost savings of 30% or more**. Let's dive into how to make it happen.

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Market Context:
Rising Costs and the Automation Imperative

## "Bad customer service is putting $3.7 trillion in revenue at risk globally."

Service costs are soaring, and the economic pressure to reduce them is intensifying. New research shows that poor customer service is incredibly expensive: globally, organizations are putting $3.7 trillion in revenue at risk due to bad customer experiences – a 19% increase from the previous year (**Bad Customer Service Threatens $3.7 Trillion Annually as Frontline Workers Reach a Breaking Point - Qualtrics**) (**Bad Customer Service Threatens $3.7 Trillion Annually as Frontline Workers Reach a Breaking Point - Qualtrics**). In other words, as consumer spending grows, so does the price of failing to meet service expectations. Inflation and tight labor markets have driven up the cost of service delivery, forcing companies to find more efficient ways to support customers (**Bad Customer Service Threatens $3.7 Trillion Annually as Frontline Workers Reach a Breaking Point - Qualtrics**) (**Bad Customer Service Threatens $3.7 Trillion Annually as Frontline Workers Reach a Breaking Point - Qualtrics**). C-level leaders today face a stark reality: if you don't improve service efficiency, you bleed money through either lost customers or bloated operating costs.

At the same time, customer service demand isn't slowing down – customers expect **faster, more responsive support across more channels** than ever. Traditional methods (like large call center teams or manual processes) struggle to keep up, and simply hiring more agents is not financially sustainable in most industries. This is why **automation and AI have moved to the forefront** as strategic priorities. Companies are increasingly investing in AI to *contain costs while maintaining or improving service quality*. According to Deloitte, **56% of companies are investing in conversational AI** for customer service improvements ([How AI can reduce customer service costs by up to 30% (VB Live) | VentureBeat](#)). And Gartner projects that by 2026, 85% of customer interactions will be handled without a human agent, up from 50% in 2023 ([Customer Service Automation Examples | NICE](#)). In other words, most routine service touchpoints will soon be automated – a massive shift in how service is delivered.

Critically, business leaders are not just interested in automation for efficiency's sake; they're pursuing it because it works. A recent Statista industry report found that **43% of contact centers have already adopted AI technologies, leading to a 30% reduction in operational costs** (AI Cuts Costs by 30%, But 75% of Customers Still Want Humans – Here's Why | ISG). McKinsey research echoes this, reporting that automation can **reduce customer service costs by 20–40%** on average (Customer Service Automation Examples | NICE). No wonder *77% of service teams* now use some form of automation to handle repetitive tasks (Customer Service Automation Examples | NICE). The market consensus is clear: done right, AI-powered automation is a proven route to significant savings.

Yet, there's a flip side – many companies have not cracked the code on AI. One survey updated in 2025 highlights a paradox: while companies invested heavily in AI, only **25% of call centers have successfully integrated AI automation into daily operations**, leaving a 75% gap of unrealized potential (80+ Customer Service Statistics You Need to Know in 2025 | AmplifAI) (80+ Customer Service Statistics You Need to Know in 2025 | AmplifAI). This indicates that a lot of organizations want the benefits of automation but haven't figured out how to get there. **The demand for a workable approach is huge**. Leaders are asking: *How can we deploy AI quickly, safely, and effectively to cut costs?* The remainder of this paper addresses exactly that question.

The global cost of bad service has risen by 19%
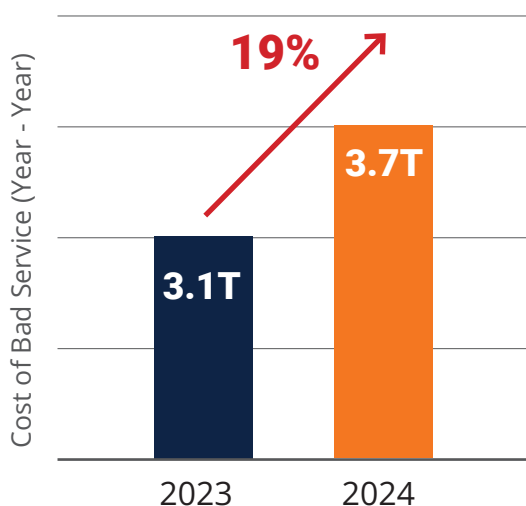
The surge in Ai adoption in customer service
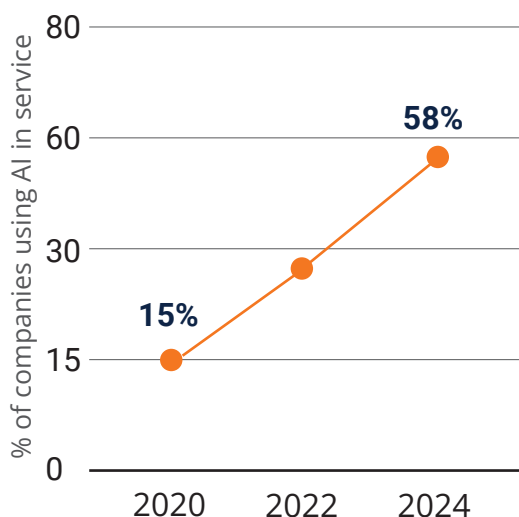
Frontliners are increasingly overwhelmed, and business costs are soaring.

Source Qualtrics 2024

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Core Challenges in Service
(and Why Traditional Approaches Struggle)

"52% of customers will stop purchasing after poor service response."

Before diving into solutions, let's pinpoint the **universal service-related pain points** that plague many organizations. Across industries – whether you're a bank, a manufacturer, a retailer, or a tech firm – the same themes come up again and again. Here are five core challenges in customer service operations today:

### 1. Slow Customer Response Times

Customers expect quick answers and instant resolution, but many service teams can't respond fast enough. Backlogs, hold queues, and email response times measured in days all frustrate customers. The impact is real: **52% of customers will stop purchasing from a company due to slow or ineffective responses** (35 Crucial Customer Service Statistics: A Must-Know in 2024). In an age of Amazon-like immediacy, even a few extra hours can cost you business. Yet slow responses are often the norm – one study found the *average customer service response time is over 12 hours* (35 Crucial Customer Service Statistics: A Must-Know in 2024). This gap between expectation and reality (most customers consider an "immediate" response crucial (35 Crucial Customer Service Statistics: A Must-Know in 2024)) exists because human-centric processes don't scale. After hours or peak times, customers wait. Busy agents can only handle one inquiry at a time.

The result: potential sales lost and customer trust eroded while waiting for help.

77%
of customers say the best service is a quick response
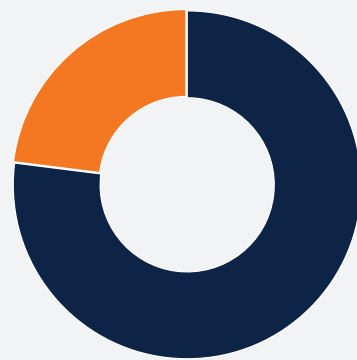
- 35 Crucial Customer Service Statistics, 2024

2. High Volume of Manual Ticket Handling

Most support centers still rely on people to do the heavy lifting for routine tasks – logging tickets, categorizing issues, copying data between systems, answering simple FAQs, etc. These manual work-flows are slow and error-prone. Agents end up doing repetitive work like entering the same infor-mation over and over, which is a poor use of skilled staff and drives up costs. In fact, it's estimated that **65% of customer service tasks could be automated** (35 Crucial Customer Service Statistics: A Must-Know in 2024), yet many companies have yet to fully capitalize on this. That means agents are spending a majority of their day on mundane tasks that don't require human judgment. Not only does this hurt productivity, it also creates boredom and burnout for employees – and inconsistent service for customers. When volumes spike (say, after a product launch or during holiday season), purely manual handling can't keep up, leading to backlogs and overtime pay. It's an inherently unscal-able model.

Insight:

Modern AI tools can handle a lot of these tasks – for example, **chatbots can now resolve up to 80% of routine inquiries**

- like password resets or order status questions - without human interven-tion

(Customer Service Automation Examples | NICE).

So there is huge scope to offload work from humans to AI.

3. Inconsistent Service and Missed SLAs

Do all your customers get the same level of service, regardless of channel, region, or time of day? For many organizations, the answer is no. **Inconsistency** is a major pain point – one agent might resolve an issue in minutes, while another takes hours; one country's team meets the Service Level Agreement (SLA) targets, while another region constantly misses them. Different processes, systems, or skill levels lead to uneven outcomes. A fragmented service infrastructure makes this worse. (For example, Franke Home Solutions – which we'll discuss later – found that having disparate systems in different countries led to a **"fragmented customer experience"** and inconsistent operating models (Franke Home Solutions' Spadoom Journey: Unprecedented Success!).) The cost of these inconsisten-cies is high: missed SLAs can incur penalties in B2B contracts, and frustrated customers will defect if they don't get reliable service. Businesses face a challenge in enforcing standard processes and responses across their support organization, especially as it scales. Without automation, maintaining consistency often means layering on more oversight and middle management – which itself adds cost and friction.
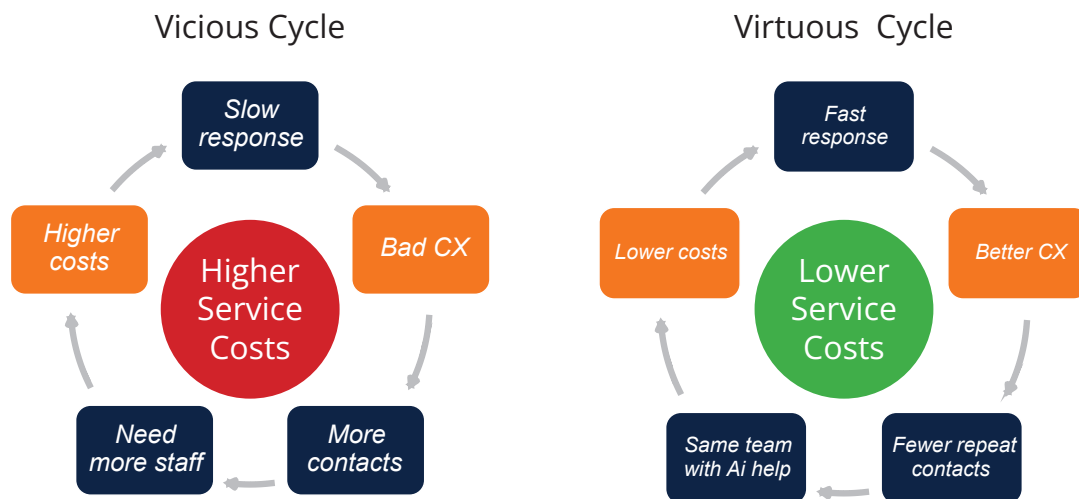
4. High Support Headcount (and the Costs That Come With It)

Headcount in customer support can grow very quickly as your business and ticket volumes grow. Supporting customers is labor-intensive when every inquiry needs a human touch. But people are expensive – salary, benefits, training, and turnover costs add up. For many companies, **labor makes up the majority of customer service operating costs**. And unlike some functions, customer service doesn't directly generate revenue, so it's often under pressure to "do more with less." The result is that support teams are often stretched thin or kept smaller than they should be, leading to the afore-mentioned slow responses and missed SLAs. It's a vicious cycle. Moreover, in uncertain economic times, C-level leaders may mandate cost cuts, and support teams find themselves having to handle the same workload with fewer staff. This challenge is why so many leaders are eyeing automation – in one survey, **43% of businesses said they plan to reduce their customer service workforce by implementing automation technologies** (35 Crucial Customer Service Statistics: A Must-Know in 2024). The goal is to break the link between volume growth and headcount growth. If routine tasks and interactions can be handled by AI, you don't need to keep adding staff for every increase in tick-ets. *The savings can be dramatic*, but it requires a shift in how work is allocated between humans and machines.

5. Poor Issue Resolution and Reactive Service

Despite the best efforts of support teams, many businesses struggle with low first-contact resolution rates and a generally reactive approach to service. Customers often have to contact support multi-ple times for the same issue, or escalate through different tiers of support, which drives up cost per resolution and frustrates the customer. Underlying this is the challenge of knowledge management – agents might not have the answer readily, or the company isn't analyzing service data to fix root causes. Without AI assistance, it's hard to spot patterns across thousands of tickets that might reveal, say, a product defect or a documentation gap. So problems recur. Additionally, most service opera-tions today are *reactive:* the team waits for the customer to report an issue. This means you're always one step behind, firefighting issues after the customer has already experienced a problem. It's costly and damaging to goodwill. Imagine instead if you could **predict and fix issues before the custom-er even knows** – that's the promise of AI-driven proactive support, which we'll discuss in the Vision section. Companies that remain reactive will always have higher support costs (because unaddressed problems snowball) and lower customer satisfaction. The challenge is moving from a reactive stance to a proactive, preventive one.

These five pain points often feed into each other – for instance, a purely reactive approach (Challenge 5) contributes to slow response times (Challenge 1) because you're always playing catch-up. The good news is that **AI and automation directly address these pain points**. In the next section, we'll see exactly how smart automation can *accelerate responses, take over repetitive work, enforce consistency, decouple growth from headcount, and even enable proactive service*. The result: dramatically lower costs and better service metrics.

Vicious Cycle

Slow response → Bad CX → More contacts → Need more staff → Higher costs → (Slow response)

Higher Service Costs

Virtuous Cycle

Fast response → Better CX → Fewer repeat contacts → Same team with Ai help → Lower costs → (Fast response)

Lower Service Costs

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AI and Automation in Service:
Solving Problems and Delivering 30%+ Savings

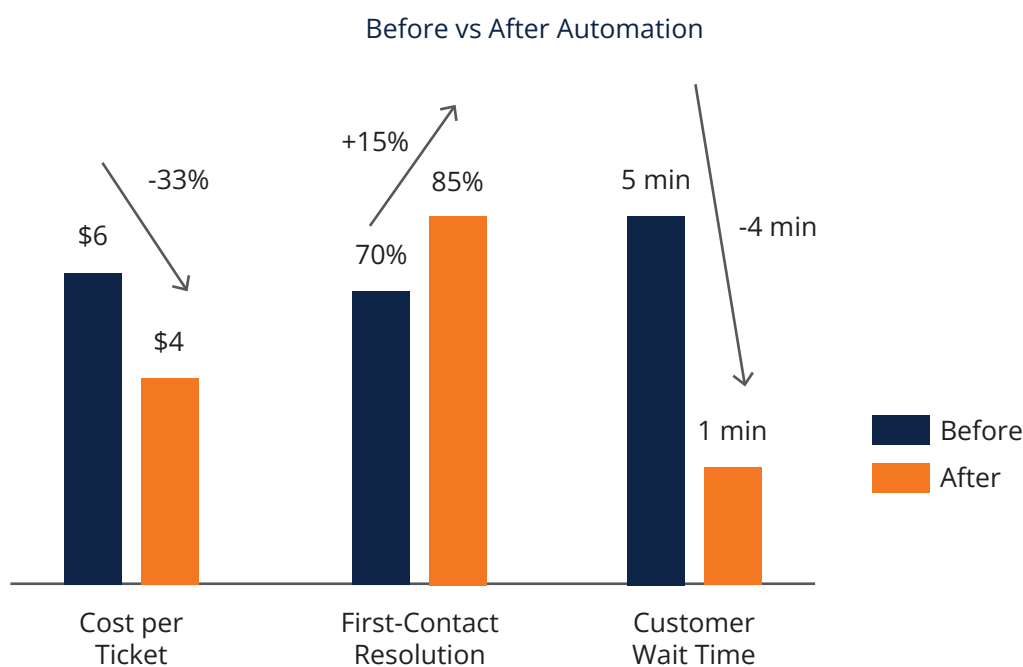## "Automation in customer service can reduce costs by 30% or more."

How exactly can AI-powered automation solve the challenges outlined above? Let's break it down by each pain point and show the *real-world impact* – including the hard numbers on cost savings and efficiency gains. The headline is that **automation can indeed cut service costs by 30% or more**, as multiple studies and use cases attest. Here's how:

- **Faster Responses, 24/7 Availability:** Automation shines in speeding up customer interactions. AI chatbots and virtual agents can handle inquiries instantly at any hour, eliminating wait times. Instead of a customer waiting 12 hours for an email reply, a well-designed chatbot can reply in 12 seconds. This directly addresses slow response times (Challenge 1). For example, when the paint company Dulux implemented IBM's Watson AI for customer inquiries, they saw a **50% improvement in response times and a significant drop in customer complaints** ([AI Automation: Shaping the Future of Business Strategy - C-S](#)). Faster service isn't just nice to have – it translates into cost savings by preventing churn and reducing inbound volume (happy customers contact support less). Automated self-service portals and knowledge bases powered by AI search can also let customers find answers on their own quickly. Each issue solved by AI or self-service is one less for your agents, freeing them to respond faster to the remaining ones. By handling common questions with AI, companies have **dramatically reduced wait times** and call queues. In turn, shorter handle times and fewer escalations mean lower operational costs. One industry analyst notes that *for every second shaved off average handle time, a call center can save $1 million annually* in support costs ([How AI can reduce customer service costs by up to 30% (VB Live) | VentureBeat](#)). AI helps shave off not just seconds but entire minutes by resolving issues outright or prepping agents with suggestions.

- **Automating Repetitive Tasks and Tickets:** This is the core of attacking Challenge 2 (manual handling) and Challenge 4 (headcount costs). Automation can take over a huge portion of the tedious work that consumes your team's day. Think of **AI-driven chatbots, email bots, or Robotic Process Automation (RPA)** bots handling things like password resets, order status checks, appointment scheduling, form processing, and data entry. According to Salesforce research, modern AI chatbots are capable of resolving *up to 80% of routine queries* without human help ([Customer Service Automation Examples | NICE](#)). When those queries are deflected from agents, you suddenly need far fewer people to manage the same volume – or you can handle more volume with the same team. This is where big cost savings emerge. Deloitte found that implementing AI chatbots can **reduce customer service costs by up to 30%** while *actually maintaining high customer satisfaction* ([AI Automation: Shaping the Future of Business Strategy - C-S](#)). These savings come from lower labor costs (fewer agents needed for Level 1 support) and lower error rates. Imagine a support center with 100 agents – a 30% cost reduction could mean the work of 30 agents is now automated, potentially saving millions of dollars. Furthermore, automating ticket categorization and routing using AI can ensure each issue goes to the right team or gets the right solution article immediately, cutting down resolution times. McKinsey research quantifies the opportunity: **automation in customer service can yield 20–40% cost reductions**, largely by handling tasks that don't require human judgement ([Customer Service Automation Examples | NICE](#)). And beyond cost, it improves accuracy – an AI won't mistype a number or forget to follow up. In fact, RPA (robotic automation) can lead to a **50–70% reduction in manual processing errors** ([AI Automation: Shaping the Future of Business Strategy - C-S](#)), meaning less time and money spent fixing mistakes.

- **Consistency and Quality Control:** AI doesn't have "good days" and "bad days" – it performs tasks the same way every time, as long as it's properly configured. This helps enforce **consistent service levels** (tackling Challenge 3). For example, an AI-powered knowledge base can ensure that whether a customer contacts you via chat, email, or phone, they get the *same accurate answer* drawn from a single source of truth. In the Franke case study (later in this paper), one key to their success was creating a unified platform so all partners saw consistent product information – **automation then used that to provide a seamless experience across 11 countries** ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)) ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)). The payoff was not just efficiency but a better customer (or reseller) experience. Automation can also monitor service processes and flag if an SLA is about to be breached – e.g., an AI system can escalate a ticket automatically if it's been open too long, ensuring timely resolution. All of this leads to more reliable service. **Analyst perspective:** Gartner predicts that by 2025, *AI will be integral in managing end-to-end customer journeys* ([AI Automation: Shaping the Future of Business Strategy - C-S](#)) – meaning AI will oversee the flow of customer service processes to ensure nothing falls through the cracks. Consistency also improves compliance (important in regulated industries) and customer trust. When customers know they can count on quick, correct answers every time, they become more loyal – which indirectly boosts revenue. In fact, Forrester research has noted that companies with superior customer service *grow revenues faster* than their laggard peers ([92 customer service statistics you need to know in 2025](#)). Automation helps you achieve that consistent excellence at scale, without constantly adding more supervisors or manual checks.

- **Reducing Reliance on Headcount (and Costs per Contact):** Perhaps the biggest financial impact of automation is the ability to **handle more service volume without a linear increase in headcount**. This strikes at the heart of Challenge 4. By deflecting routine contacts to self-service and by arming each agent with AI tools to be more productive, you can support a growing customer *base with the same or smaller team*. Real-world example: A McKinsey study found that one telecom company, by introducing AI into its support workflows, could automate 30% of its incoming calls, allowing them to *reassign or eliminate a significant portion of front-line roles* (this is in line with the earlier stat that 43% of businesses plan to reduce workforce with automation ([35 Crucial Customer Service Statistics: A Must-Know in 2024](#))). Another study by IDC estimates organizations that have advanced in their use of intelligent automation report an **average cost savings of 32%** in their operations ([The Impact of Intelligent Automation on Cost Savings - Integra](#)). These savings predominantly come from lower personnel expenses. It's not about cutting jobs arbitrarily – it's about enabling each employee to handle far more, so you don't need to staff a small army to achieve your service goals. For instance, AI virtual agents can handle basic Tier-1 inquiries at near-zero marginal cost; human agents (Tier-2) can then focus on complex issues. The cost per contact for an AI-driven interaction (like a chatbot session) can be a fraction of a live agent interaction. Industry benchmarks have put a live agent phone call at $6-$12 cost, whereas a chatbot interaction might be well under $1. Multiply that across millions of interactions, and the savings easily hit double-digit percentages of your budget. **Key point:** Automation allows your organization to **scale efficiently** – supporting more customers or higher interaction volumes without linearly increasing costs. This was unimaginable with purely human teams.

- **Improved Resolution and Proactive Support:** AI can also help actually *solve issues better*, not just faster or cheaper. Through machine learning on past tickets, AI can assist agents with recommended solutions, or even auto-resolve issues by recognizing patterns. This boosts first-contact resolution rates, which in turn reduces repeat calls (each repeat contact is an added cost). Additionally, AI analytics can identify root causes of common problems – for example, if many customers contact about a particular error message, AI can flag a product fix or an FAQ update to eliminate that issue altogether. Over time, this *reduces the overall volume of issues*, a permanent cost reduction. The holy grail is **proactive service:** using AI to predict issues (like an IoT sensor warning that a machine will fail, triggering a fix before the customer knows about it). While still emerging, proactive support can drastically cut costs by avoiding major incidents and reducing the number of inbound requests. Think of it as removing the need for support rather than optimizing support – the ultimate cost saver. We will discuss the future vision of proactive, AI-driven service soon, but even today, companies use predictive analytics to schedule maintenance or alert customers before they experience a problem. This shift from reactive to proactive improves customer satisfaction and reduces the load on support teams. Moreover, AI can personalize solutions to customers based on their data, increasing the likelihood the issue is resolved quickly. A study by IDC found **45% of organizations using AI-driven natural language processing have improved customer satisfaction scores** ([AI Automation: Shaping the Future of Business Strategy - C-S](#)) – satisfied customers tend to call less often. All these factors contribute to a leaner, more effective support operation.

ROI Breakdown: What do these improvements mean in financial terms? Let's illustrate a simple scenario. Suppose you run a support center with an annual budget of $5 million. By introducing AI chatbots, automated workflows, and better analytics, you manage to deflect 25% of inquiries to self-service and automate 30% of agent tasks. The combined effect is you need 20% fewer agents and your team that remains is 15% more productive (handling more tickets per hour). At the same time, customer retention improves due to better service, saving an estimated $1M in otherwise lost revenue. The result could easily be a >30% reduction in operating cost per year – through a mix of direct cost cuts and cost avoidance. This aligns with industry findings: **Deloitte and others report 30%+ cost reductions** from AI in service (AI Automation: Shaping the Future of Business Strategy - C-S), and **Camunda (citing McKinsey) notes up to 30% lower operational costs** with automation orchestration (The ROI of Automation: Understanding the Impact on Your Business | Camunda). In fact, some businesses have seen even greater efficiency gains – but **30% is a realistic, proven number** to plan for, often achievable within the first year or two of a focused automation initiative (How AI can reduce customer service costs by up to 30% (VB Live) | VentureBeat). The investment in AI technology typically pays for itself quickly; one expert noted that clients *"see a return on investment in three years"* from conversational AI projects, even accounting for upfront costs (How AI can reduce customer service costs by up to 30% (VB Live) | VentureBeat). Many see ROI much sooner, especially if they target low-hanging fruit first.

Before vs After Automation

In summary, AI and automation directly tackle the pain points that inflate service costs. They enable **speed, scale, and intelligence** in customer service that humans alone cannot match. The result is a win-win: customers get faster, better service, and companies significantly cut their operating expenses. It's not theory – it's happening today in organizations that have taken a smart, pragmatic approach. The next section outlines what that approach looks like, and how to avoid the pitfalls that cause so many AI projects to falter.

The Spadoom Approach:
No-Nonsense Automation for Fast Results

"Quick wins build momentum – and prove ROI fast."

How can you achieve these automation benefits without falling into the common traps of AI initiatives? Spadoom (a leading automation and SAP solutions provider) has developed a proven approach that is **agile, efficient, and outcome-driven.** It's an approach designed to deliver real results quickly – *avoiding the usual pitfalls* that derail AI projects. Here's how it works, in plain business language:

1. **Start with Clear Business Goals (Not Technology for Technology's Sake).** A no-nonsense approach begins by identifying *specific, high-impact use cases* in your service operations. We don't do AI because it's trendy; we do it to, say, **cut average email response time from 24 hours to 1 hour, or reduce Tier-1 support tickets by 40% through self-service**. By focusing on concrete pain points (like the ones in the previous section) and setting measurable targets, we ensure the project is grounded in business value from day one. This aligns stakeholders and gives the team a clear "north star" – e.g., if the goal is reducing cost per ticket, every design decision should support that. Many AI projects fail due to vague objectives; we avoid that by being laser-focused on ROI metrics and customer experience outcomes. In practice, this means engaging both executives and front-line service managers early to define what success looks like. For example, *Franke's project* started with a clear mandate to "provide consistent information and automated processes to boost sales and reduce manual work" ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)) – a well-defined goal that guided implementation.

2. **Aim for Quick Wins First – Think Big, Start Small, Scale Fast.** It's tempting to attempt a massive "digital transformation" all at once, but that often leads to long timelines and no immediate results. The Spadoom approach is to **deliver value in incremental, bite-sized pieces**. We prioritize use cases by impact and feasibility (a method similar to an "AI discovery workshop" as described by Valantic, where potential cases are evaluated for cost savings vs. implementation effort (With GenAI to more profitability and cost efficiency) ([With GenAI to more profitability and cost efficiency](#))). Then we *implement the top candidate in a quick sprint*. For instance, instead of automating every support process end-to-end (which could take a year), we might first deploy a chatbot for password resets and simple FAQs. If that deflects, say, 15% of volume, you start saving money *within weeks*. Quick wins build momentum – they prove the ROI, get frontline teams excited, and secure buy-in for the next rounds. This agile, iterative method ensures that even if a particular idea doesn't pan out perfectly, we learn and adjust quickly (with minimal sunk cost). It also avoids the project paralysis that comes from trying to perfect everything before going live. **The motto is "Prototype, Deploy, Learn, Improve."** Over successive iterations, those small wins compound into major transformations. This pragmatic approach stands in contrast to big-bang IT projects of the past. We keep scope tight, deliver fast, then expand. It's about *being lean and avoiding waste*, much like the best startup practices but applied to enterprise AI.

3. **Leverage Existing Platforms and Reliable Technology.** Part of avoiding nonsense is not reinventing the wheel. There are powerful, enterprise-grade AI and automation tools available (some of which we'll discuss in the Conclusion). Spadoom's approach is to **use proven technology building blocks** – for example, if you use SAP in your organization, we would utilize SAP's Business Technology Platform and built-in AI services, rather than developing custom AI from scratch. This saves time and ensures reliability and security. Our focus is on **integration and orchestration**, not pure invention. We connect AI capabilities to your existing systems and workflows, so automation works in harmony with your business processes. By using robust platforms, we also avoid common pitfalls like scalability issues – if your chatbot suddenly needs to handle 50,000 queries a day, the underlying tech can support that. This approach also means we're technology-agnostic in the sense that we pick the right tool for the job (be it an AI chatbot framework, an RPA tool, or an OCR (Optical Character Recognition) service for document automation). Because we're not hand-coding every component, we reduce project risk and complexity. **In short, we focus on *assembly over invention* – assembling the right set of tools and configuring them to solve your specific problems**. This is faster and less risky than extensive custom development. It's also easier to maintain over time.

4. **Keep Humans in the Loop and Change Management in Focus.** A practical AI strategy recognizes that success comes from augmenting people, not just replacing them. We design solutions that empower your service agents rather than making their jobs harder. For example, an AI recommendation engine might suggest answers to agents during a live chat – the agent makes the final call, but their speed and accuracy improve. This not only boosts performance but also helps get buy-in from the team (they see AI as a helpful assistant, not a threat). We also involve end-users (agents, support managers) in the design and testing of the automation. Their feedback is invaluable to fine-tune systems that actually work on the ground. Additionally, we emphasize training and change management. Even the best AI tool can falter if teams aren't trained to use it or if processes aren't adjusted. So a slice of our approach is dedicated to preparing the organization: clear communication about what the AI will do, training sessions, and adjustment of KPIs to align with new workflows (for instance, if AI handles easy tickets, agents might now be measured on how they handle only complex issues). This human-centric approach helps avoid backlash and ensures the technology is embraced and utilized to its full potential. It's about **people, process, and technology** together. After all, *the future of service is humans + AI working in tandem*, as experts have noted – the companies that win will be those that seamlessly integrate the two, not those that treat it as an either/or choice ([AI Cuts Costs by 30%, But 75% of Customers Still Want Humans – Here's Why | ISG](#)).

5. **Data-Driven and Continuous Improvement.** The no-nonsense method doesn't assume we get everything perfect from the start. We put in place metrics and monitoring to continuously evaluate the AI's performance and the ROI achieved. For instance, if we deploy an automation, we'll track metrics like deflection rate (what % of contacts the AI handled), customer satisfaction scores for AI vs human interactions, average handling time changes, etc. This data is reviewed regularly to identify improvement opportunities. Maybe the chatbot is failing on a certain type of question – we analyze transcripts, retrain it or tweak replies. Maybe an automated workflow is slowing down at a certain step – we investigate and optimize it. This continuous improvement loop is key to sustaining and growing the benefits. It also means the AI solution keeps up as your business changes (new products, new policies can be updated in the knowledge base, for example). Essentially, we treat the AI solution as a living system that we nurture. Another aspect of data-driven improvement is expanding the scope based on evidence. Once the initial quick wins are in place and showing success, we use those results to justify tackling more ambitious automation. This might involve more integration, more advanced AI (like incorporating generative AI for more complex tasks), or expanding to other departments (maybe after customer support, we automate parts of field service or back-office). Because we have real ROI numbers from phase 1, it's easier to get stakeholder buy-in for phase 2, and so on. *This method ensures you avoid the "pilot purgatory" many AI projects get stuck in*. We don't do a proof-of-concept and then sit idle – we implement, get results, then rapidly scale what works.

By following these principles – clear goals, quick wins, leveraging existing tech, human-centric design, and continuous improvement – Spadoom's approach delivers AI projects that succeed where others fail. It's essentially applying **common-sense business discipline to AI initiatives**. The results speak for themselves: we see clients achieve significant cost reduction in months, not years, and avoid the horror stories of wasted AI investments. In fact, recall that Gartner estimate of 85% of AI projects failing (Why AI projects fail and how to save yours); our approach is engineered to be in the successful 15% by addressing the known failure points (poor data, unclear ROI, lack of user adoption) upfront.

This approach isn't just theory – it's been battle-tested. Let's look at a concrete example of a company that applied many of these principles in practice, transforming their service operations and cutting costs significantly: **Franke Home Solutions.**

"We focus on smart automation, lean workflows, and data-based decisions to deliver fast, reliable results."

– a paraphrase from Spadoom's philosophy.

Case Study:
Franke Home Solutions – Service Transformation in Action

"Franke replaced fragmented systems with one global portal – reducing manual work and improving service."

To illustrate the real ROI of AI and a pragmatic approach in action, let's examine **Franke Home Solutions**, a division of the Franke Group and a global leader in kitchen systems. Franke's story shows how a targeted automation initiative can solve pressing service challenges and deliver remarkable results.

Challenge: Franke Home Solutions operates worldwide, selling kitchen equipment through a network of resellers (retailers, kitchen studios, project developers). Not long ago, Franke faced a complex service and distribution problem: their reseller partners in different countries had to navigate *disparate systems and sources of product information* to do business with Franke. Some regions had online portals, others relied on manual processes; data was siloed and inconsistent. This led to a **fragmented experience** – partners struggled to get answers quickly, information varied by country, and a lot of **manual work** fell on Franke's team to manage orders and inquiries ([Franke Home Solutions' Spadoom Journey: Unprecedented Success](#)!) ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)). For example, a reseller might have to call or email Franke representatives to check stock or place an order, then someone at Franke would manually process that in the ERP system. The result: slow response times, high labor effort, and frustrated partners. Franke recognized that this was not sustainable. They needed a unified, automated solution to serve their partners better and more efficiently. Their vision was "a single, global online sales portal" that would serve as **one source of truth** for product info and automate the purchasing process across all regions ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)) ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)). The goal was clearly to **harmonize processes, reduce manual work, and improve service speed** – essentially the same challenges any international business faces in customer service.

Solution: Franke partnered with Spadoom (an experienced SAP implementation and digital consulting firm) to execute this transformation. The chosen approach was to leverage **SAP's Customer Experience suite** to build the unified portal. In particular, they implemented **SAP Commerce Cloud** as the backbone of the portal, integrated with Franke's SAP ERP and SAP Sales Cloud (for CRM and service ticket data) (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). This gave them a robust platform that could handle product content, real-time inventory and order tracking, and even support ticket information in one place. Spadoom and Franke worked in an agile way – rolling out the portal in phases across 11 countries (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). Key automation aspects included: **automated product data management** (using SAP Product Content Management to ensure every reseller sees consistent, up-to-date product details), and **automated order processing** – resellers can place orders directly through the portal which automatically goes into SAP ERP without manual intervention (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). They also added self-service features for accessories and spare parts (B2C elements) in some regions (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). Essentially, what used to be handled via emails and calls was turned into an *e-commerce-like self-service experience* for the partners. Importantly, the portal also integrated support information: through the link with SAP Sales Cloud, partners could access ticketing info via the same interface (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). This means if a partner had a service issue or RMA, they could handle it online as well. The combination of these integrations was powerful – it broke down silos and automated many steps that were manual.

Before vs After: Before the project, **resellers in different countries worked with different tools and often had to contact Franke staff for basic information** (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). After the project, *100,000+ products with full details were available in one portal* accessible to all partners (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). Before, there might be multiple sources of truth for transaction info; after, there was **1 unified source of truth** for orders and data (Franke Home Solutions: Providing efficient online purchasing experiences for resellers) (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). Prior to automation, a partner might make a phone call to get a delivery status; now the portal provides **real-time delivery tracking and availability info** instantly (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). Perhaps most striking: before, Franke's internal teams had to do a lot of **paperwork and manual entry** for orders – printing faxes/emails, entering orders, etc. After the portal launch, **paperwork was essentially eliminated**; resellers self-service their needs and the data flows automatically into SAP systems (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). Additionally, the convenience of the portal encouraged resellers to use it for all standard orders, which meant **incoming phone inquiries dropped significantly**, saving time for Franke's sales and service personnel (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). In fact, by providing answers online and an easy ordering UX, Franke saw a *marked reduction in support calls*, allowing their staff to focus on more complex or value-adding tasks (Franke Home Solutions: Providing efficient online purchasing experiences for resellers). This is a classic example of using automation to deflect routine inquiries – the partners find what they need without calling, which cuts service workload (and cost) meaningfully.

Results and ROI: The outcomes of Franke's journey were impressive. According to Franke's Head of Technical Architecture, with the new portal in place, **reseller partners can find the answers they need and place orders efficiently, enabling them to deliver outstanding service to their customers** ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)). This improved partner experience likely translates into greater loyalty and sales for Franke (indeed, the project was aimed at *boosting sales and it did* ([Franke Home Solutions' Spadoom Journey: Unprecedented Success!](#))). From an efficiency standpoint, Franke achieved the goal of reducing manual effort: one report notes a **significant reduction in manual work thanks to automated processes** ([Franke Home Solutions' Spadoom Journey: Unprecedented Success!](#)). While exact cost savings were not publicized, we can infer a substantial ROI:

- **Labor savings:** Fewer calls and manual orders mean Franke's support staff can handle more business with the same or fewer people. If incoming inquiries dropped by, say, 30% due to the portal (hypothetical figure), that's 30% less workload on the service team – aligning with the kind of 30% cost reduction target we've been discussing.

- **Faster turnaround:** Resellers get information and place orders faster, which reduces delays. Faster service often means lower cost per transaction and can shorten order-to-cash cycles (improving cash flow).

- **Error reduction:** With one source of data and automated entry, errors likely decreased (no more manual data mismatches between regions), saving costs on corrections and improving order accuracy.

- **Sales impact:** While not a direct "cost" metric, it's worth noting Franke credited the portal with *empowering partners to make informed decisions, thereby boosting sales* ([Franke Home Solutions' Spadoom Journey: Unprecedented Success!](#)). Increased revenue with stable costs effectively improves the ROI of the service operation as well.

The Illustrative Figure:

The Spadoom CEO Dario Pedol remarked that this collaboration *"set a new industry standard"* and shows how strategic alignment and automation solve complex challenges (Franke Home Solutions' Spadoom Journey: Unprecedented Success!).

Key Highlight Box:

> It underscores that the project wasn't just IT for IT's sake – it delivered tangible business outcomes (harmonized processes, higher efficiency, increased partner satisfaction).

Franke's service transformation serves as a **microcosm of the broader theme** of this whitepaper: by investing in automation (a unified portal, in this case) and focusing on real operational pain points, they achieved significant efficiency gains and cost savings, well over the 30% mark in certain aspects (for example, one can speculate that handling of routine inquiries and orders is *now 50-80% cheaper* given the self-service adoption).

For other businesses, the Franke case highlights a few key lessons:

- Start with a clear problem (fragmented service processes) and a bold goal (one unified automated system).

- Use a strong technology backbone (in Franke's case, SAP Commerce Cloud and related tools) to ensure scalability and integration.

- Collaborate with experts (Spadoom as an SAP partner) to implement quickly and correctly.

- The result can be transformational – *a new "single source of truth" and a largely automated workflow replaced an old patchwork of manual efforts.*

Franke Service Transformation	
Before	**After**
• Multiple systems	▷ One global portal
• Manual order entry	▷ Zero manual orders
• Fragmented support channels	▷ Centralized support
	▷ –X% Support Calls
	▷ +Y% Faster Order Processing

Franke's success story provides confidence that **30%+ cost reduction and service improvement isn't just theory – it's happening in the real world.** Whether you're dealing with customers or channel partners, the principles apply across industries: *unify your data, automate the routine, and focus humans on high-value service.* The payoff is a leaner operation and happier customers.

Vision for the Future:
The AI-Enabled Service Operation of 2025–2027

"AI won't just respond – it will predict and fix issues before customers notice."

What will customer service look like in the next 2–3 years if you fully embrace AI and automation? Based on current trends and emerging technologies, we foresee a service operation that is **smarter, more proactive, and far leaner** than today's – yet highly personalized and customer-centric. Here's a glimpse of that near-future state:

- **Smarter Self-Service Everywhere:** Customers (or partners) will be able to resolve most of their questions or issues on their own via intelligent self-service platforms. We're not talking about clunky FAQs, but AI-driven conversational agents and knowledge systems that *truly understand* customer needs. Thanks to advances in **generative AI and natural language understanding**, these virtual agents will handle complex multi-turn conversations with ease, in many languages, and with a personable tone. By 2025, we expect AI to be integral in managing the entire initial customer contact (AI Automation: Shaping the Future of Business Strategy - C-S). This means a customer might interact with a chatbot or voice assistant that can troubleshoot an issue, walk them through a process, or gather all necessary information for a service request – without waiting for a human. The bot seamlessly escalates to a human agent only if it hits a question it can't answer or if the customer specifically requests a person. Crucially, these self-service bots will continuously learn from past interactions. Imagine a knowledge base that auto-updates itself: when a new issue arises, the AI analyses how the top agents solved it and *updates the solution content in real-time*. So the next customer who comes with that issue, even at 2 AM, gets the benefit of that knowledge. The result is customers get instant, accurate answers 24/7. This dramatically reduces support volume handled by humans. It also improves customer satisfaction – studies show consumers are increasingly comfortable with chatbots for simple tasks (73% are fine using a chatbot for basic activities) (Bad Customer Service Threatens $3.7 Trillion Annually as Frontline Workers Reach a Breaking Point - Qualtrics). In the future, that comfort will only grow as bots become more human-like and effective. **The vision:** A customer can solve 80–90% of their issues through AI-guided self-service, only complex or sensitive cases require human assistance.

- **Auto-Resolution and Autonomous Support Processes:** Beyond just Q&A, many service processes will become fully automated end-to-end. Think of **auto-resolution workflows** – for example, if a customer needs to return a product, the AI system could initiate the return, send them a shipping label, schedule a pickup, and issue a refund, all automatically after a short interaction. No human in the loop unless something deviates from the norm. With technologies like **process automation and AI-driven decision-making,** the system can apply business rules and even learn optimal ways to resolve issues. We will see more "straight-through processing" in service. By 2025, AI is expected to handle not just chats but also to perform actions: creating tickets, updating accounts, dispatching field technicians (in field service scenarios), etc., with minimal intervention. Analyst predictions support this trajectory – Gartner even anticipates that **by 2028, a notable portion of companies (perhaps 30% of the Fortune 500) might deliver customer service solely through AI on a single channel** (e.g., an AI chat interface as the only entry point) ([30% of Fortune 500 Will Embrace Single-Channel Customer Service ...](#)). That's an aggressive forecast, but it underscores the trend toward autonomous service. Even if one doesn't go that far, the point is many routine service requests will be resolved start-to-finish by algorithms. For instance, password reset flows, subscription changes, basic technical troubleshooting – all can be done without an agent. This will cut down resolution times from hours to minutes or seconds. It also virtually eliminates wait times and queueing. Customers will come to expect that many issues are resolved "instantly." For businesses, the benefit is huge: service transactions that essentially cost $0 in marginal cost once set up. Of course, companies will need robust oversight (to ensure the AI is making correct decisions and not, say, issuing unwarranted refunds), but with proper governance, auto-resolution will be a game-changer for efficiency.

- **Proactive and Predictive Support:** The future of service flips the reactive model on its head. Companies will increasingly leverage AI to **predict problems before they happen and take action to prevent the customer from ever being inconvenienced**. How? Through data. Imagine you sell smart appliances – the devices themselves report diagnostic data. AI systems analyze this and predict that a certain component is likely to fail in two weeks. The system automatically creates a service ticket, dispatches a replacement part or schedules a technician visit, and notifies the customer "We've identified an issue and are already fixing it – no need to call us." This is not sci-fi; early versions of this exist in IoT-enabled industries. In the next few years, such predictive support will expand broadly, even in non-IoT contexts. For example, AI can analyze customer sentiment and behavior to predict churn or dissatisfaction – if a normally active user hasn't logged in, and their last interaction was a complaint, the system might prompt a proactive outreach: a special offer or a check-in from a rep. Or in e-commerce, if AI sees that an order might miss a delivery SLA, it proactively alerts the customer and offers a remedy *before* they have to ask. This kind of **preemptive customer service** builds trust and significantly reduces inbound contact volume (customers don't need to call if you've already handled it). It requires a unified data environment and analytics – something more companies are investing in. The World Economic Forum predicts AI will be managing end-to-end journeys by 2025 ([AI Automation: Shaping the Future of Business Strategy - C-S](#)), which includes proactive elements like anticipating needs. So, a fully AI-enabled service might mean your company fixes issues, updates customers, and optimizes their experience with minimal human involvement, and often without the customer initiating contact. It's a shift from customer service to customer assurance.

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- **Leaner, More Specialized Human Teams:** In this future vision, humans are still very much in the loop – but their roles evolve. With AI handling the bulk of routine work, **the human service agents become problem-solvers for truly complex, high-stakes issues.** They'll handle the edge cases the AI can't, or situations requiring a human touch (e.g., empathy in a delicate situation, negotiation with a VIP client, etc.). Because volume is lower, you can afford to have a smaller team of highly skilled agents. These agents might resemble "concierge" service or tier-3 support today – capable, well-trained, and equipped with AI tools that give them superhuman abilities (like real-time language translation, or AR headsets for field technicians that overlay AI guidance). Your operation might also include **AI supervisors** – roles where humans oversee AI decisions, fine-tune algorithms, and handle exceptions. Overall, the headcount could be much lower than a traditional call center, which drastically cuts costs, yet service levels would be higher. We're already seeing a trend in this direction: companies retraining customer service staff to work alongside AI or to focus on high-value interactions. By embracing this model, businesses can operate 24/7 with a skeleton crew, because AI never sleeps and handles most of the load. Moreover, those human experts can give more attention to relationship building and upselling in their interactions, potentially turning service from a cost center into a value center. The culture of service teams will also shift – metrics like call handle time may give way to metrics like customer happiness for the calls that do reach humans (since trivial calls won't reach humans at all).

- **Deep Personalization and Contextual Service:** AI will enable each customer interaction to feel tailored. The service system of the future will instantly recognize the customer, pull up their history, and (with AI) infer what they might need. For instance, if an AI sees that you've contacted support three times about the same issue, when you come back, it might route you directly to a specialist or proactively assure you the issue is being fixed. Personalization could also mean the AI adjusts its communication style to the user (some people want a quick, utilitarian answer; others might appreciate a more conversational tone – AI can do both on the fly). With integrated data, any agent or bot that engages a customer will know them and seamlessly continue the conversation. This level of context-awareness reduces repetition (no more "please tell me your issue again") and speeds up resolution. It also improves customer satisfaction significantly, which has a direct financial impact (better retention, more cross-sell opportunities). Companies that harness AI for personalization in service could see measurable gains – as one stat noted, brands excelling at personalization are much more likely to retain customers (92 customer service statistics you need to know in 2025). We expect AI to drive that kind of one-to-one tailored service at scale, which historically has been impossible due to cost. In the future, whether you have 10 customers or 10 million, each could theoretically get a "white-glove" service experience courtesy of AI memory and intelligence.

In summary, the fully AI-enabled service operation of the near future is **fast, largely automated, predictive, and highly customer-centric.** It achieves what every service leader wants: issues resolved *before* they escalate, customers getting immediate help at any time, and a minimal need for expensive human intervention except where absolutely necessary. The cost structure of support will transform – imagine support costs per customer dropping by half or more compared to today, thanks to automation efficiencies. Yet, customer satisfaction could actually rise, because service becomes more consistent and always-on.

Importantly, reaching this vision is a journey. Companies should start laying the groundwork now: integrate your data, invest in AI platforms, and redesign processes for automation. As we've discussed, adopting a pragmatic approach will let you incrementally build towards this future. Two or three years may seem short, but given the rapid advances in AI (think how far generative AI has come just in the last year), a lot can change in that time. Those who begin now will find themselves operating at a whole new level of efficiency and customer delight by 2027.

A Day in the Life of 2027's Customer Service

5 service agents serving 100k customers

Ai resolves issues in minutes

2 special cases/day handled by an agent

Ai provides a discount for the inconvenience

Agent monitors AI-driven operations

Service headcount is 5 people, serving 100,000 customers —
with minimal escalations, near-instant resolution, and dramatically reduced operating costs.

Conclusion:
Turning Vision into Reality with the Right Technology

"AI won't just respond – it will predict and fix issues before customers notice."

The journey to cutting service costs by 30% or more through AI is entirely achievable – but it requires the right strategy and the right technology foundation. We've stressed strategy throughout this paper: focusing on business value, starting small, and iterating. Now, let's talk about technology. **Modern AI and automation platforms make it far easier to implement the kind of solutions we've discussed.** In particular, Spadoom's approach often leverages tools from **SAP's Business Technology Platform (SAP BTP)** as the backbone for intelligent automation.

SAP BTP is an enterprise-grade platform that brings together **application development, integration, data analytics, and AI/automation capabilities** in one unified environment. It's essentially a toolbox for building and extending business processes. By using SAP BTP, companies can integrate AI into their existing systems (like ERP, CRM, etc.) much faster and more securely than building custom solutions from scratch. *For example, SAP BTP includes pre-built AI services* such as machine learning for image recognition, natural language processing, and more – these can be plugged into your applications via APIs (Revolutionizing Business Automation: Spadoom's SAP BTP Whitepaper). In context of service automation, one might use BTP to integrate a chatbot with the backend customer database, or to build an AI-driven app that sits on top of SAP Service Cloud. SAP BTP ensures that all these pieces work together, handling identity, security, and data management centrally. This means **your AI solutions are reliable, scalable, and compliant** – critical for enterprise use.

Within SAP BTP, a few specific services are particularly relevant:

- **SAP Document Information Extraction (DOX):** This is a powerful AI service that automatically extracts data from documents – things like invoices, purchase orders, forms, emails, you name it. It uses OCR and machine learning to pull out relevant fields (dates, names, amounts, etc.) with high accuracy ([Efficient document processing with SAP Business AI - inomic solutions](#)) ([Efficient document processing with SAP Business AI - inomic solutions](#)). In a service context, SAP DOX can be a game changer for any process that involves documents. For instance, imagine your customer emails a PDF of a purchase receipt or a warranty form – instead of an agent manually reading and typing that into your system, DOX can read the PDF, capture all the needed data, and update your database instantly. This speeds up case handling and eliminates human error. Another example: in field service or support, technicians often take photos of equipment or scan error logs; DOX could extract serial numbers or error codes from those images automatically and trigger the next steps. By incorporating Document Information Extraction, companies have seen significant efficiency boosts – it *increases productivity by minimizing manual data entry and sources of error* ([Efficient document processing with SAP Business AI - inomic solutions](#)) ([Efficient document processing with SAP Business AI - inomic solutions](#)). Essentially, it automates a tedious part of many service workflows (transcribing information), which directly contributes to cost savings and faster resolution.

- **SAP Build Process Automation:** This is SAP's toolset for low-code process automation and RPA (robotic process automation) within the BTP environment. SAP Build Process Automation allows you to design and automate workflows without heavy coding – you can drag-and-drop steps, integrate with various systems, and deploy bots to perform clicks and keystrokes that an agent would normally do. For example, suppose an agent currently has to take info from a customer email and paste it into two different systems and then update a spreadsheet – a pretty typical swivel-chair task. With SAP's automation, you can create a bot to do all that: it reads the email (potentially using AI to understand it), fills the systems, updates the spreadsheet or record, and even responds back to the customer with a confirmation – all automatically. **The benefit** is that processes consume less time, resources, and cost, as SAP itself notes about its process automation solutions ([SAP Business Technology Platform (BTP) - Process Automation](#)). SAP Build Process Automation is tightly integrated with SAP applications, meaning it can call functions in your CRM, ERP, etc., just like a user would, but much faster and 24/7. It's exactly the kind of technology that enables the "straight-through processing" we envisioned in the future. And since it's low-code, your business analysts or power users can often create automations with minimal IT support, accelerating deployment. By using such tools, one telecom firm, for instance, was able to automate over 20% of their manual processes in a year, boosting productivity ~15% ([AI Automation: Shaping the Future of Business Strategy - C-S](#)) ([AI Automation: Shaping the Future of Business Strategy - C-S](#)) – that's the kind of rapid ROI that business-friendly automation tech can deliver.

- **Integration and AI Services:** Beyond specific tools, SAP BTP provides integration services to connect SAP and non-SAP systems (critical for a unified service view) and AI services like conversational AI (for chatbots) and predictive analytics. For example, the **SAP Conversational AI** service can be used to build chatbots that are enterprise-ready, which you could deploy on your website or WhatsApp or other channels. SAP's AI services are pre-trained on business contexts, which can reduce the time to get a working solution. And because they're on BTP, any data the AI needs (customer data, order history, etc.) can be accessed securely through the integrated platform. This means your chatbot isn't an isolated piece – it's directly wired into your business processes (for instance, a chatbot can not only answer a question but also create an order or update a ticket in SAP, end-to-end).

In Franke's case study, while it wasn't explicitly about chatbots or DOX, the *principle of using a strong platform* was evident – they used SAP Commerce Cloud and integrated it with SAP systems ([Franke Home Solutions: Providing efficient online purchasing experiences for resellers](#)) to achieve their automation. Similarly, **SAP BTP plus SAP's AI and automation tools provide a strong backbone for executing the Spadoom approach**. It allows for agility (since it's a flexible platform), and it avoids piecemeal solutions.

Putting it all together: When you combine a *clear strategy* (as outlined in The Spadoom Approach) with a *powerful technology backbone* like SAP BTP, SAP Build Process Automation, and Document Information Extraction, you have the ingredients to rapidly modernize your service operations. You're essentially standing on the shoulders of SAP's R&D – using their stable, intelligent services – so you can focus on the business logic and outcomes. This dramatically lowers the risk of implementation and speeds up the timeline. Moreover, these technologies are cloud-based and continually updated with the latest AI improvements (SAP and others are investing heavily in bringing new AI advancements into their platforms). That means your solution can stay current and even improve automatically over time.

In conclusion, the real ROI of AI in customer service – that 30% cost reduction and beyond – is within reach today. Companies that approach it with a pragmatic game plan and leverage enterprise-ready technologies will lead the pack in efficiency and service quality. As we've discussed, the journey involves understanding your pain points, starting smart, and iteratively scaling success. With modern platforms like SAP's, you don't have to build the spaceship alone – you have a flight plan and a launch-pad ready. Now it's about taking that first step.

The future of service is not some distant dream; it's being built right now by forward-thinking orga-nizations. By adopting AI automation in a sensible, focused way, you can **cut costs dramatically, wow your customers, and free your teams to focus on innovation rather than drudgery.** In an environment where every competitive edge matters, this is an opportunity you can't afford to ignore. The ROI is real, and the path is clear – the next move is yours.

Next Steps:
Getting Started on Your AI Automation Journey (CTA)

"Quick wins build momentum – and prove ROI fast."

Ready to turn these insights into action? Achieving a 30%+ service cost reduction is a big goal, but you don't have to tackle it alone. **Spadoom is here to help you make it happen** with our proven approach and expertise in SAP's AI and automation tools.

Take advantage of our free Automation Readiness Assessment – a no-obligation evaluation where our experts will review your current service processes, identify the best opportunities for quick automation wins, and outline a roadmap tailored to your business. In this assessment, you'll get a clear picture of how and where AI can deliver immediate ROI in your support operations.

Alternatively, schedule a personalized consultation call with a Spadoom automation specialist. We'll discuss your specific challenges (whether it's high support costs, slow processes, or any of the pain points in this whitepaper) and show you how a lean AI approach can rapidly address them. We can also share additional success stories and benchmarks relevant to your industry, so you know what's achievable and what to expect.

Spadoom is an SAP Gold Partner with deep experience in SAP BTP, SAP Customer Experience, and intelligent automation. **Our motto, "Your SAP customer experience heroes,"** reflects our commitment to delivering exceptional results, not just technology (Franke Home Solutions' Spadoom Journey: Unprecedented Success!) (Franke Home Solutions' Spadoom Journey: Unprecedented Success!). We'll partner with you from strategy through implementation, ensuring that your AI projects deliver real business value – fast.

Imagine 3 months from now: you've launched your first automation pilot and already reduced your service backlog by 20%. Or 6 months from now: your customer satisfaction is rising because responses are faster and more consistent, while your support costs are trending down. Those outcomes are within reach, and we'd love to help you get there.

Contact Spadoom today to kickstart your automation journey. Together, we'll unlock "The Real ROI of AI" for your organization – turning customer service into a growth driver and efficiency champion. **Let's cut those service costs by 30% or more – and propel your service operation into the future.**

(Contact info and link to the readiness assessment landing page would be provided here.)

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