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# On the agenda.

- **Intro**
- **CX Trends**
  - Key trends and integration into business goals
- **Sales Excellence**
  - Best practices and performance improvement
- **SAP CX Tools**
  - Tools for building effective CX journeys
- **AI Toolkit for CX**
  - Accelerating results with AI
- **CX Pitfalls**
  - Do's, don'ts, and best practices

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CX inspiration

CX LEAD

## Jonh Tholstrup Bendtsen

Over 20 years of experience of delivering business solutions for SAP CX and other Vendors. Extensive diverse industry business understanding. Strong project management and people leadership skills.



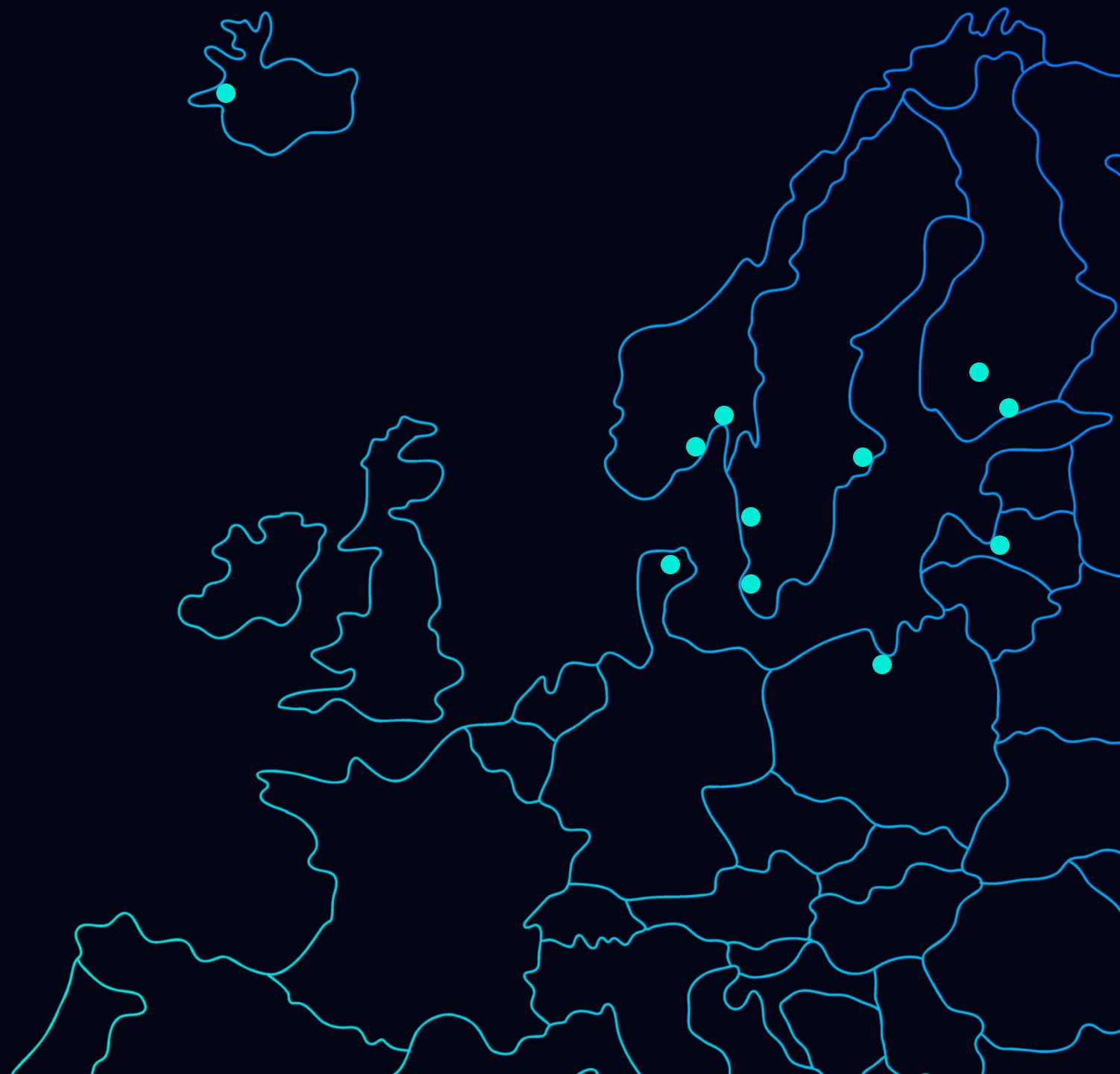
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+45 4198 9867

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Close to our  
customers.





## THIS IS PEARL

2006

Founded

91M€

Revenue

500

Employees

125

Customers

24/7

AMS Services

50

S/4HANA Implementations

2006  
Pearl was  
Founded

2010  
Pearl Latvia

2021  
Norvestor  
investment

2022  
Pearl Sverige M&A

2023  
Pearl Finland

2025  
Pearl  
Denmark



# Pearl Group Snapshot

## Founded in 2006

(Self owned + PE fund)

## Lysaker, Oslo

Headquarter

## Main Partners

SAP (Platinum Partner)

AWS (Advanced Partner)

Adobe commerce

Commerce Tools

Algolia

## 500+ Employees

Employees Globally

140 in Norway

(supporting 150+ clients)

## Pearl Care

We support & challenge you  
all the way.

Together we create ROI from  
you investment.

## Offices

Norway(2),

Sweden(3),

Finland(2), Latvia,

Ukraine,

Poland,

Singapore

Iceland,

Denmark

## Our Values

Proactive,  
Solution Oriented,  
Enthusiastic,  
Collaborative

>85%

Business with  
existing clients



Global reach via  
SAP UnitedVAR



Industry focused  
Retail & Fashion  
Manufacturing  
Travel ++



Partners, not customers.  
Your business,  
next level

## Business areas

ERP & Logistics

eCommerce solutions

CX & customer journeys

BTP

Analytics & Insight

Operations & Infrastructure

## Some of our clients



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# Trends in CX



## **Trend #1: The CIO/CDO Becomes a Champion for the Customer**

- What do our customers want?
- Sales Excellence departments
- Is our technology providing the experiences customers expect?
- What technologies and CX strategies do our competitors use?
- How does our technology break down silos and enable teams to collaborate?
- What technology trends are becoming CX best practices

## Trend #2: Businesses Will Build for Adaptability

- Rethinking your infrastructure – again and again
- Think composable - when a business is composable, each of its individual parts can be seen as building blocks. Securing a fast adoption for the disruption that constantly is happening
- Composability is not an entirely new concept . APIs and container technology are familiar forms of modularity in IT.
- Try to achieving enterprise composability is not as simple as it sounds

## Trend #3: Growth Can't Come at the Risk of Profitability

- Focus on the right customers
- Connecting back-end data such as ERP and inventory management with front-end experiences
- Customer segmentation and channel strategy

## Trend #4: Companies Must Lead with Their Values

- Tap into value-driven consumers
- Uncertainty is the only certainty in this world.
- Embrace customers who care about sustainability
- Reduction of electricity usage, even if it's only for one or two key processes
  - Change in fuel consumption from company fleets
  - Impact on neighbouring communities, such as waste output
  - Carbon offset programs, such as tree planting efforts

83.1% of Generation Z cares about companies being positive forces in the world and improving people's lives. These consumers are considering how much brands are dedicated to sustainability, human rights, and other causes almost as much as the brands' products and services themselves.

## Trend #5: AI as the CX Engine

- AI is now the dominant technology in CX, widely used for operational efficiency, personalization, and proactive customer service.
- Agentic AI and copilots are transforming customer service from reactive support to **proactive, context-aware assistance**.
- Chatbots and virtual agents have become more advanced, capable of handling complex queries with empathy and precision.
- **Real-Time Support and Proactive Problem Solving**, Customers expect instant help and for companies to anticipate and resolve issues before they arise.

# Trend #6: Servitization

## Outcome-Based Business Models

Shift from selling products to delivering measurable outcomes like uptime, efficiency, and reliability  
Customers now prioritize results over ownership.

## Digital Enablement: IoT, AI & Big Data

IoT enables real-time monitoring and predictive maintenance  
AI and machine learning automate service delivery and enhance decision-making  
Big data analytics supports personalized, proactive service offerings.

## Service Lifecycle Management (SLM)

Holistic management of services across the product lifecycle—from engineering to support  
SLM platforms integrate data and processes for seamless service delivery.

## Connected Ecosystems & Digital Threads

Integration across engineering, sales, and service teams improves responsiveness and customer experience  
Eliminates data silos and enables real-time visibility.

## Customer-Centric Value Creation

Focus on long-term relationships through tailored service experiences  
Self-service platforms and AI-driven insights empower customers and service teams alike

## Sustainability & Circular Economy

Servitization extends product lifecycles and reduces waste  
Supports environmental goals by minimizing premature obsolescence.

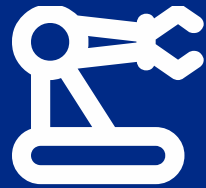
## Cultural & Organizational Transformation

Requires a shift from transactional to consultative roles in sales and service  
Success depends on aligning strategy with enabling technologies.

## Industry Examples on the New Trends to Servitization



- **Automotive**
- From selling cars
- to
- deliver mobility



- **Industrial Manufacturing**
- From selling products
- to
- deliver time of use



- **Utilities**
- From selling energy
- to
- delivering energy solutions



- **Consumer Products and Goods**
- From selling kitchen appliances
- to
- providing a complete culinary experience



- **High Tech**
- From smart home devices
- to
- offering a complete smart home solution

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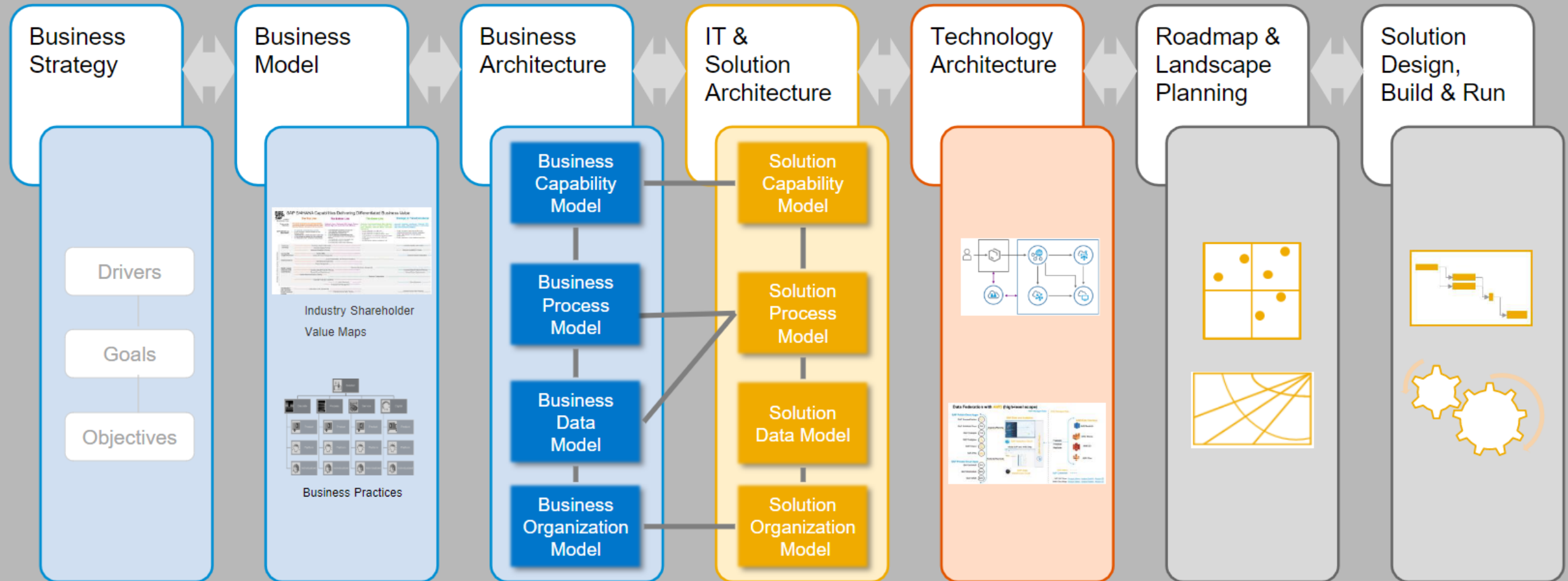
# Get the Roadmap done



# Industry Reference Architecture Framework as the Foundation

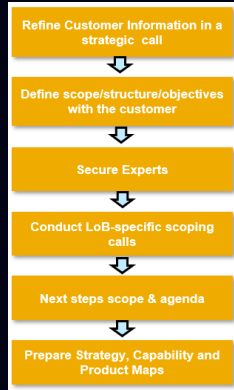
APQC Framework

Focus of Customer Enterprise Architecture Engagement

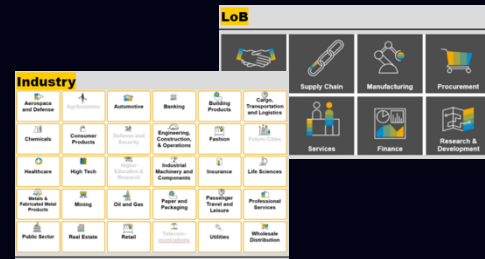


# Roadmap Artefacts - Overview

## Preparation & Scoping

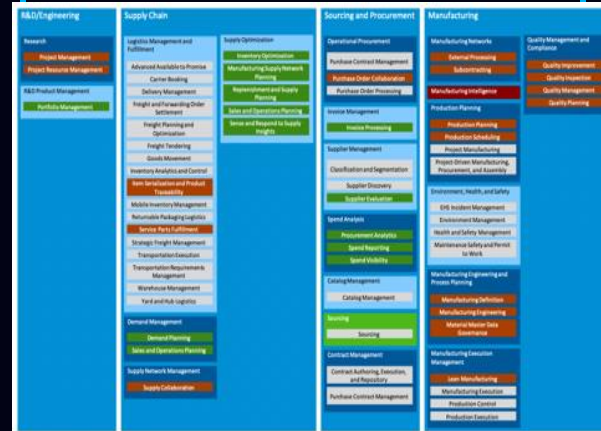


## Strategy Mapping

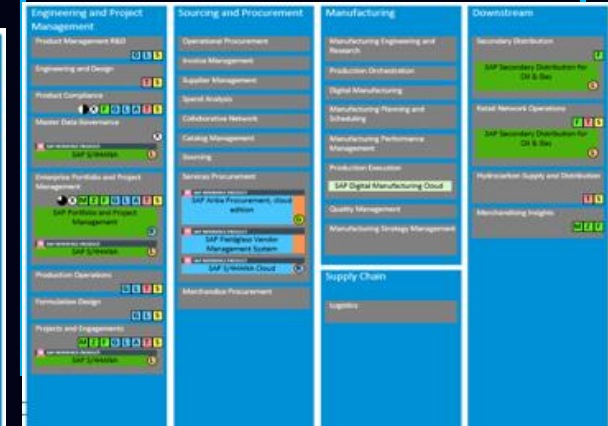


Linking Customer strategies and objectives to Value maps to **identify and align value drivers and initial scope**

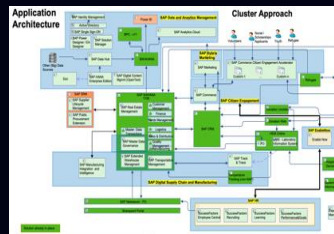
## Business Capabilities Heat mapping and Clustering



## Fit to Standard Solution Map



## Target Intelligent Enterprise Architecture



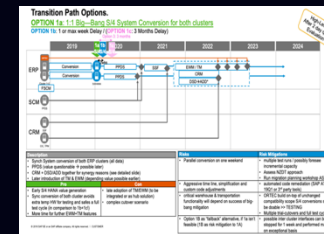
Sketch the **IE strategy**, Identify relevant architecture scenarios and evaluate best fit architecture

## Transformation Roadmap



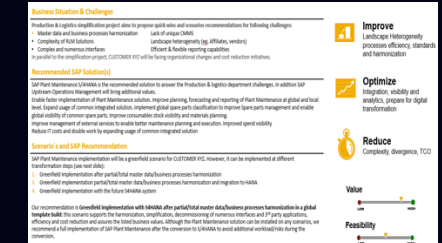
Propose **initiatives, priorities** and time to value, Sketch the **Intelligent Enterprise strategy and roadmap**

## Transition Scenarios and Evaluation



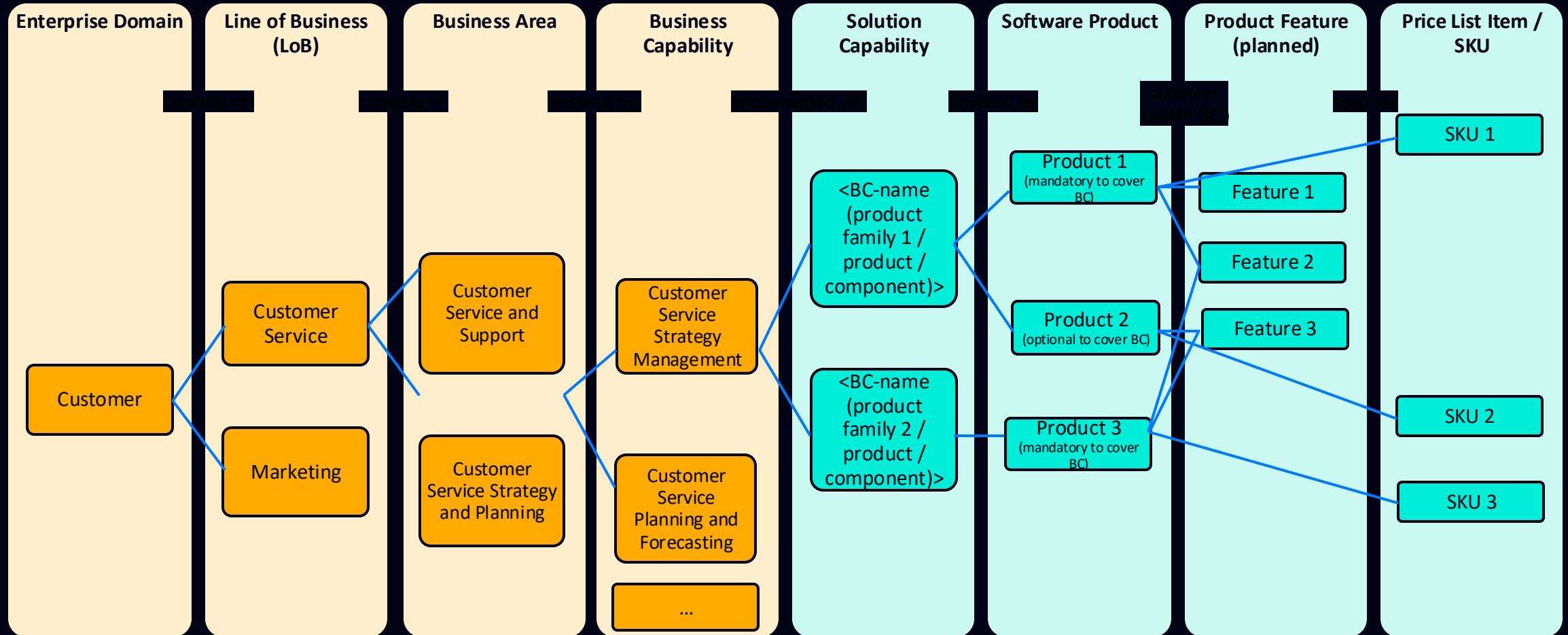
Access and recommend best transition option (**costs, risks, benefits** as well as **business appetite for change**)

## Final executive presentation and next steps



Joint presentation of agreed **findings, benefits and addressed challenges** at each phase of the transformation roadmap

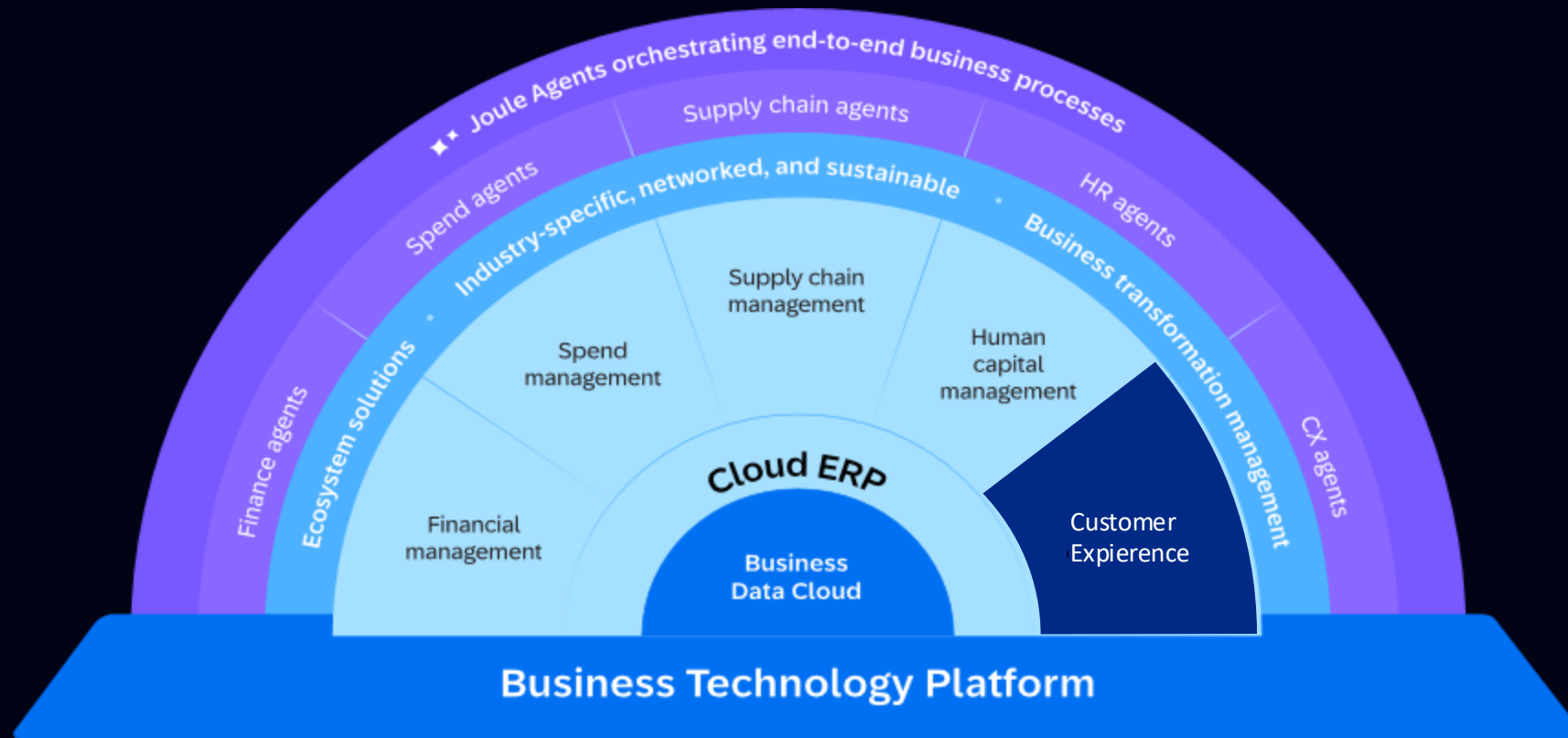
# Business & Solution Capabilities create the link from Business to Solution



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# SAPs Toolbox to realize CX

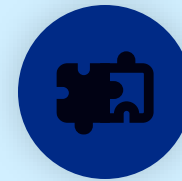
# CX is an integral part of the SAP Business Suite



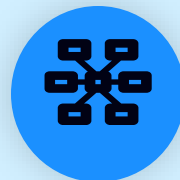
# SAP CX is built for SAP customers



360° view of the  
customer across your  
organization



Ease of  
integration



Aligned data  
models



Synchronized  
End-to-End  
Business Processes

# CX portfolio built for scalability and extensibility, with AI embedded

## Service

**Deliver cost savings** via a real-time service platform enhancing resolution from predictive, automated, and agent-assisted interactions.

## Sales

**Close more business, faster** with actionable insights and optimize transactions with a deal prediction engine.



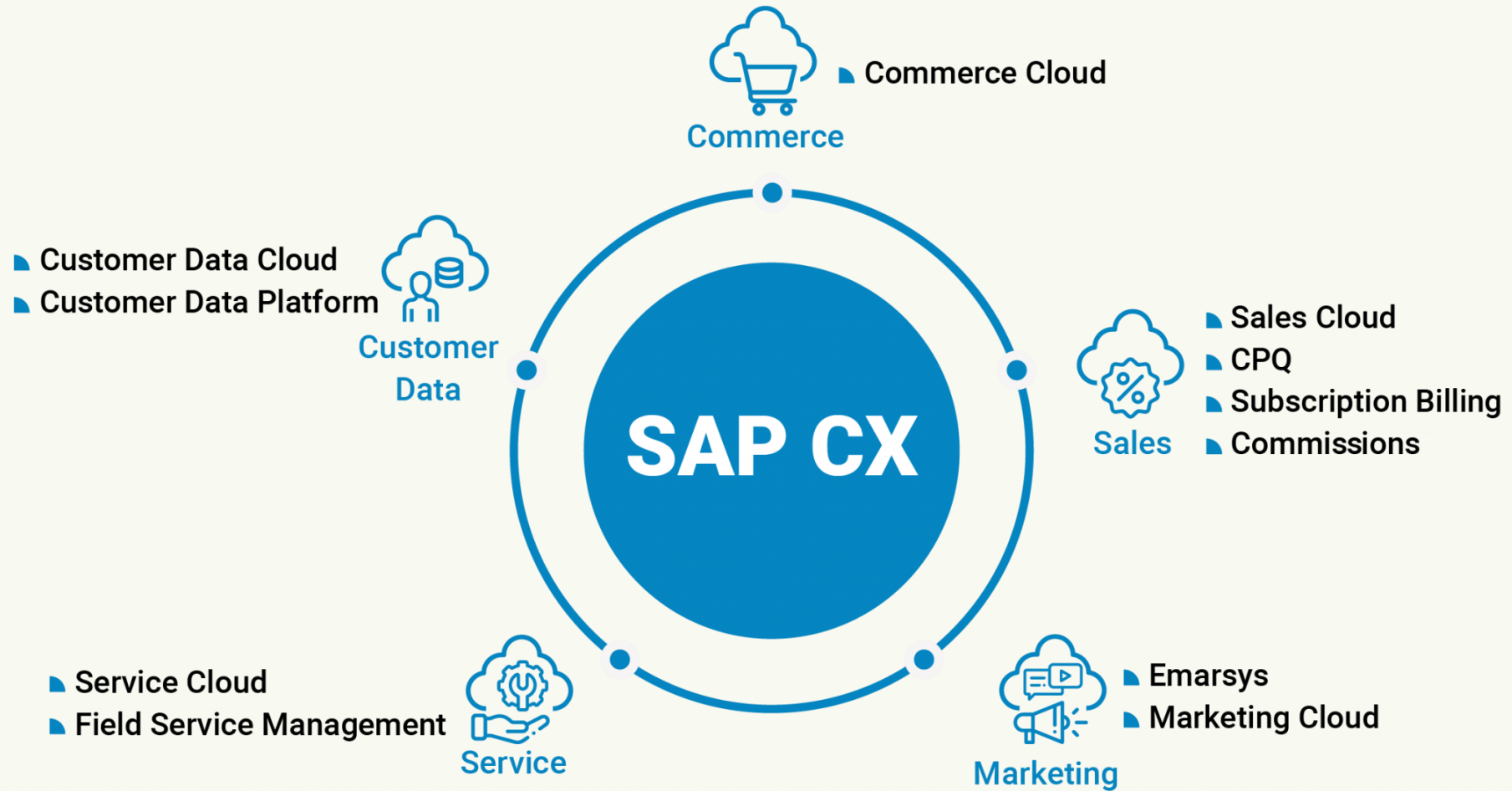
## Marketing

**Increase customer lifetime value** with data-driven personalization in real-time via automated omnichannel journeys.

## Commerce

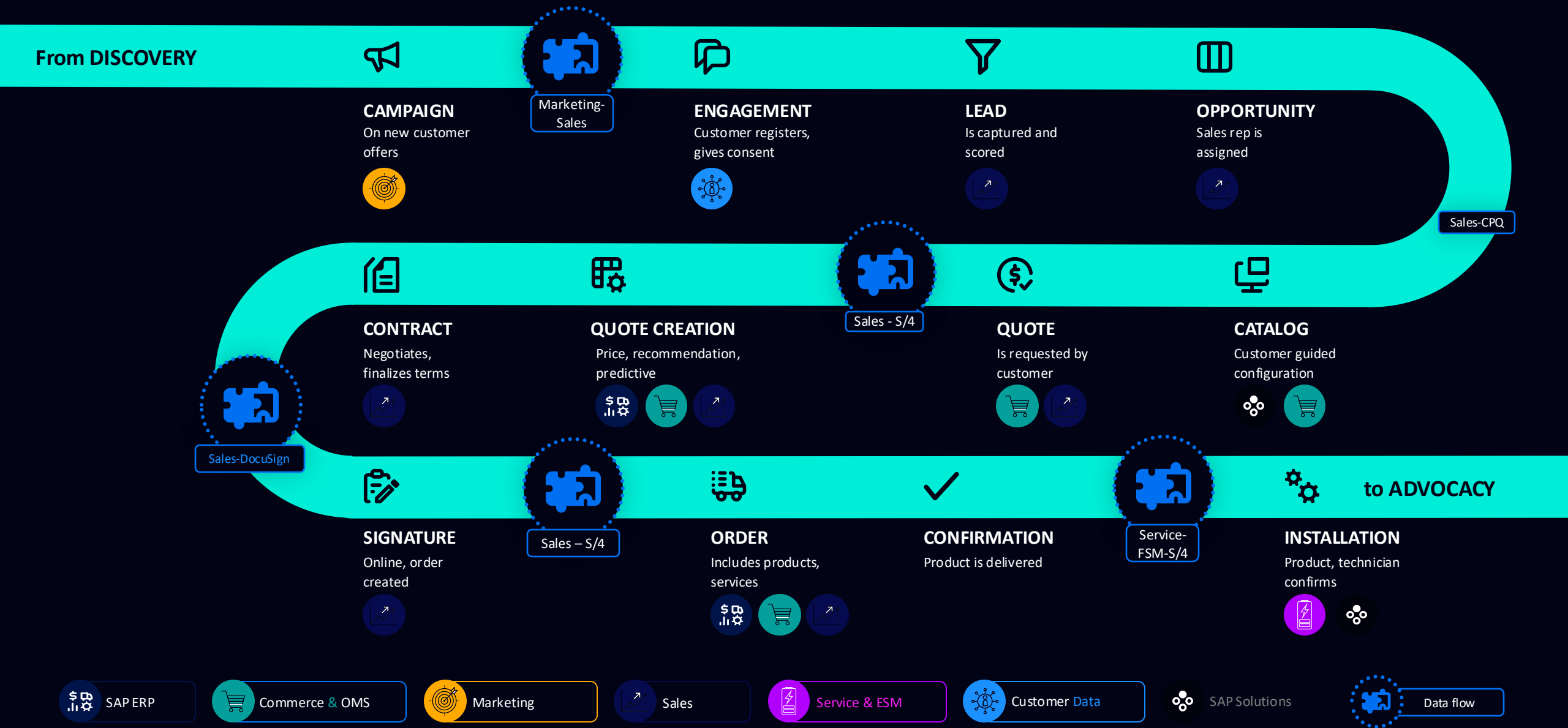
**Drive consistently profitable commerce outcomes** with agility, across any business model at scale.

Connect the entire journey and maximize the lifetime value of every customer





# From discovery to advocacy, delivering a seamless journey





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# AI in CX.

# AI will power the next generation of winners **Unfortunately, your data is not AI ready**



Data silos



Different data models



Disconnected from processes

## #1

**Integration with key business processes is the top challenge in transforming the customer experience**

Source: Providing a Differentiated Customer Experience in a Rapidly Changing World, February 2024, IDC

# Connecting your data is critical to achieving your AI aspirations



## Commerce

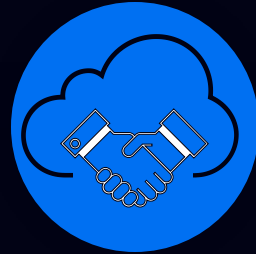
Turn product data into engaging content, at scale, to capture customer interest, drive higher conversion rates and deliver a seamless buying journey

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**50%** improvement of eCommerce staff productivity

**1.5%** increase in online conversion rate

**1.5%** increase in average order value



## Sales

Unlock actionable insights from sales interactions and efficiently create personalized customer engagement that boost deal closure rates and foster long-term client relationships

---

**50%** time saved in account planning

**80%** time saved in drafting email responses for sales representatives

**2.5%** increase in lead conversion rate



## Service

Rapidly deliver tailored customer support by automatically unifying customer profiles, interaction history, and service data for faster resolution

---

**25%** improvement in service agent productivity

**10%** increase in first-call resolution rate

**2%** increase in cross-sell and up-sell revenue



## Marketing

Craft data-driven campaigns at scale, automatically identifying ideal target segments and personalizing messages that capture audience attention and drive higher engagement

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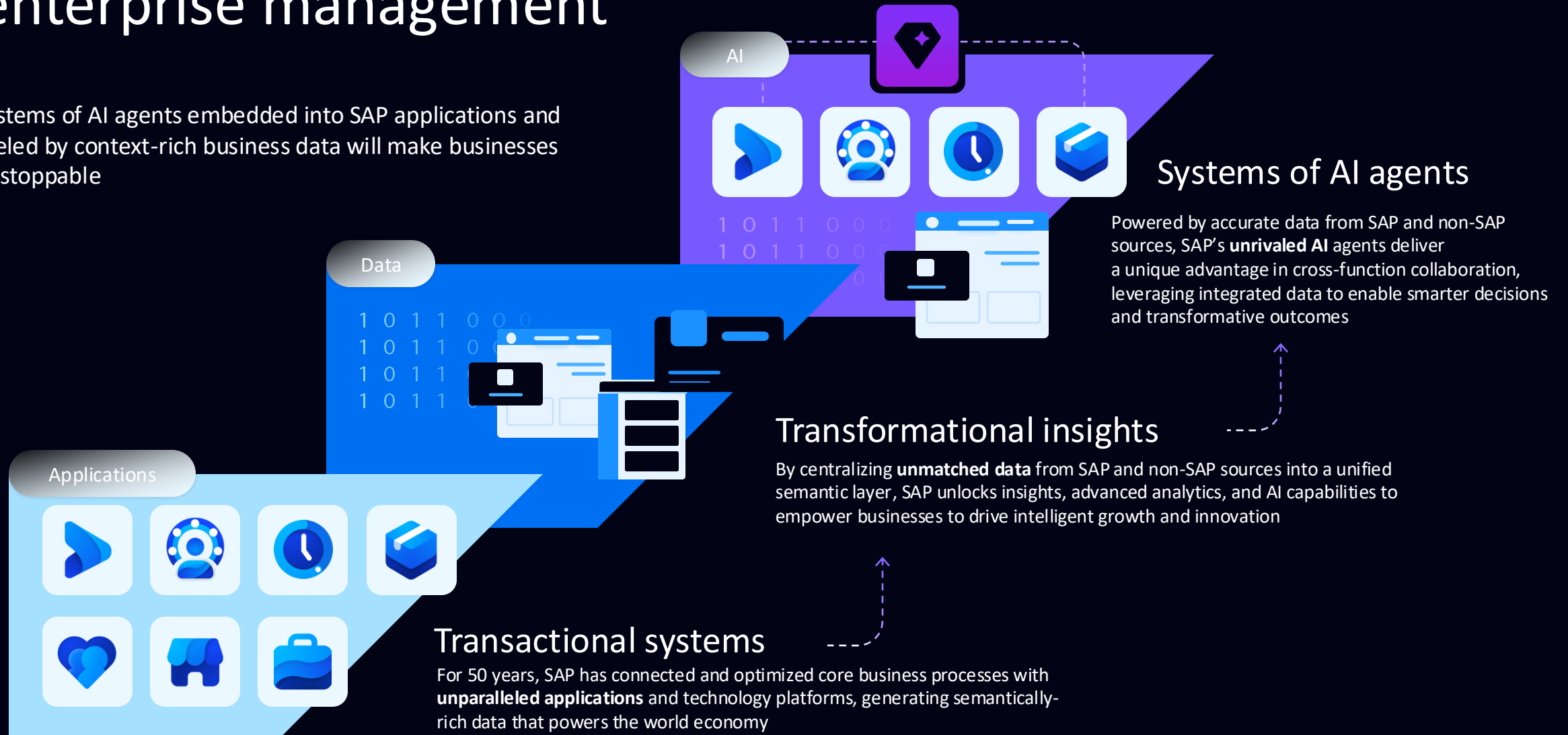
**10%** reduction in cost of email marketing campaign creation

**20%** increased return on marketing investments (ROMI)

**68%** boost in customer engagement

# Meeting your challenges requires a new era of enterprise management

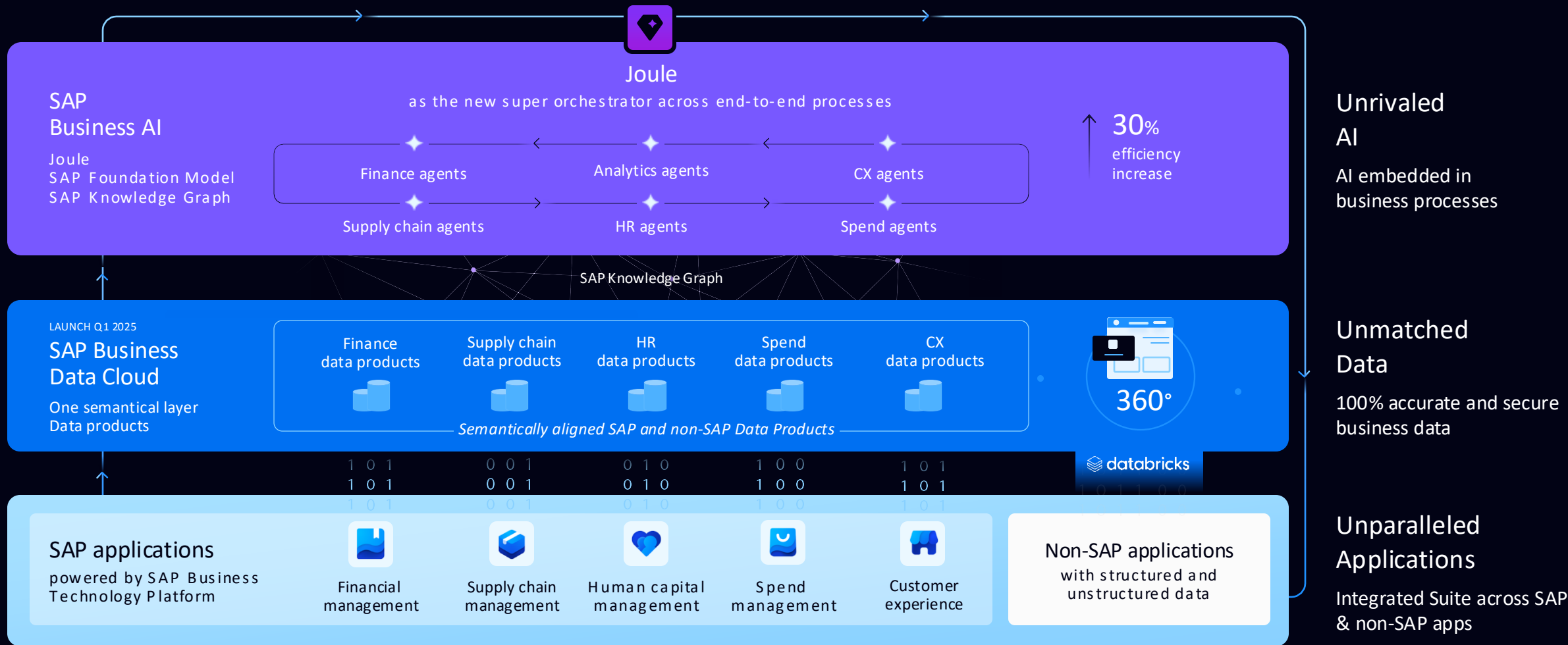
Systems of AI agents embedded into SAP applications and fueled by context-rich business data will make businesses unstoppable



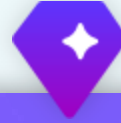


# Realizing our vision by bringing together applications, data, and AI

SAP brings all components together to lead the way into the next era of enterprise management



# SAP Business AI



Joule

as the new super orchestrator across end-to-end processes



Custom AI  
based on AI  
Foundation

Embedded AI capabilities



AI Foundation

The AI operating system to build, extend, and run custom AI solutions and AI agents at scale

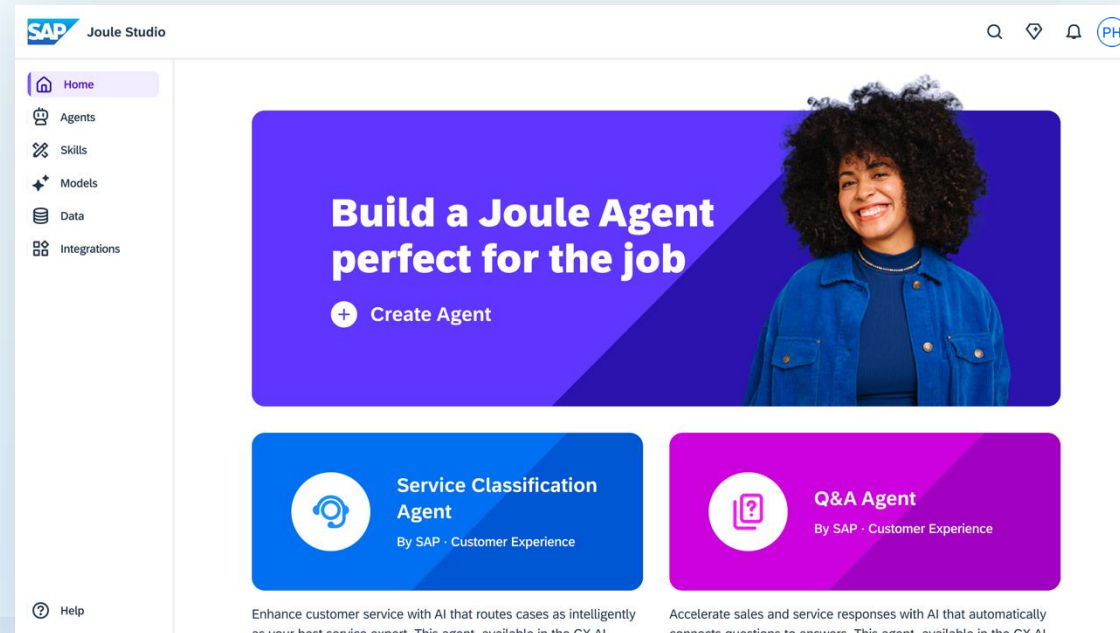
AI ecosystem partnerships and investments



built-in Security & Compliance

# Let's build with Joule Studio

Facilitate seamless, low-code customizations and build Joule Skills and powerful AI Agents



**Joule Skills**  
Extend Joule



**AI Agents**  
Build your own





Collection Specialist  
**Alejandro**

## Identify high-risk accounts and optimize collection strategies

SAP S/4HANA Cloud Private Edition,  
AI-assisted behavioral insights for contract accounting

**3.5% reduction**  
in days sales outstanding (DSO).

### Without AI

50  
Days Sales Outstanding.

### With AI

48.3  
Days Sales Outstanding.

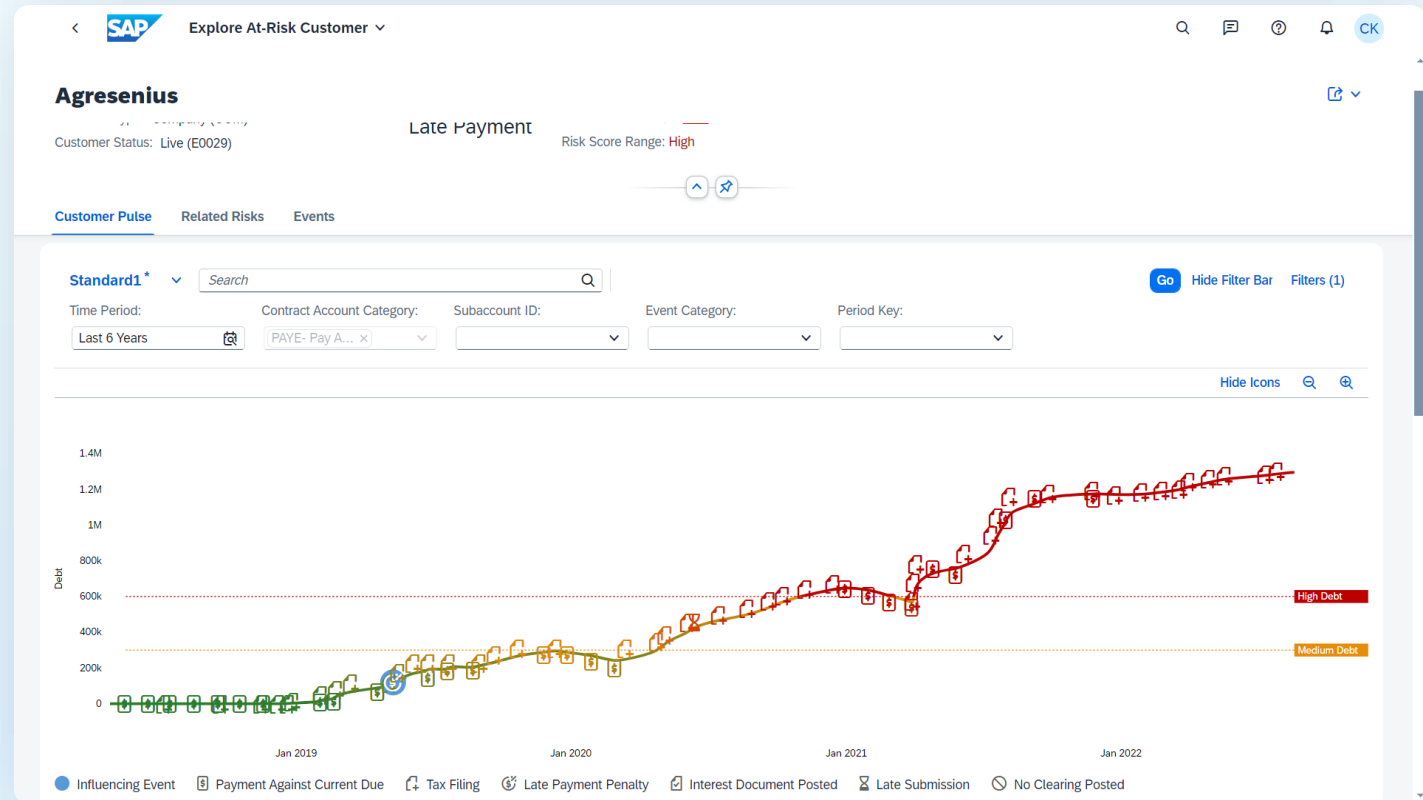
### Created value

Annual benefits of  
up to €417k\*

\* Numbers assumed for Consumer Products company, €1bn in revenue and 2,000 employees | Annual benefits result from one or more value drivers | Source: SAP Value Management

Available now

Learn more





Account Executive  
Levon

Available now

Learn more

# Understand each customers' journey and make decisions

SAP CX AI Toolkit,  
AI-assisted intelligent customer profile

**10% increase**  
in sales staff productivity on  
customer research.

## Without AI

15 minutes  
of sales representative's  
time spent researching  
customer profiles per day

## With AI

13.5 minutes  
of sales representative's time  
spent researching customer  
profiles per day

Created by  
Annual benefits of  
up to €158k\*

The screenshot shows the SAP Sales Cloud interface with the CX AI Toolkit. The main view is a grid of customer opportunities, categorized by sales cycle stages: Identify Opportunity, Qualify Opportunity, Develop Value Proposition, Quotation, and Decision. Each card displays customer details, status, and a score. On the right, a detailed customer profile for Mike Ross is shown, including contact information, order history, and a summary of his relationship with the company.

# Smart actions

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Search

>

Home

Tuesday, Sep 9

Good afternoon, Jonn Tholstrup

My Cards

Pins

Create Case

Create Lead

Create Appointment

Create Opportun...

Create Visit

Create Sales Order

My Opportunities

2

General Op... 2

My Leads Summary

0

My Cases by Priority

3

Low 0

Urgent 0

Normal 3

Immediate 0

Messages

Please remember our new campaign!

Campaign Info

My Upcoming Activities

9 Sep 2025

No Activities Available

Digital Selling Dashboard

Pipeline Manager

Q3 2026

My Task...

Today

CX AI Toolkit

FW: Invitation: AI-oplæg med morgenmad i telefonHuset

Email Insight | Sep 8, 2025

An invitation has been sent for a breakfast meeting focused on creating business value with AI, featuring Rasmus Raundahl from LogicNodes. The event is scheduled for September 18, 2025, from 8:00 to 9:30 AM, with breakfast available from 7:45 AM. Attendees will learn about different levels of AI, practical examples, and receive a guide for executives. Registration is required by September 17, 2025, at 2:00 PM, and the event is free of charge.

7 smart actions detected

How can businesses convert AI potential into real value?

Action

What are the four levels of AI?

Action

What practical examples will be provided during the presentation?

Action

What is included in the 'Director's mini-guide'?

Action

How can colleagues register for the event?

Action

Register for the breakfast meeting by September 17, 2025, at 2:00 PM.

Action

Share the invitation with colleagues who may be interested in attending.

Action

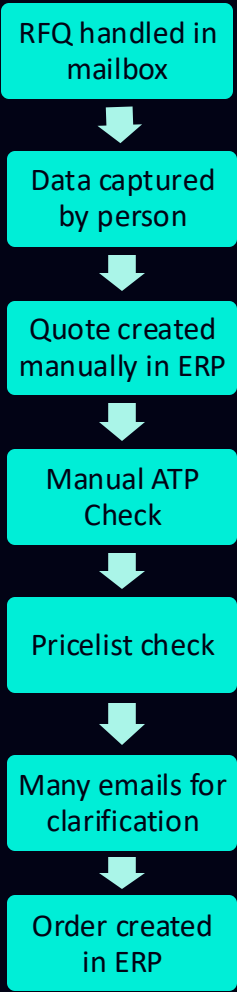
# Agent with skills

The screenshot displays the Pearl CRM interface for a case titled "Radiator broken" (Case ID: 191). The interface is divided into several sections:

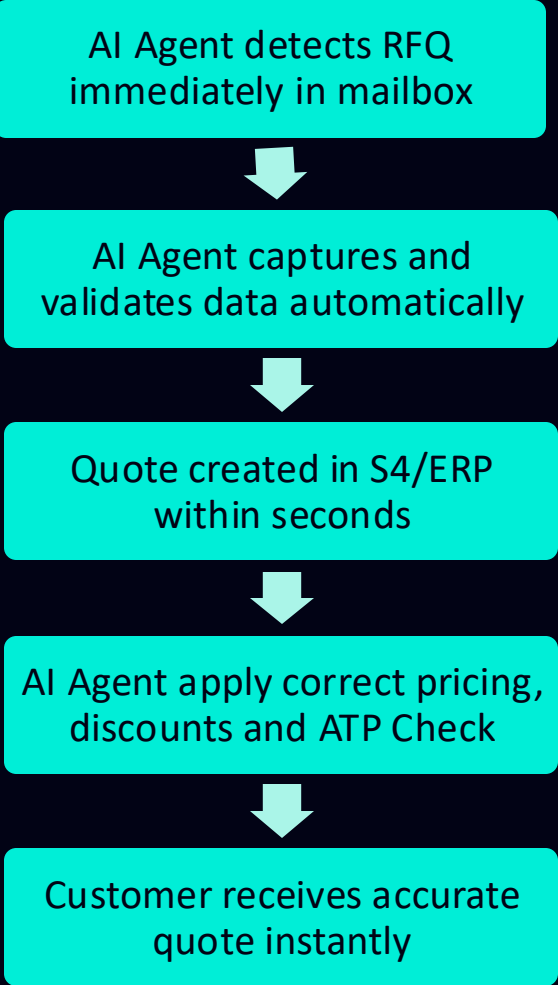
- Left Sidebar:** Contains navigation options like "Home", "Case", "Pearls", and "Service Level". It also shows a "Customer Complaint" card with details like "PF Mainte...", "2/27/2025, ...", "Account", and "Changed On". There are buttons for "Comp..." (Status) and "Urgent" (Priority).
- Top Bar:** Includes a search bar with "191", filters, and user information "JT".
- Case Workflow:** A horizontal progress bar shows three steps: "Information Gathering \*", "Troubleshooting", and "Resolution \*". The current step is "Resolution \*", which includes a sub-step "Complete And Classify \*". Instructions for this step are: "If the solution is Approved by the Manager, Assign Category and Sub-Category based on the Issue. Set the Case document to Complete."
- Timeline:** A section titled "Timeline" with tabs for "General", "Related Entities", and "Changes". It shows a list of interactions:
  - Thursday | February 27, 2025:
    - Case Status changed to Completed: 191 | Radiator broken (07:45 AM)
  - Wednesday | February 26, 2025:
    - Notes added by Tuomas Halttunen: 191 | Radiator broken (07:21 PM)
    - Case Status changed to Approved: 191 | Radiator broken (07:02 PM)
    - Case Status changed to In Process: 191 | Radiator broken (07:01 PM)
    - Case created: 191 | Radiator broken (02:49 PM)
- Right Panel:** Titled "CX AI Toolkit", it includes sections for "Intelligent Q&A", "Smart Actions", and "AI Tools". The "AI Tools" section is active, showing a "Create Knowledge Base Article" button and a list of inputs. One input is "Knowledge Base Article - 191 - Radiator broken". Below this, the article content is displayed:
  - Knowledge Base Article: Radiator Broken Ticket**
  - Summary:** This article outlines the details of a customer service ticket regarding a broken radiator. The ticket was classified as urgent and was successfully resolved by replacing the radiator.
  - Issue:**
    - The customer reported a broken radiator.
    - The case was categorized as a customer complaint with an urgent priority.
  - Resolution:**
    - The radiator was approved for replacement.
    - The case status was updated to "Completed" after the replacement was carried out.

# Mail 2 Order

Process as/is To/Be



- Bad user experience
- Errors, delays, lost opportunities
- Sales and Supply chain teams inefficient



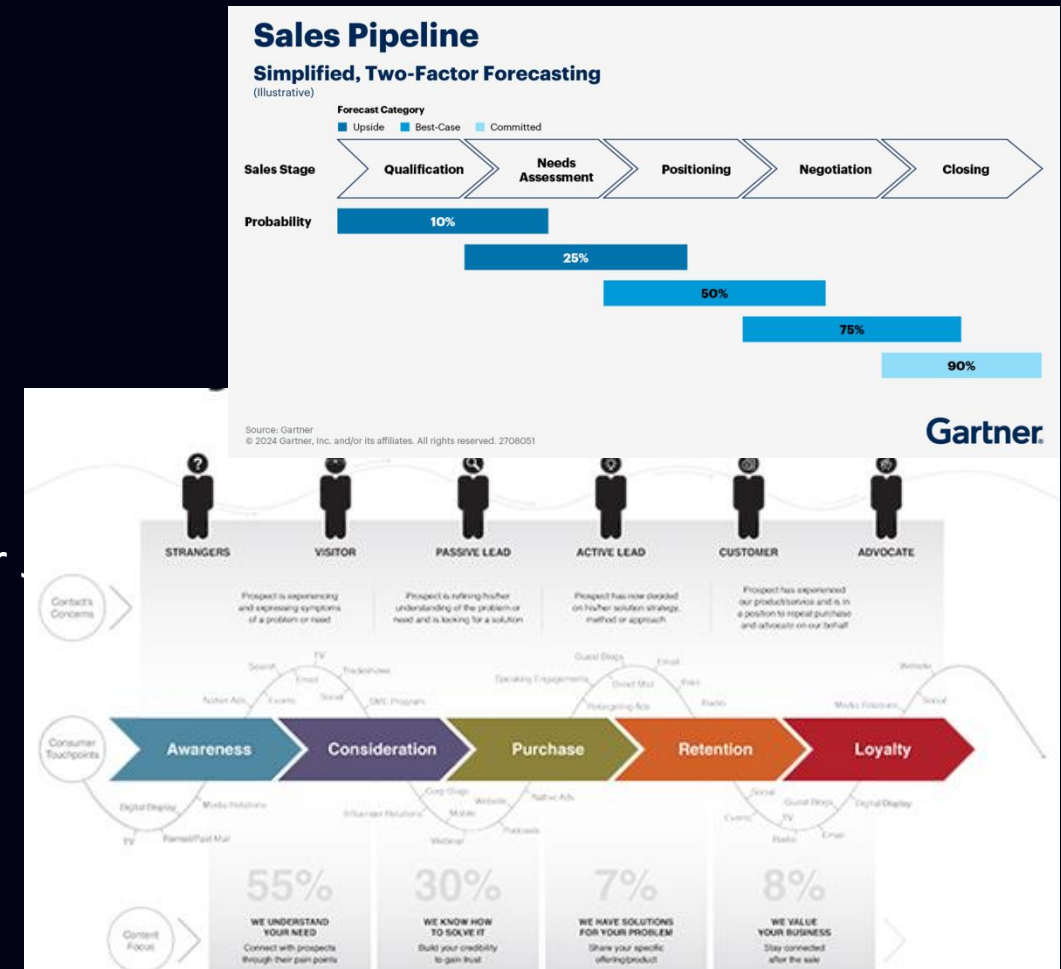
- Improved user experience
- Faster order execution
- Sales and Supply chain teams can focus on value adding tasks

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# Common pitfalls do's and Don't.

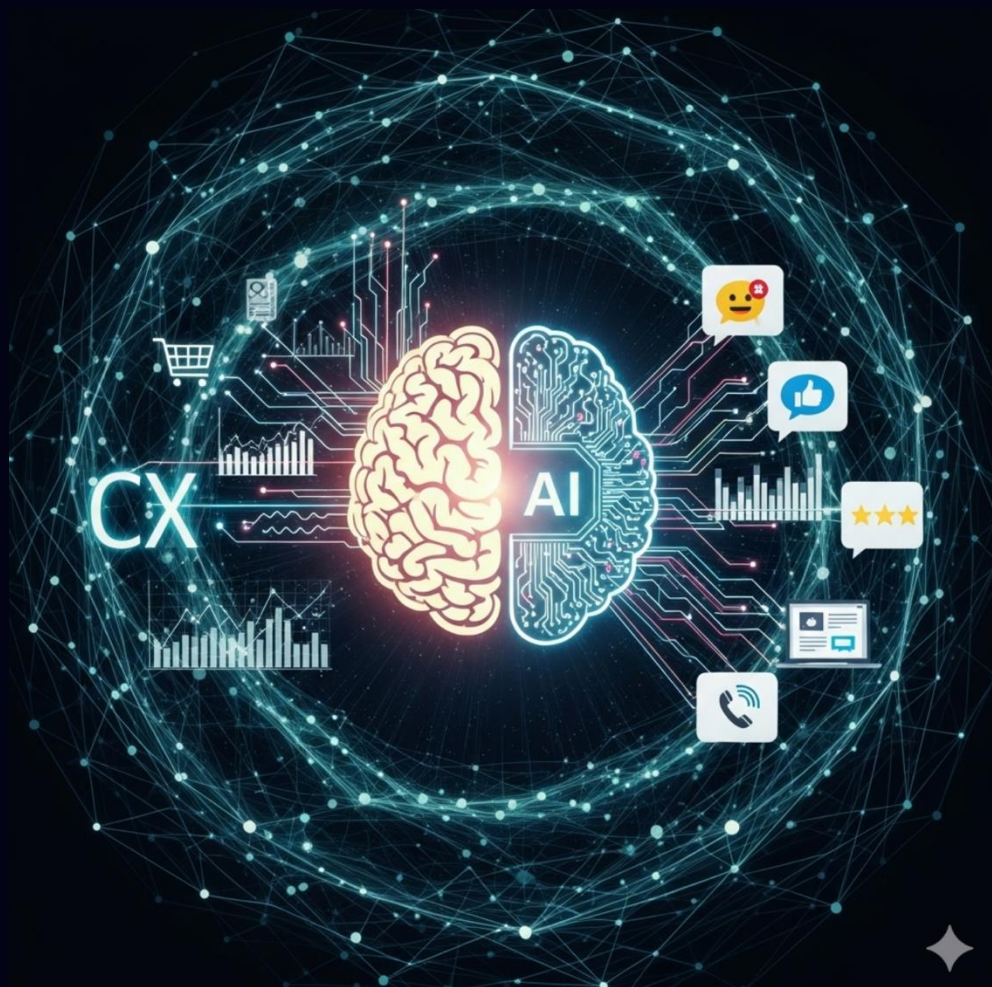
# Common pitfalls do's and Don't.

- Have a Clear Vision for CX
- Good vendor marketing versus strategy
- Think frontline not Backoffice
- Have a 18 month Rolling roadmap
- Do not forget Change management
- Understand the sales process End2End
- Understand the Buying journey -Sales funnel versus Buyer
- Waterfall versus Agile delivery
- Listen to your “customers” take the temperature
- Get data foundation in place to utilize AI





# Questions





Your Business.      Next Level.