



SAP Customer Experience

What is SAP CX?

Digital Experience Suite

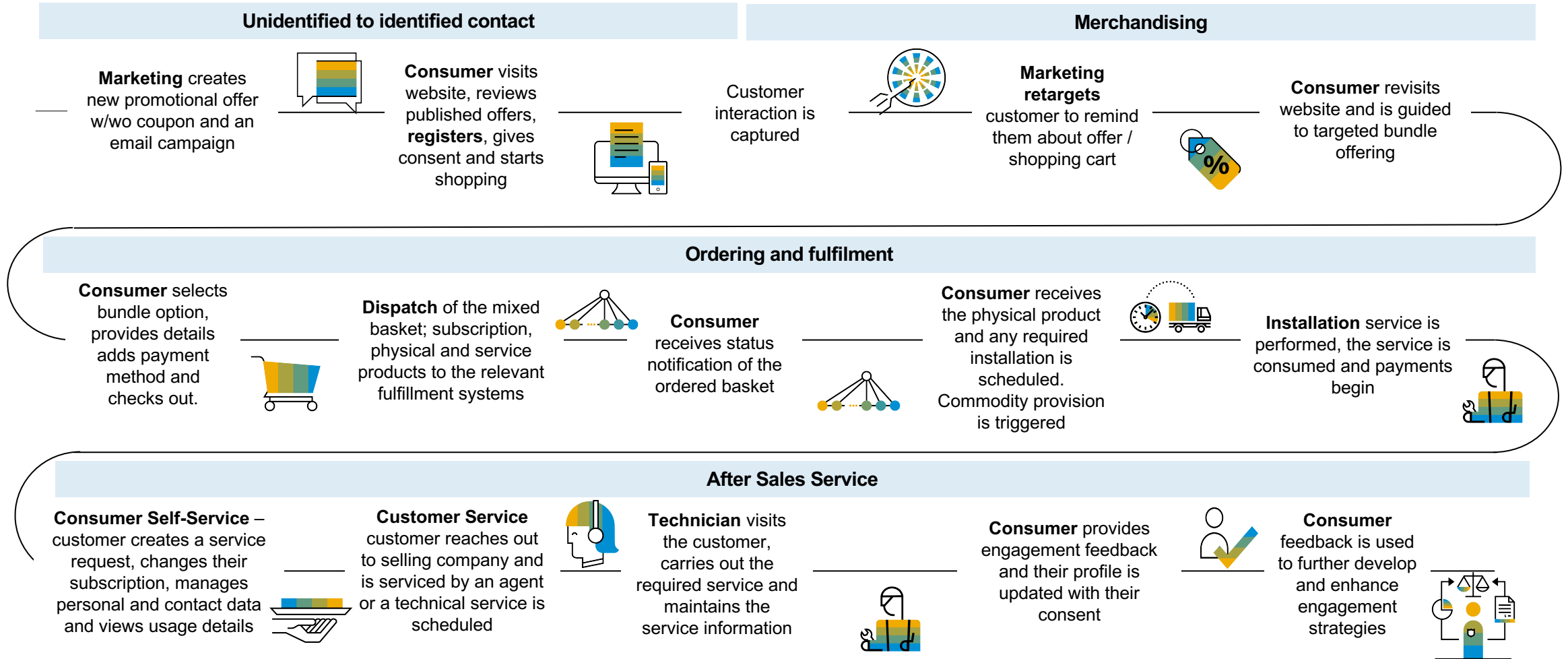
October 29, 2020

Johan Nilsson, Senior Customer Advisor



THE BEST RUN 

Consumer Sales Journey

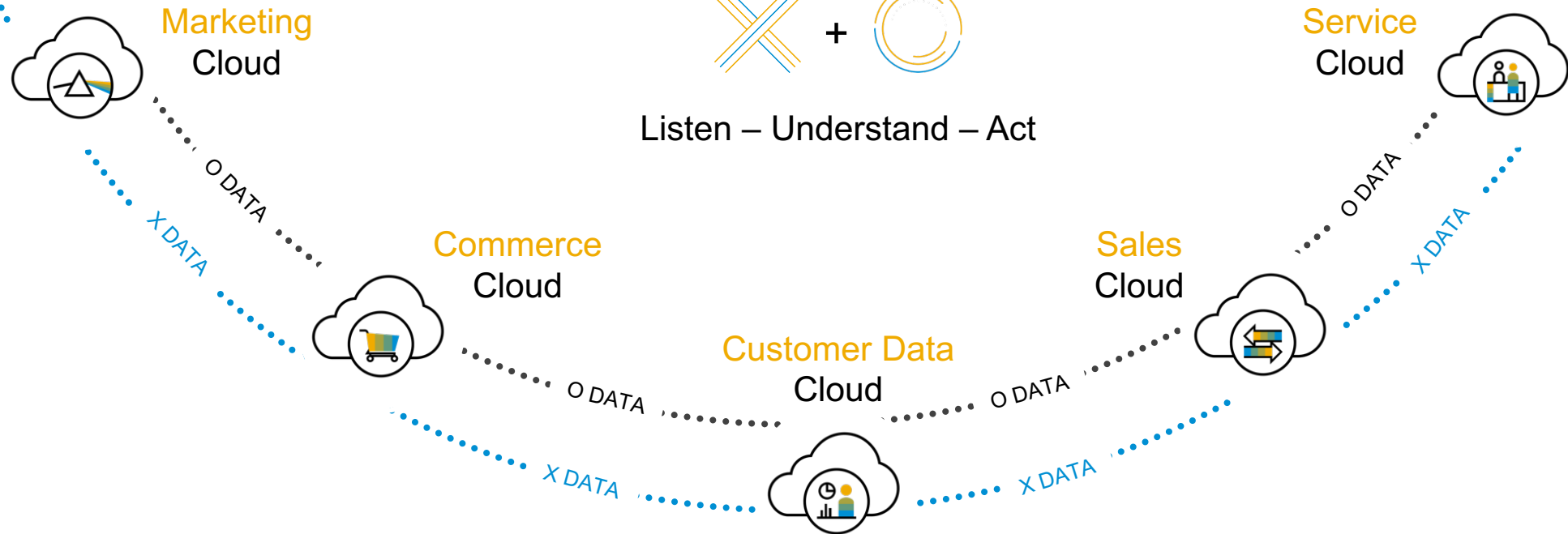


SAP CX

The modular
Customer Experience Suite



Listen – Understand – Act

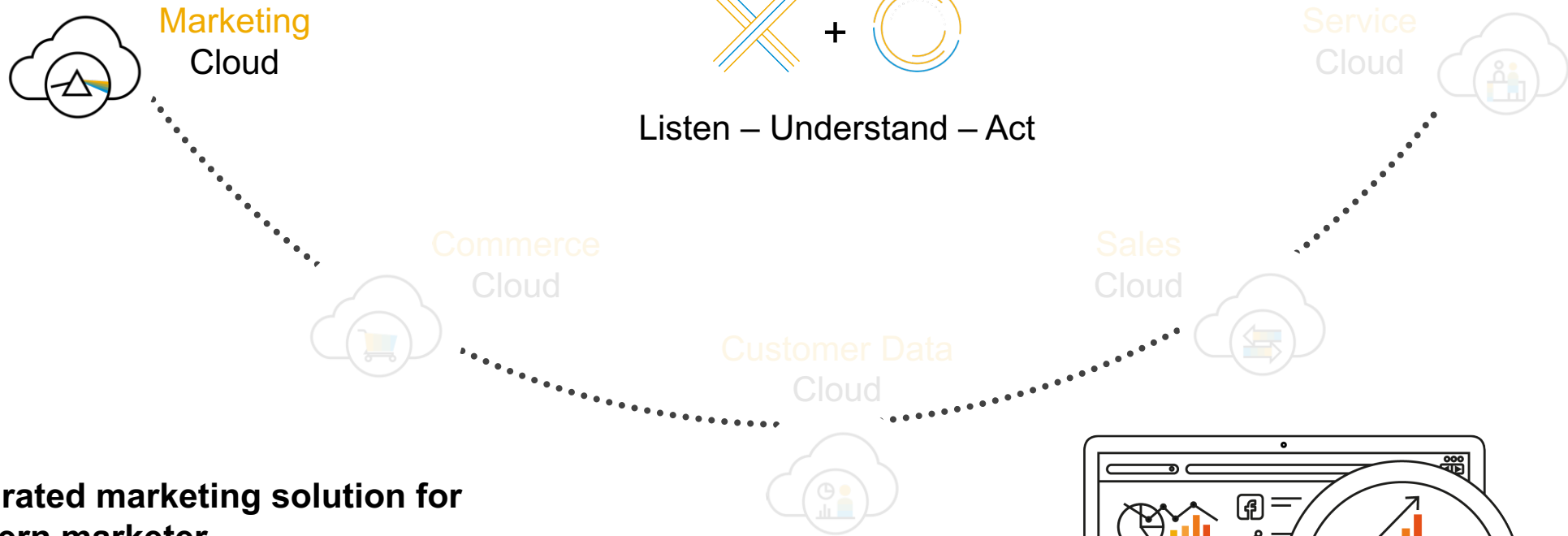


SAP CX

The modular
Customer Experience Suite



Listen – Understand – Act



An integrated marketing solution for the modern marketer

Take the reins on revenue

- Leverage better customer data
- Engage with speed and intelligence
- Optimize performance to drive revenue



2.8 billion personalized interactions and counting...



SAP Marketing Cloud Capabilities

Experience Management

Intelligent End-to-End Industry Processes

DYNAMIC CUSTOMER PROFILING

- Sentiment Engagement
- Multichannel Marketing Profile
- Real-Time Predictions and Scoring
- Profile enrichment from internal & external sources
- Profile conversion to account
- Visual customer behavior

SEGMENTATION, CAMPAIGNS & JOURNEYS

- Audience Targeting and Segmentation
- Campaign Management & Optimization
- Channel Marketing
- Cross-channel engagement
- Marketing permission & subscription management
- High volume multi-wave campaign execution
- Campaign in a box
- Multilingual, contextual content
- Social campaign & engagement

LEAD MANAGEMENT & NURTURING

- Marketing lead management
- Lead stage definition
- Contacts nurturing
- Lead scoring
- Current & historic lead information
- Lead dashboard
- Automated conversion of contacts to leads
- Sales activities triggering from marketing campaigns

COMMERCE MARKETING

- Marketing recommendations
- Remarketing
- Front-end personalization
- Clickstream capture
- Personalized shopping experience
- Context relevant real-time product recommendations
- Smart offer recommendation
- Commerce integration

MARKETING PLANNING & PERFORMANCE

- Market development funds
- Marketing planning & budgeting
- Marketing collaboration
- Analytics apps
- Dashboards for marketing executives
- Integration with SAP analytics cloud

Core Re-Use Services

Training & Collaboration

Open & Agile Innovation

SAP Cloud Platform

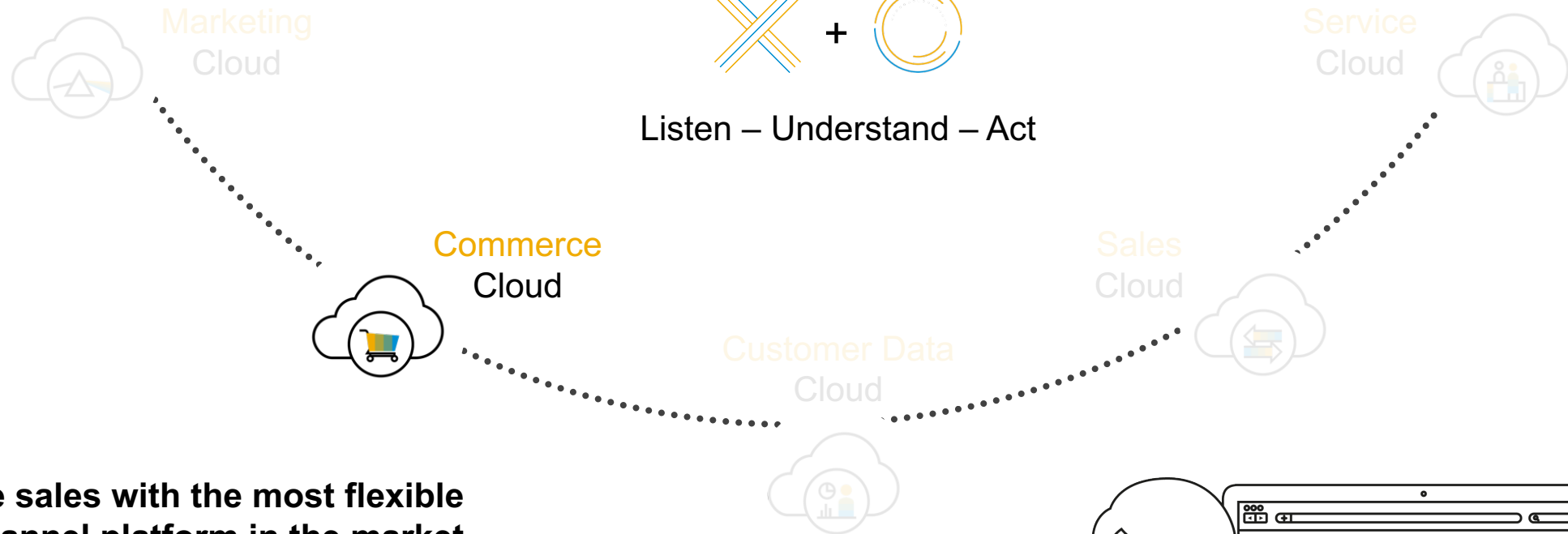
SAP S/4HANA

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**Increase sales with the most flexible
omni-channel platform in the market**

The future of commerce starts here

- Deploy in the cloud
- Drive personalization with AI
- Be agile and flexible with microservices





SAP Commerce Cloud Capabilities

Experience Management

Intelligent End-to-End Industry Processes

CUSTOMER EXPERIENCE MANAGEMENT

- Web Content Management:
- Edit in customer context
 - Responsive page templates
 - Device context preview
 - Mobile optimized websites
 - Drag-and-drop usability
 - On-the-fly changes to PCM
 - Component synchronization
 - preview capabilities
- Smart Edit:
- Edit in context,
 - Visual tooling
 - Drag& Drop components

PRODUCT CONTENT MANAGEMENT

- Product Content & Catalog Mngt
- Backoffice Product Cockpit
- Localization & Internationalization
- Search Powered By Solr
- Validation Engine
- Data Quality Group for Product Enrichment
- Guided Procedures
- Dynamic Interfaces
- Collaboration and Automation
- Workflow
- Import / Export through Excel

SEARCH MANAGEMENT

- Adaptive Search
- Keyword search, type ahead suggestions, spell checks, intelligent search queries
- Multi-language, multi-catalog
- Dynamic content slots, search driven menus
- Faceted browsing, guided selling
- Search Profile
- Turn on and off facets, boost based on rules, promote and exclude individual results

OMNICHANNEL COMMERCE & ORDER MANAGEMENT

- Omnichannel Touch Points
- Pricing and Promotions
- Search and Navigation
- Bundling, Configuration and Subscription Management
- Distributed Order Management
- Order Orchestration
- Commerce Chatbots
- Commerce Communities

PERSONALIZATION

- Personalization rules management
- Deep Customer Insights
- Personalized Shopping Experience
- Intelligent Product and Offer Recommendations
- Razor-focused Remarketing

CUSTOMER SERVICE & SUPPORT

- Customer Account
- Customer Service History
- Full Customer Order History
- Shared Processes
- Shared Knowledge
- Ticket / Order Management
- Customer Chat
- Assisted Service Module for real-time co-browsing

Core Re-Use Services

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Open & Agile Innovation

SAP Cloud Platform

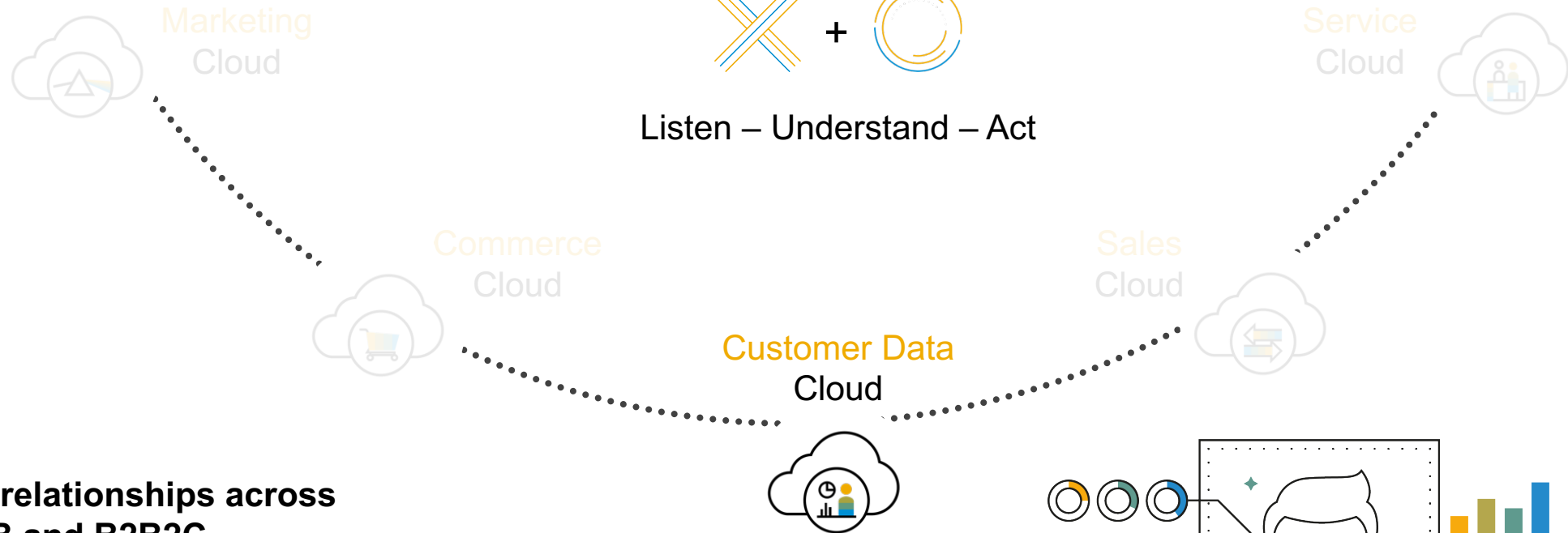
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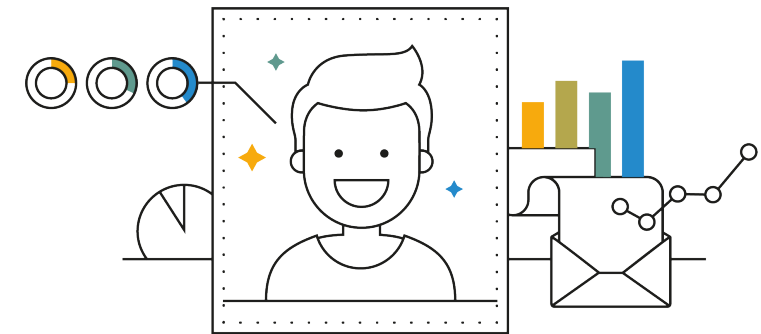
Listen – Understand – Act



Trusted relationships across B2C B2B and B2B2C

Turn anonymous visitors into known loyal customers

- Offer seamless, personalized engagements
- Empower and optimize your value network
- Build trust with transparency and control



1.7 billion Identities under management and
2.7 billion Consent records in our audit ready vault



SAP Customer Data Cloud Capabilities

Experience Management

Intelligent End-to-End Industry Processes

CUSTOMER IDENTITY MANAGEMENT

- Authentication
- Registration as a Service (RaaS)
- Social Login
- Federation and Single sign on (SSO)
- Risk Based Authentication

ENTERPRISE CONSENT AND PREFERENCE MANAGEMENT

- Consent and Preference capture
- Consent Renewal
- Self Service Preference Center
- Consent Vault

CUSTOMER PROFILE MANAGEMENT

- Data Transformation and Unification
- Dynamic Schema
- Profile Management
- Orchestration and Governance
- Profile, Consent, Preferences and Account Status Data Store
- Audit and analytics

B2B CONSENT, IDENTITY AND ACCESS MANAGEMENT

- Partner Onboarding
- B2B Identity Lifecycle Management.
- B2B Authentication Management.
- Policy-Based Access Control
- Self Service Delegation

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SAP Cloud Platform

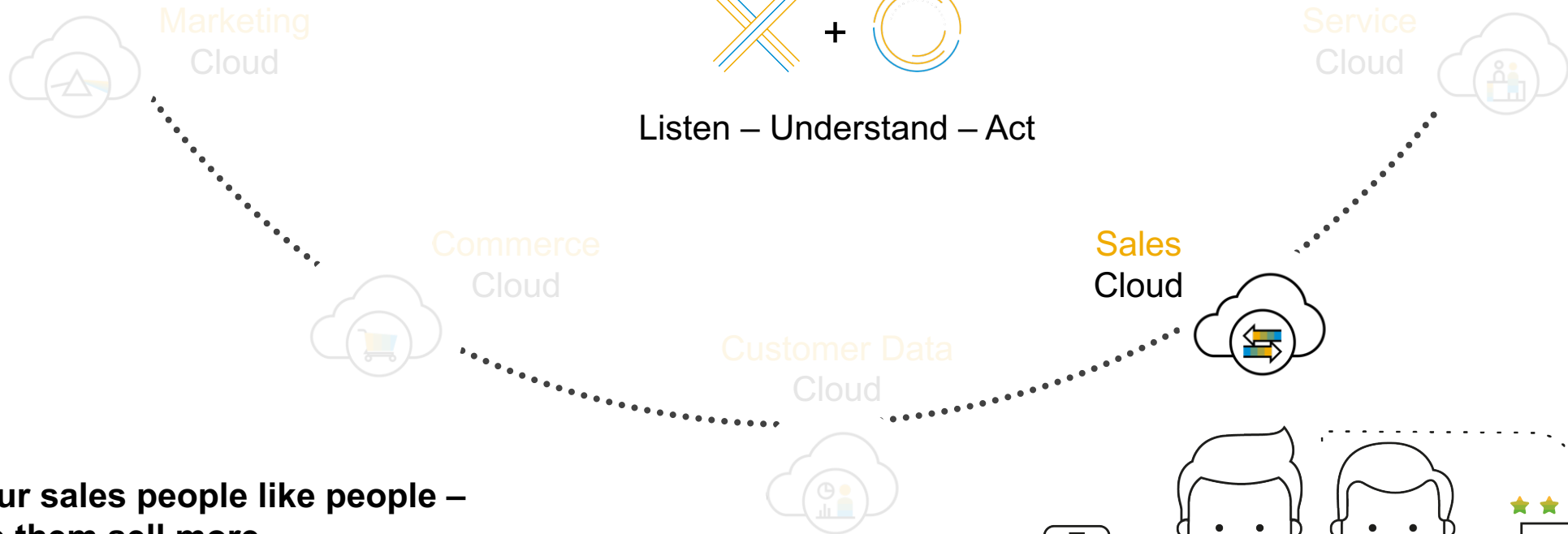
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Listen – Understand – Act



**Treat your sales people like people –
and help them sell more**

Improve the sales experience

- Increase efficiency, margins, and deal size
- Reduce disputes and increase sales attainment
- Decrease churn and close deals faster



Used by **5.6 million** sales professionals



SAP Sales Cloud Capabilities

Experience Management

Intelligent End-to-End Industry Processes

SALES PERFORMANCE MANAGEMENT

- Incentive Compensation
- Territory & Quota Management
- Onboarding and Education

SALES EXECUTION

- Sales & Field Sales Management
- Sales Content Management
- Pipeline and Forecasting
- Configure, Price, Quote
- Contract Lifecycle Management

REVENUE MANAGEMENT

- Configure, Price, Quote
- Contract Lifecycle Management
- Entitlement Management
- Data Mediation
- Subscription Billing
- Revenue Recognition

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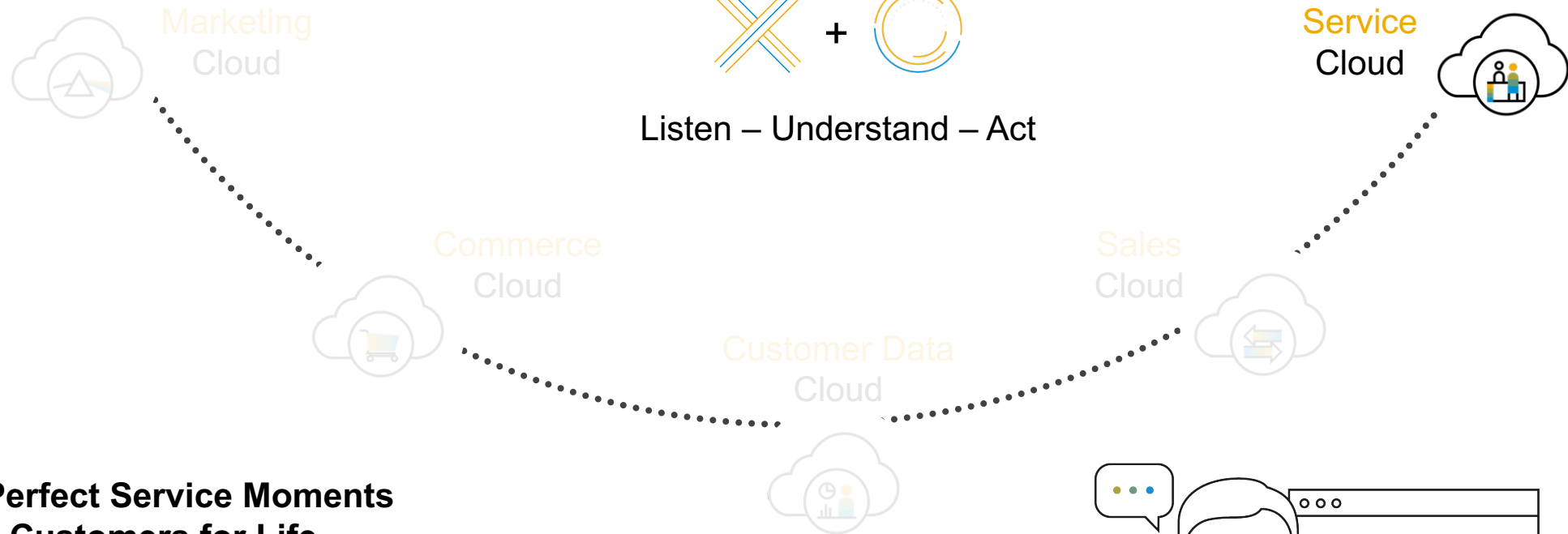
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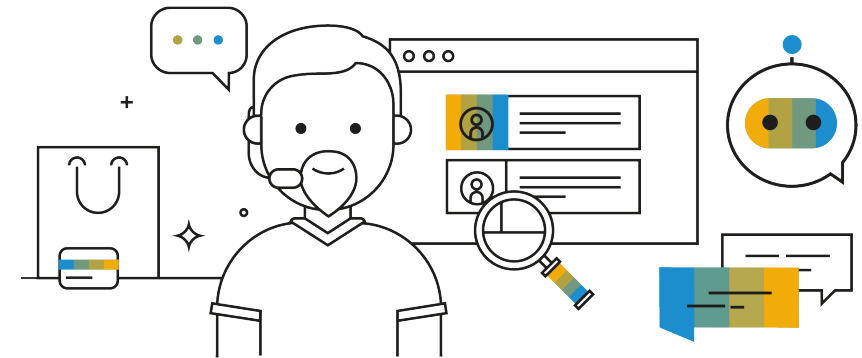


Listen – Understand – Act



Create Perfect Service Moments and Win Customers for Life

- Create a unified service experience
- Deliver field service on demand
- Utilize AI-based automation and insights



61 million service tickets



SAP Service Cloud Capabilities

Experience Management

Intelligent End-to-End Industry Processes

SELF-SERVICE MOMENTS

- Installed base management
- Product registration
- Installation points / functional locations
- Measurements
- Contract management
- Warranty management
- Coverage
- Ticket / case management
- Service level agreement
- Maintenance plan management
- Offline

CUSTOMER SERVICE MOMENTS

- Service collaboration
- Service contract management
- Service marketing
- Service order management
- Agent desktop
- Agent scripting
- Communication stack
- Omnichannel engagement
- Service ticket Management
- Reporting

FIELD SERVICE MOMENTS

- Field Resource Scheduling and Dispatch
- Field Resource Scheduling and Dispatch and Workforce management
- Mobile field service management off-/online
- Field service knowledge management
- Field service analytics, reports & dashboards
- Crowd service
- AI Scheduling Optimization

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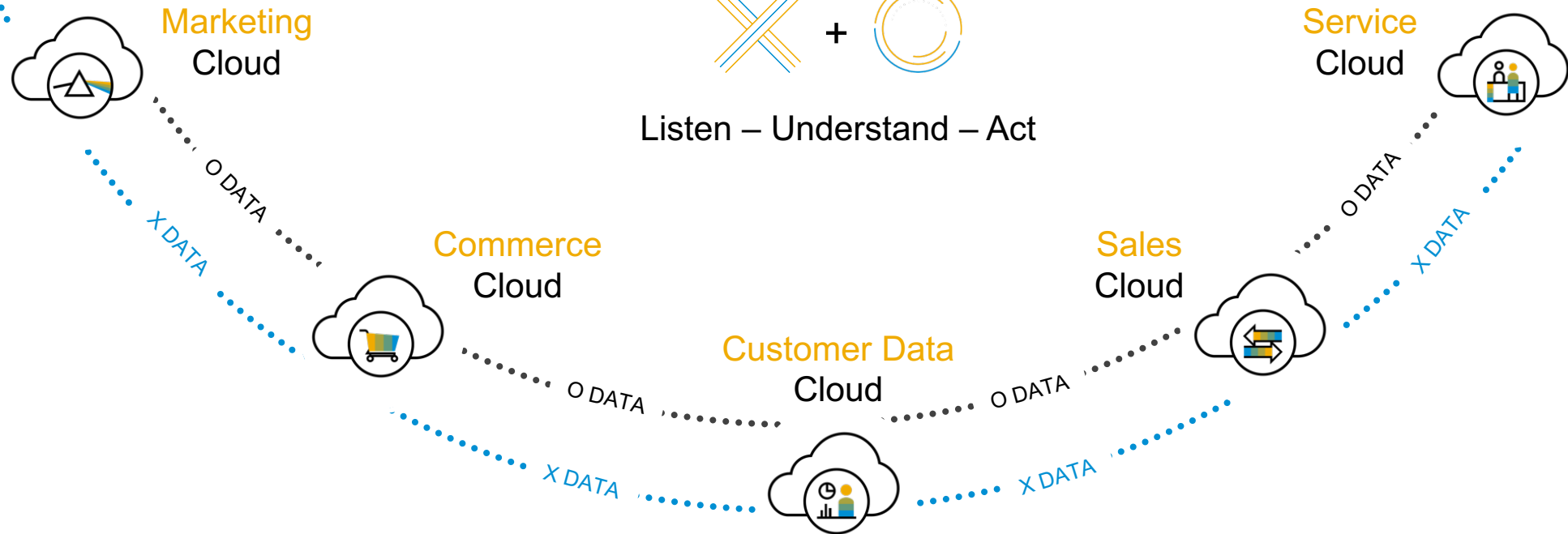
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Best-of-Suite: Bringing the Suite to the next level with 5 key differentiators

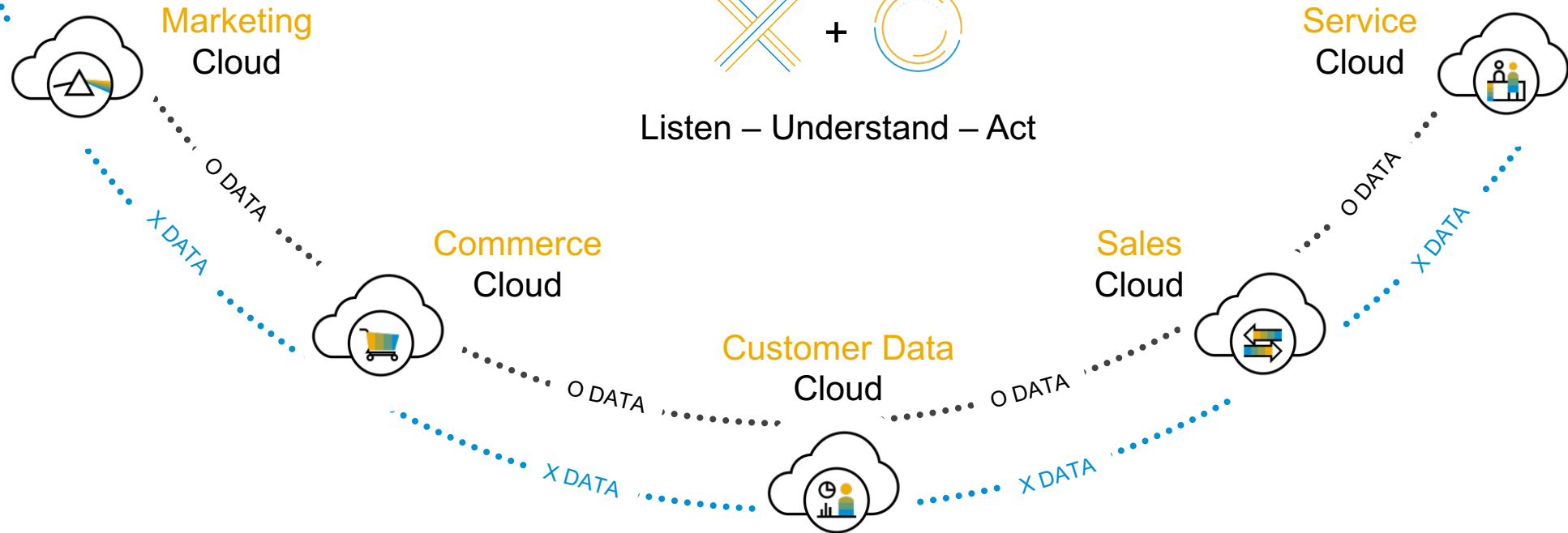


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Experience
Management

**Combine Experience & Operational
Data for Customer Lifetime Success**

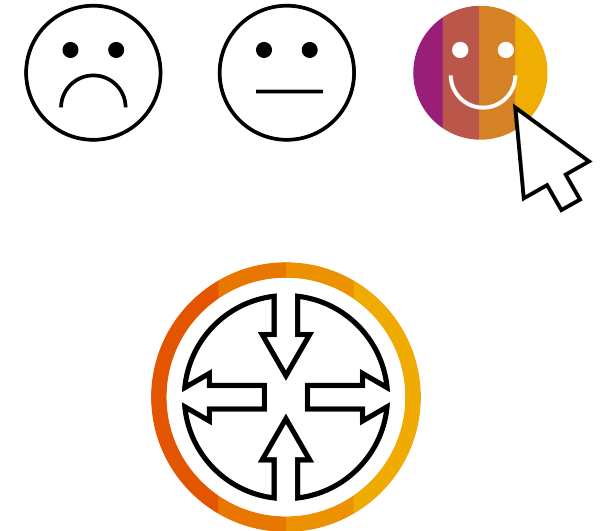
SAP CX

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Experience Management with SAP & Qualtrics

- **Engage customers on their terms**
Get straight to the issues with personal conversations
Engage across any channel: email, sms, web, mobile app, wearables
- **Predict what your customers will do next**
Intervene with at-risk customers before they churn
Find insights hidden in structured and unstructured data
- **Activate the entire organization**
Resolve customer concerns faster
Increase conversion rates & adoption



EXPERIENCE MANAGEMENT with SAP CX & Qualtrics

Connecting the X's and O's



Hear directly from your customers from multiple sources



Insights gained from operational metrics

Listen

Define the experience gap

Understand

Find operational root causes

Delight customers by predicting their needs

Act

Transform your business from reactive to proactive

Example: Customer Care

X DATA



0 DATA

1. **Introduction**
 2. **Background**
 3. **Methodology**
 4. **Results**
 5. **Conclusion**
 6. **References**
 7. **Appendix**
 8. **Index**
 9. **Glossary**
 10. **Notes**
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Experience Management

Customer Satisfaction Score is very High

Nr of handled Tickets is Low

- + Capture agent sentiment at touchpoint
- + **Spend a bit less time per Ticket**
- + Reduce Service Quality & Customer Satisfaction by proactively following up with your detractors
- + Improve agent training on specific products / services to accelerate resolution time

Qualtrics CustomerXM

1 engage customers
on their own terms

LISTEN



2 remove roadblocks
to insights

Understand



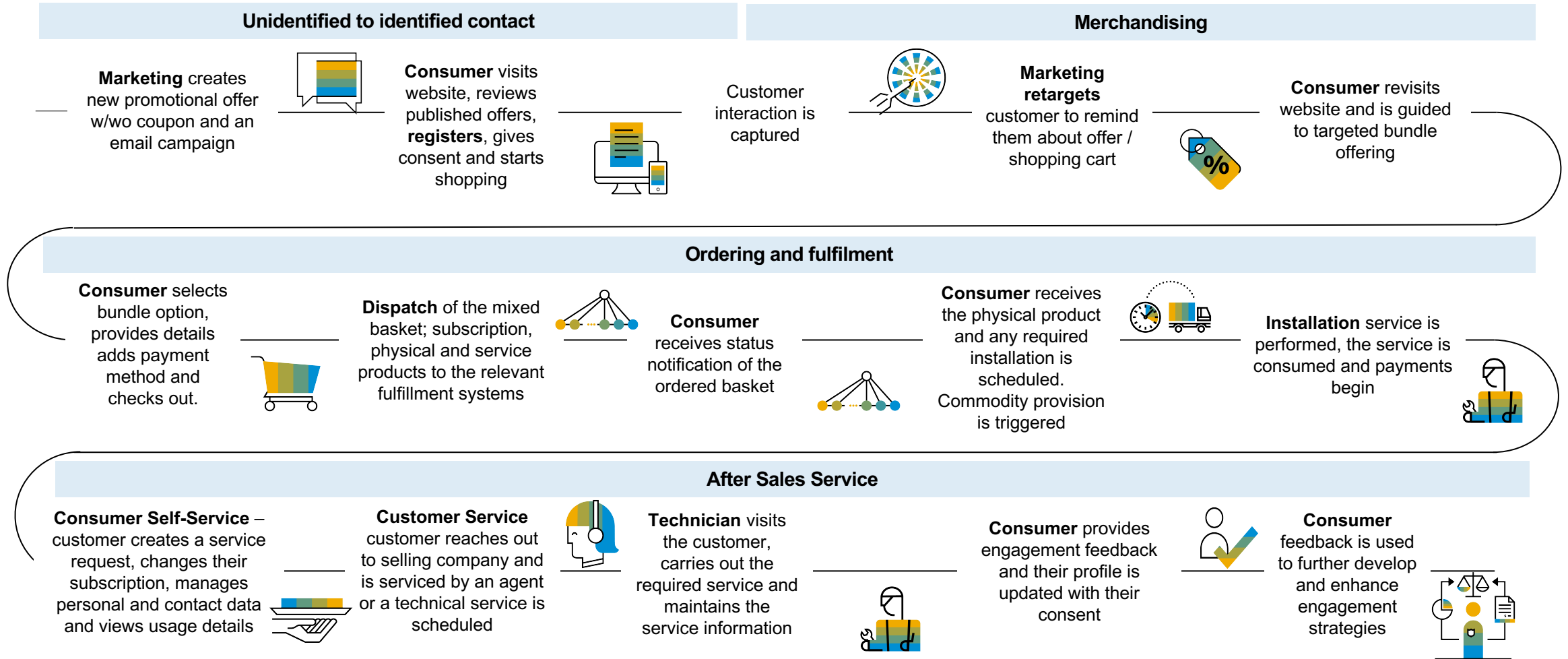
3 activate your
organization

Act



BUILT FOR THE ENTERPRISE

Consumer Sales Journey



Thank you.

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SAP Customer Experience

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