

SBN SAP CONFERENCE 2020

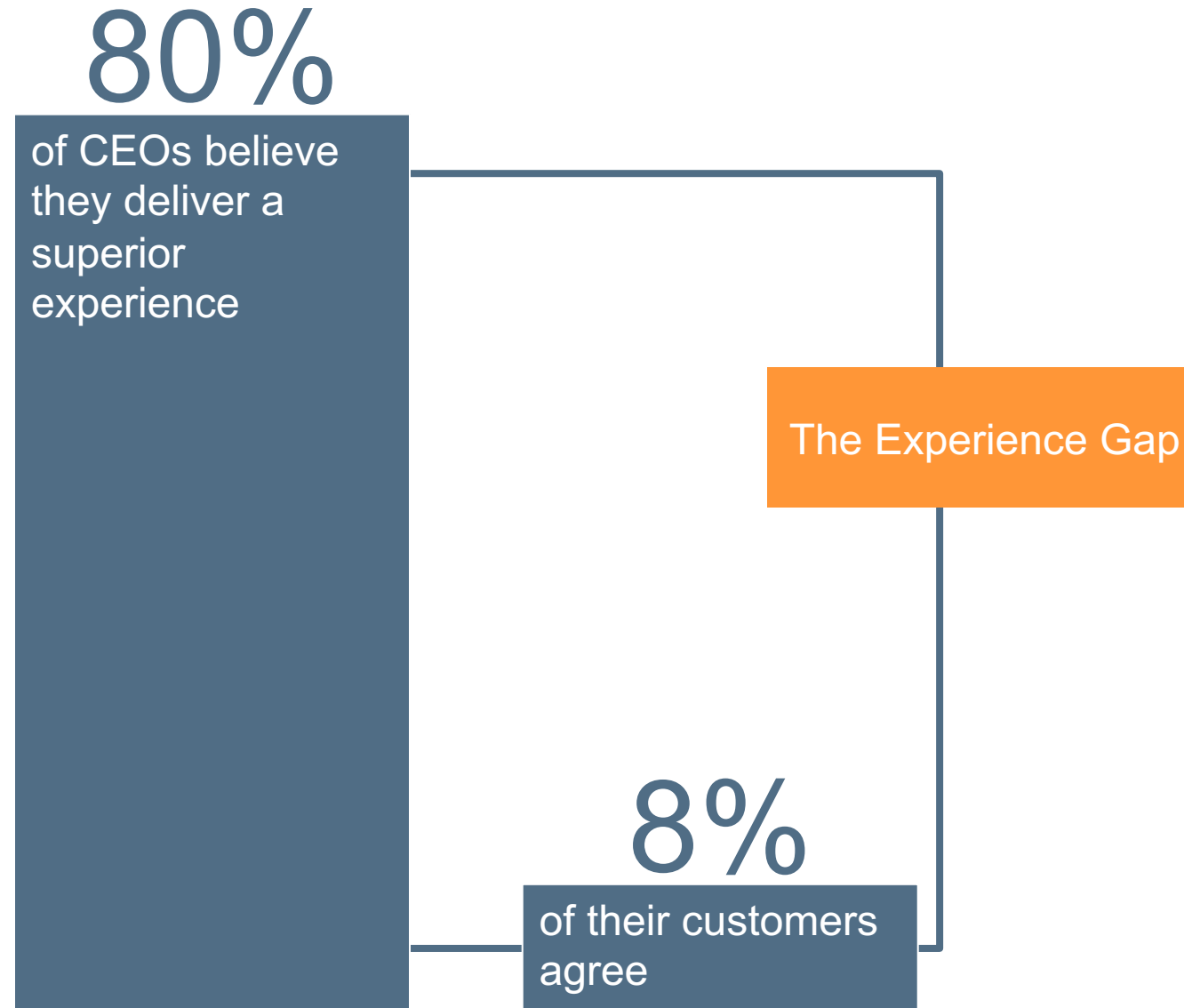


HOW CUSTOMERS EXPERIENCE YOU AND YOUR COMPANY



The Experience GAP

Sometimes the reality is quite different from our beliefs





Geology, Gems
& Minerals

Geology, Gems
& Minerals
HOPE DIAMOND

JANET ANNE...
HALL OF GEOLOGY
AND MINERALS

Fossil Hall

Fossil Hall

Elephant Discovery Station

↓ BAIRD AUDITORIUM
↓ ATRIUM CAFE
↓ MUSEUM SHOP

KENNETH E. BEHRING

Elephants in Danger Your Choices Make a Difference



Benchmarks By Industry

Internet Retail

	Base- line	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	Previous Year % Change
Amazon							84	84	88	88	84	87	87	88	86	86	87	86	85	88	86	83	86	85	82	83		1.2
Nordstrom							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	81	82		1.2
Etsy							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	81	82		1.2
HP Store							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	80	81		1.3
Internet Retail							78	77	83	84	80	81	83	83	82	83	80	81	82	78	82	80	83	82	80	81		1.3
Nike							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	81	81		0.0
Kohl's							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	81	81		0.0
Costco							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	83	81		-2.4
Newegg							NM	NM	NM	NM	NM	NM	NM	87	88	86	84	85	84	83	81	79	83	83	80	81		1.3
Wayfair							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	80	80		0.0
Macy's							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	80	80		0.0
Overstock							NM	NM	NM	NM	NM	NM	NM	80	82	82	83	83	81	79	77	73	79	81	80	79		-1.3
All Others							77	75	82	83	79	80	82	82	82	83	78	80	82	75	81	80	82	81	82	79		-3.7
eBay							80	82	82	84	80	81	80	81	78	79	81	81	83	80	79	75	81	81	80	79		-1.3
Home Depot							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	79	78		-1.3
Lowe's							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	79	78		-1.3
Best Buy							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	77	78		1.3
Dell							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	79	78		-1.3
Target							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	80	78		-2.5
Apple							NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	80	78		-2.5

2019 SAP Integrated Report

THE BEST RUN 

Detractors



Not At All Likely
To Recommend

Passives



Promoters



Extremely Likely
To Recommend

$$\text{NPS} = \text{ \% } - \text{ \% }$$

“In 2019, 68% of customers gave us a score of 7 or higher. This means that a large majority of customers are satisfied or highly satisfied with SAP. Because the percentage of customers that rated us 9 or 10 is slightly smaller than the percentage of customers who rated us 6 or below, our Customer NPS for 2019 is –6 (2018: –5). We did not reach our target of +1 in 2019.

While we have reported Customer Net Promoter Score since 2012, we revamped our program in 2018 with 2019 as the first full year of results. [...]

With our Experience Management (XM) innovations from Qualtrics, we have more information from our customers than ever and can react to it faster, helping us make changes that customers can see and feel in their interactions with SAP and our software.”

SAP Integrated Report, 2019

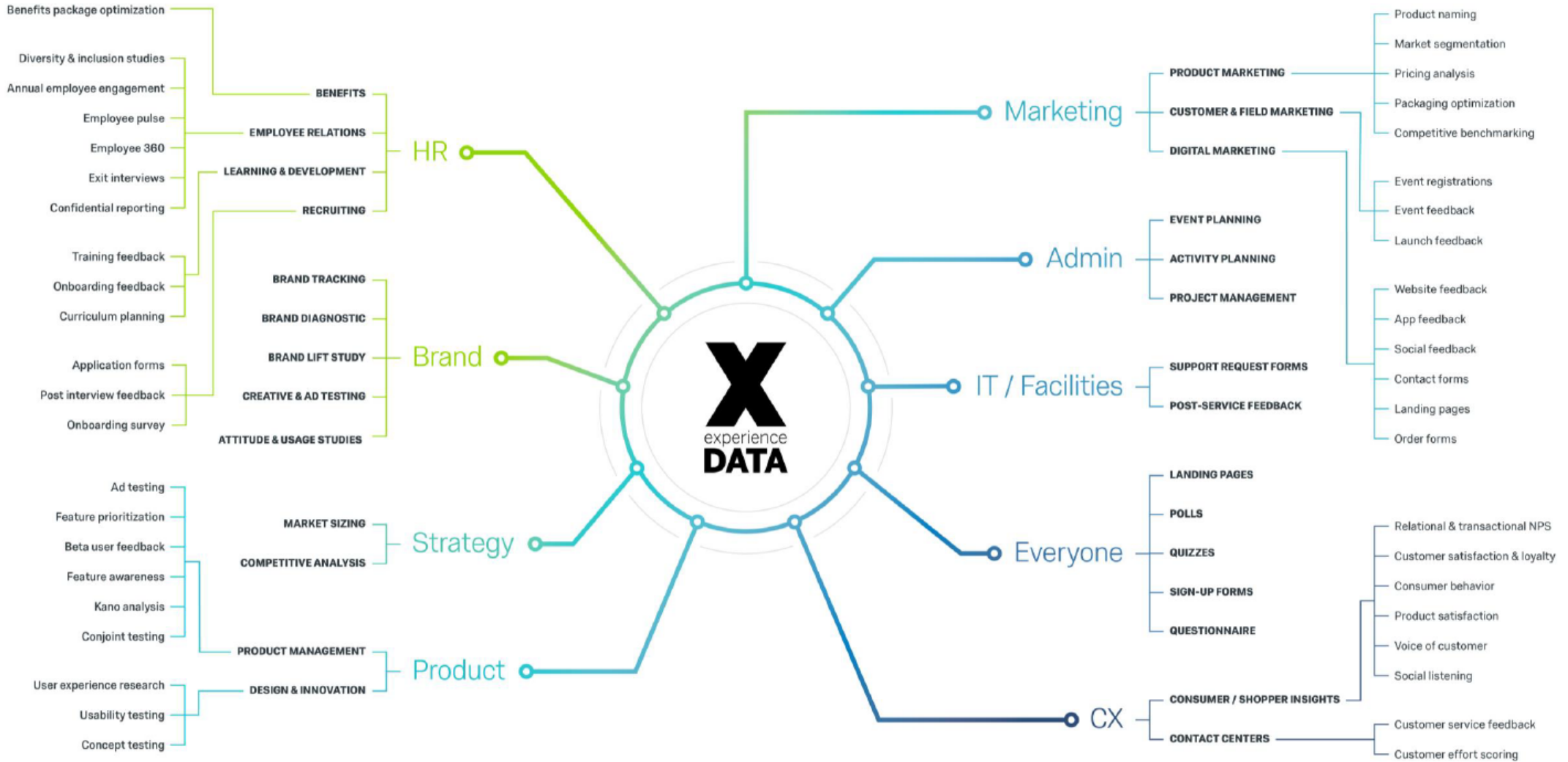
Qualtrics and C/4 HANA



qualtrics^{xm}

**The System of Action
that turns
customers into fanatics
products into obsessions
employees into ambassadors
and brands into a religion**

Experience Data is everywhere



Qualtrics

Business Operations in the C/4 Portfolio

SAP Marketing Cloud

Build brand awareness and equity by uncovering what matters most to your customers

SAP Sales Cloud

Proactively identify unhappy customers at risk of non-renewal and identify whitespace for upsell opportunities to add value and delight customers.

SAP Customer Data Cloud

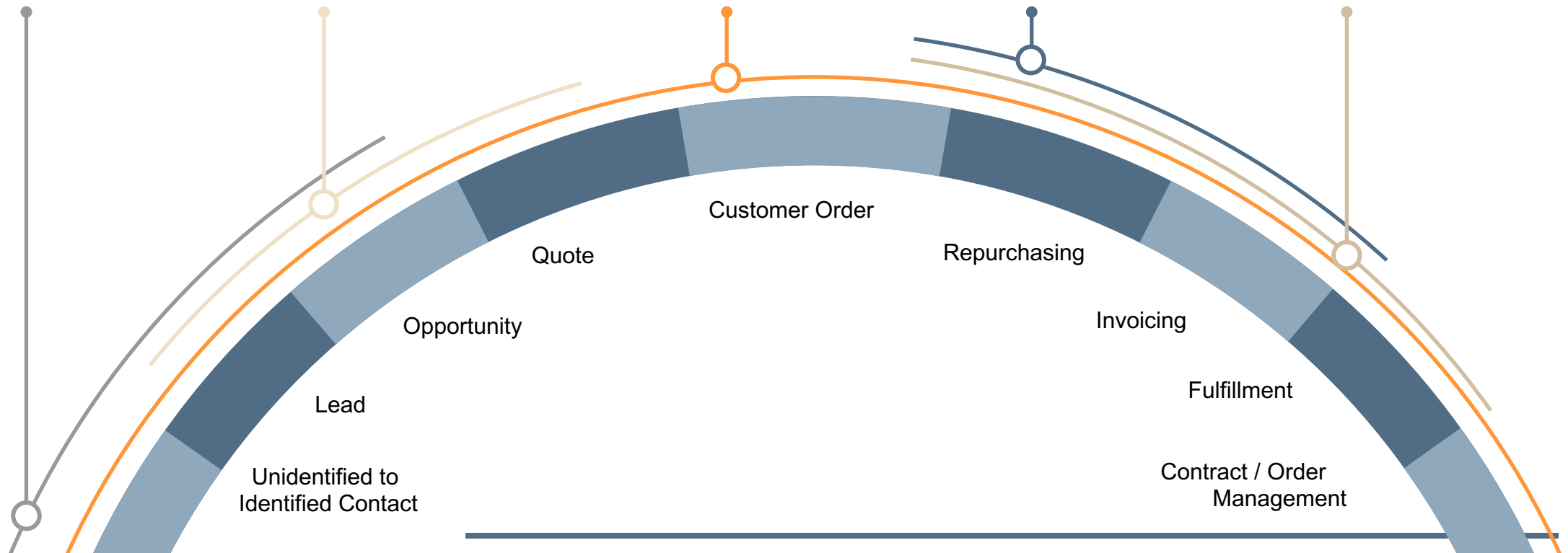
Connect feedback with consent driven profile to build trust by giving customers transparency and control.

SAP Commerce Cloud

Optimize customer acquisition by knowing which variables best explain satisfaction and customer behavior.

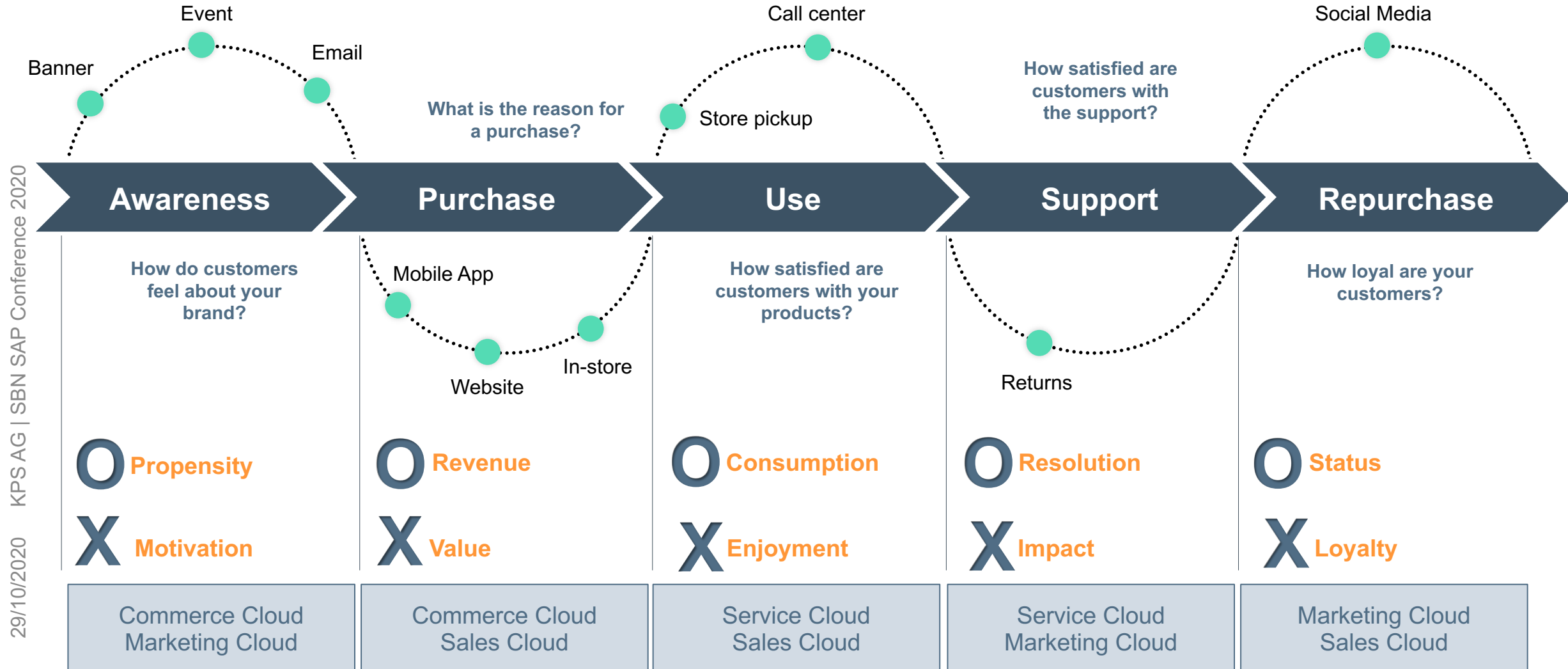
SAP Service Cloud

Reduce the cost to service by identifying and resolving common themes your customers are raising. Gain Immediate feedback after service.



Customer Journey

Experience Data (X-Data) reveal the Why-Questions behind the Operational Data (O-Data)



SAP Roadmap

SAP CX and Qualtrics Roadmap Highlights



Recent Innovations

SAP CX and Qualtrics

- B2B Quotation Experience with Qualtrics, SAP Commerce Cloud, SAP Cloud for Customer and SAP CPQ

SAP Cloud for Customer and Qualtrics

- Post-ticket feedback trigger with Qualtrics
- Connector on Qualtrics Action Platform: create a service ticket after customer feedback (phase 1)

SAP Analytics Cloud and Qualtrics *

- SAC dashboards for Sales Performance, Service Performance and CSAT across X+O data
- Touchpoint NPS in Sales and Service

SAP Commerce Cloud and Qualtrics

- Qualtrics PX integration: user feedback
- SAP Commerce Cloud and Qualtrics Labs Prototypes
- Qualtrics for B2C and B2B Accelerators
- Spartacus library for Qualtrics survey integration

SAP Marketing Cloud and Qualtrics

- Campaigns based on any customer feedback
- Account based reports to identify detractors and promoters

SCP Extension Factory and Qualtrics

- Preview connector with Qualtrics



Planned Innovations

SAP Customer Data Cloud and Qualtrics

- Qualtrics XM Directory integration for sharing first party, consent driven data into your XM campaigns

SAP Cloud for Customer and Qualtrics

- Enhanced connector on Qualtrics Action Platform with more objects like lead or opportunity (phase 2)
- Feedback microservice

SAP Marketing Cloud and Qualtrics

- SAP Marketing Cloud connector on Qualtrics Action Platform: export feedback data for marketing campaigns

SAP Field Service Management and Qualtrics

- Qualtrics PX integration: technician feedback for Field Service Management



Future Innovations

SAP Customer Data Platform (CDP) and Qualtrics

- Direct integration between SAP CDP and Qualtrics XM Directory

SAP CX and Qualtrics

- Qualtrics widgets across SAP CX

SAP Cloud for Customer and Qualtrics

- Act to retain your customer using Qualtrics and SAP Cloud for Customer data insights

SCP Extension Factory and Qualtrics

- Productized integration for Qualtrics

SAP Commerce Cloud and Qualtrics

- Emotional UX personalization with Dotaki

ONLINE Retail



Retail: Customer Experience

Customer loyalty and retention impacts

Likelihood to Purchase More Based on Customer Experience					
Consumers Who Are Very Likely to Purchase More Products or Services from a Company, Segmented by Their Customer Experience Ratings					
Industries	Very Poor CX	Poor CX	Okay CX	Good CX	Very Good CX
Airline	19%	62%	81%	89%	96%
Automotive	20%	57%	77%	86%	94%
Banking	19%	46%	67%	79%	93%
Car Rental	17%	50%	76%	83%	93%
Computer Makers	23%	54%	75%	88%	93%
Consumer Payments	16%	34%	39%	72%	87%
Electronics	22%	51%	71%	83%	92%
Fast Food	22%	52%	72%	87%	96%
Grocery	25%	61%	79%	90%	96%
Health Insurance	21%	51%	74%	84%	94%
Hotel	20%	52%	76%	82%	95%
Insurance	18%	49%	72%	84%	94%
Investment Firms	21%	49%	76%	84%	95%
Parcel Delivery Services	19%	52%	71%	86%	94%
Retail	25%	58%	78%	90%	95%
Software Firms	20%	49%	73%	84%	94%
Streaming Media	21%	45%	70%	81%	92%
TV/Internet Service Providers	14%	39%	64%	79%	90%
Utilities	18%	46%	68%	83%	94%
Wireless	16%	48%	74%	84%	93%
Average	20%	50%	72%	84%	94%

Base: 10,000 U.S. Consumers, 20 industries
Source: Qualtrics XM Institute Q2 2020 Consumer Benchmark Study
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Qualtrics
XM institute™

Likelihood to Recommend Based on Customer Experience					
Consumers Who Are Very Likely to Recommend a Company to a Friend or Relative, Segmented by Their Customer Experience Ratings					
Industries	Very Poor CX	Poor CX	Okay CX	Good CX	Very Good CX
Airline	12%	46%	71%	84%	95%
Automotive	15%	49%	77%	85%	95%
Banking	12%	44%	63%	82%	94%
Car Rental	9%	44%	70%	83%	94%
Computer Makers	15%	50%	74%	86%	94%
Consumer Payments	13%	31%	38%	74%	90%
Electronics	15%	49%	71%	83%	95%
Fast Food	14%	37%	64%	77%	94%
Grocery	14%	47%	63%	81%	94%
Health Insurance	13%	45%	66%	85%	94%
Hotel	13%	46%	68%	82%	95%
Insurance	14%	43%	69%	83%	95%
Investment Firms	13%	44%	76%	85%	95%
Parcel Delivery Services	14%	44%	62%	81%	93%
Retail	16%	46%	67%	83%	94%
Software Firms	16%	45%	74%	85%	96%
Streaming Media	16%	44%	71%	84%	94%
TV/Internet Service Providers	11%	36%	59%	76%	92%
Utilities	12%	40%	60%	79%	92%
Wireless	14%	42%	66%	83%	94%
Average	13%	44%	66%	82%	94%

Base: 10,000 U.S. Consumers, 20 industries
Source: Qualtrics XM Institute Q2 2020 Consumer Benchmark Study
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Qualtrics
XM institute™

Likelihood to Forgive Based on Customer Experience					
Consumers Who Are Very Likely to Forgive a Company for Delivering a Bad Experience, Segmented by Their Customer Experience Ratings					
Industries	Very Poor CX	Poor CX	Okay CX	Good CX	Very Good CX
Airline	13%	38%	53%	64%	82%
Automotive	16%	39%	56%	64%	80%
Banking	15%	28%	42%	55%	75%
Car Rental	13%	34%	54%	56%	75%
Computer Makers	18%	37%	54%	61%	79%
Consumer Payments	15%	30%	45%	57%	73%
Electronics	18%	33%	55%	64%	78%
Fast Food	17%	28%	41%	51%	72%
Grocery	16%	34%	47%	60%	78%
Health Insurance	16%	33%	46%	61%	77%
Hotel	16%	39%	55%	61%	80%
Insurance	16%	32%	44%	61%	78%
Investment Firms	16%	36%	50%	60%	80%
Parcel Delivery Services	14%	29%	43%	56%	72%
Retail	9%	17%	21%	40%	74%
Software Firms	19%	32%	52%	62%	79%
Streaming Media	15%	29%	45%	54%	74%
TV/Internet Service Providers	11%	24%	40%	52%	76%
Utilities	15%	31%	47%	63%	78%
Wireless	13%	28%	43%	57%	77%
Average	15%	32%	47%	58%	77%

Base: 10,000 U.S. Consumers, 20 industries
Source: Qualtrics XM Institute Q2 2020 Consumer Benchmark Study
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Likelihood to Trust Based on Customer Experience					
Consumers Who Are Very Likely to Trust a Company to Take Care of Their Needs, Segmented by Their Customer Experience Ratings					
Industries	Very Poor CX	Poor CX	Okay CX	Good CX	Very Good CX
Airline	16%	46%	65%	77%	93%
Automotive	18%	52%	74%	81%	93%
Banking	16%	44%	63%	79%	92%
Car Rental	15%	37%	60%	70%	88%
Computer Makers	20%	43%	68%	77%	89%
Consumer Payments	17%	44%	66%	78%	89%
Electronics	19%	47%	67%	75%	89%
Fast Food	14%	33%	58%	65%	86%
Grocery	18%	40%	63%	76%	90%
Health Insurance	18%	43%	66%	79%	90%
Hotel	17%	44%	63%	73%	90%
Insurance	18%	43%	65%	78%	93%
Investment Firms	18%	42%	70%	80%	93%
Parcel Delivery Services	17%	36%	55%	73%	87%
Retail	10%	21%	28%	52%	88%
Software Firms	17%	40%	63%	71%	90%
Streaming Media	17%	35%	58%	66%	86%
TV/Internet Service Providers	12%	31%	50%	63%	86%
Utilities	16%	40%	61%	75%	88%
Wireless	14%	37%	59%	74%	89%
Average	16%	40%	61%	73%	89%

Base: 10,000 U.S. Consumers, 20 industries
Source: Qualtrics XM Institute Q2 2020 Consumer Benchmark Study
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XM institute™

„ROI of Customer Experience, 2020“, Qualtrics



OFFLINE Retail



Retail: In-Store experience



Kvittering data	Metadata
Store Nr	Company, Manager, Square meters
Adress	City, Region, Country, Population
Date	Weekday, Month, Season, Year, Weather
Kvitt Nr	
Cash Nr	Traditional, Self-Service
Operator Nr	Gender, Work Experience, Sales trainings
Purchase Item	Category, Brand, Supplier, Stock, Manager
Sum	
Payment Method	
Payment ID	

Retail: In-Store experience

KIWI 587 Vogtsgate
 ORG.NR. 917 846 231 MVA
 Foretaksregisteret
 Vogtsgate 529 Oslo
 TLF: XX XX XX XX

14.02.17 09:40 Kasse:001
 Kvitt:14038 OperNr:007

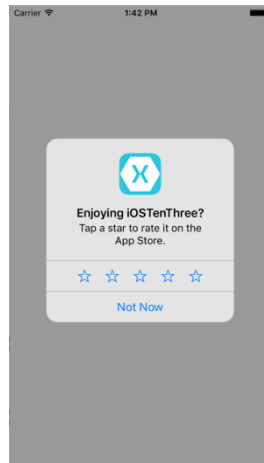
KYLLINGFILET 1,25KG	15%	115,09
SUKKER 1KG ELDORADO	15%	17,90
MEIERISMØR 500G TINE	15%	26,80
NORVEGIA SKORPEFRI CAIK	15%	97,48
1,006kg x kr 96,90		
REKET OST ORIGINAL 300G	15%	36,90
LETTMELK 1,2% 1L TINE	15%	16,90
GRILLPØLSE 600G GILDE	15%	36,90
TOMATKETCHUP 540G IDUN	15%	9,90
PIZZA GRANDIOSA	15%	30,40
LETTMØRME 300G TINE	15%	14,90
STJERNEBACON SKIVET 140	15%	21,40
LAKSEFILET 4X125G F.P	15%	49,10
MELKESJOKOLADE 200G FRE	15%	32,80
COCA COLA 1,5L FL	15%	30,90
+ Pant	0%	2,50
EGG S/M/L 12STK FP	15%	25,60
LEVERPOSTEI 100G STABB.	15%	7,90
STABBUR-MAKRELL 170G	15%	14,50
BAREPOSE KIWI	25%	0,99
BAREPOSE KIWI	25%	0,99
Sum 19 varer		589,85

=====

BANK		589,85
Mva%	Grunnlag	Mva
0,00	2,50	0,00
15,00	509,02	76,35
25,00	1,58	0,40
SUM	513,10	76,75
		589,85

Bax: 13399018-452466
 MasterCard
 *****4581-0
 AID: A0000000041010
 TVR: 0000008000
 TSI: E800
 Sted: 2465706
 14/02/2017 09:40
 Ref.: 329647 170677 IB1
 Resp.: 00
 KJØP
 NOK 589,85
 GODKJENT

9890100140383
 VELKOMMEN TILBAKE TIL
 EN HYGGELIG HANDEL



In-Store Feedback Channels

QR Code (Kvittering)

Happy or not (connected to Kasse)

Self-Checkout

App

>> Targeting on qualtrics



qualtrics^{XM}

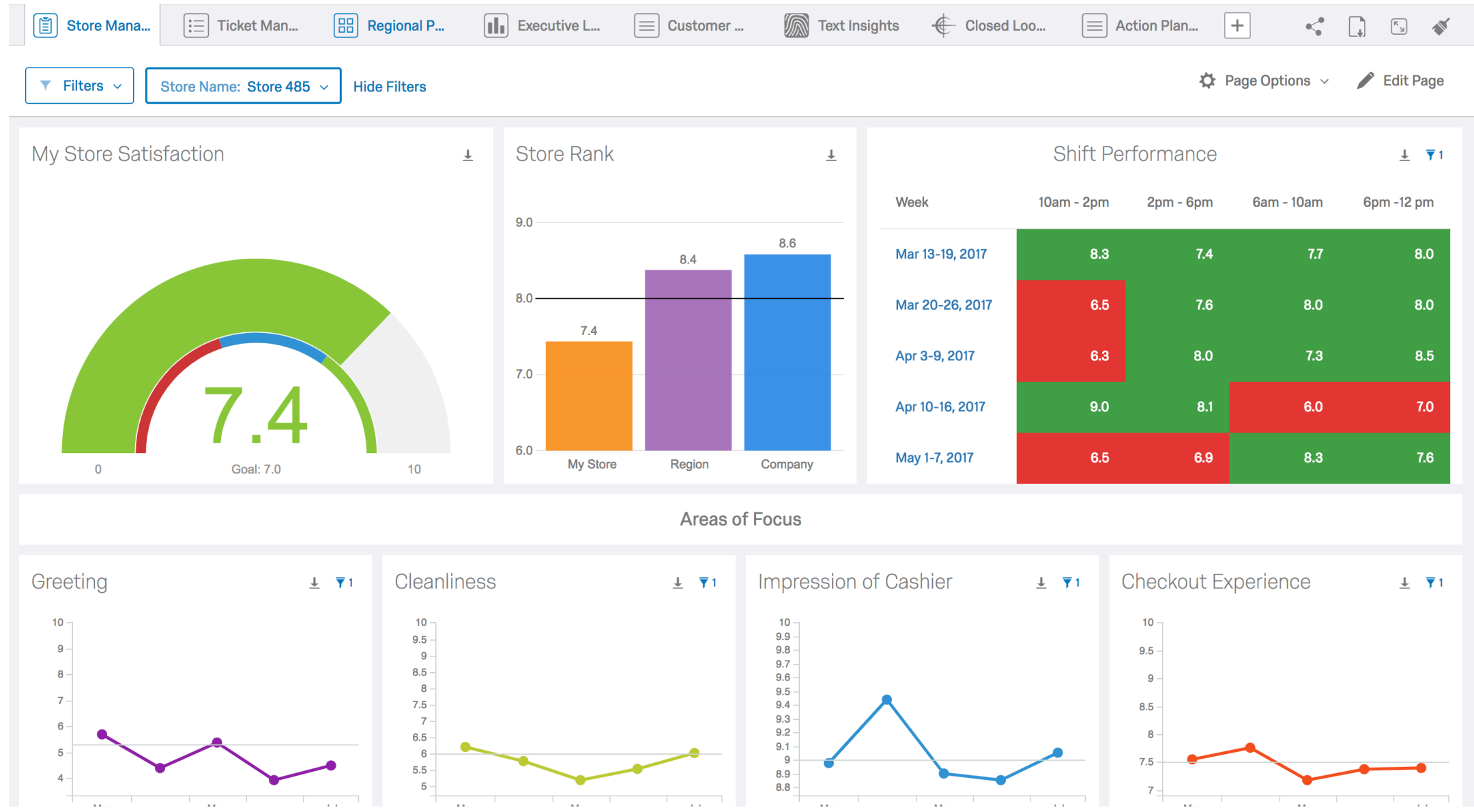
On a scale from 0-10, how likely are you to recommend Qualtrics to a friend or colleague?

Not at all likely Extremely likely

0	1	2	3	4	5	6	7	8	9	10
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Retail: Store Management Dashboard



KPS References

6 Qualtrics projects delivered.

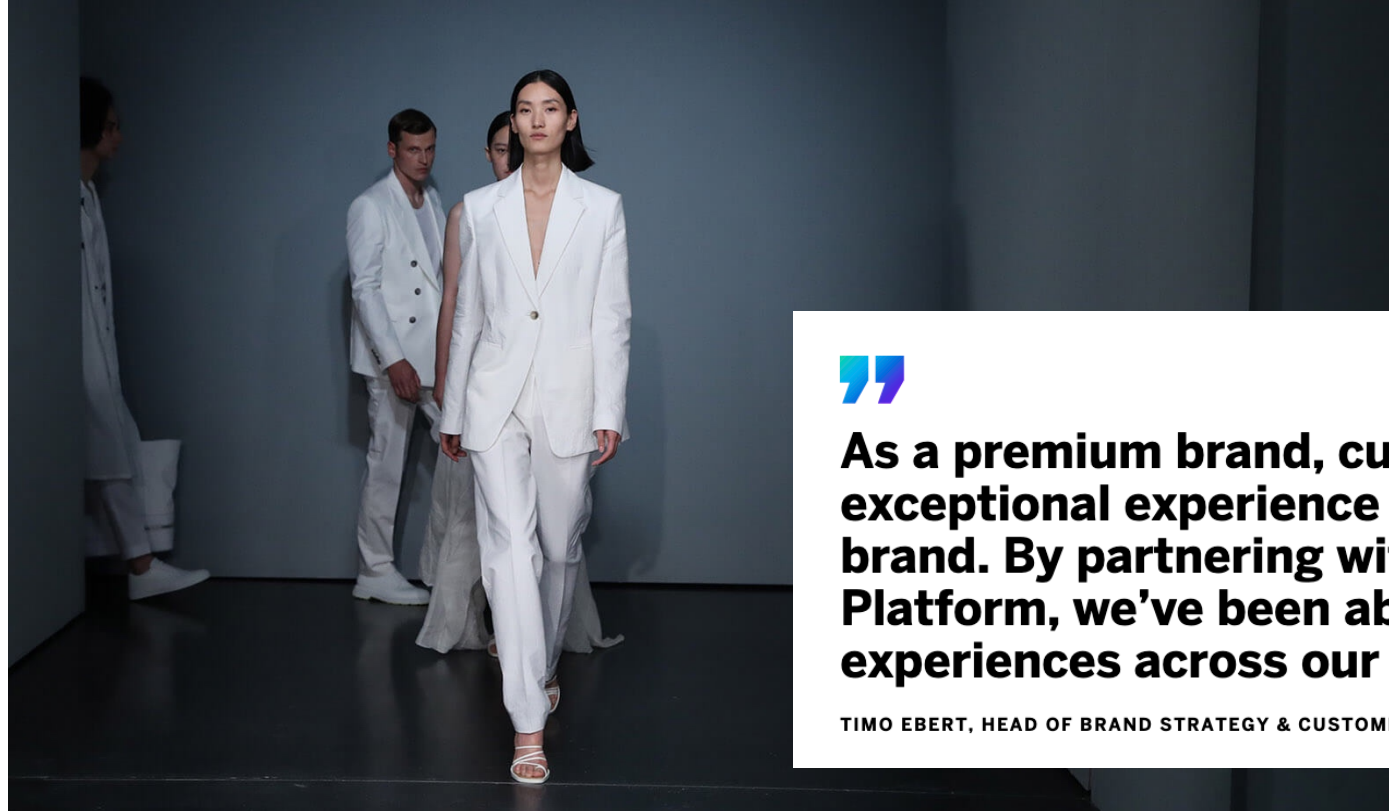
BOSS
HUGO BOSS



infront

Integrations to
SAP Marketing Cloud, SAP BW,
SAP Analytics Cloud, SAP intelligent RPA

Qualtrics @ HUGO BOSS



As a premium brand, customers expect us to deliver an exceptional experience every time they interact with our brand. By partnering with Qualtrics and using the XM Platform, we've been able to deliver breakthrough experiences across our in-store and online channels.

TIMO EBERT, HEAD OF BRAND STRATEGY & CUSTOMER EXPERIENCE AT HUGO BOSS

<https://www.qualtrics.com/uk/customers/hugo-boss/>

A group of four people in an office setting are celebrating. An older man with a white beard and a younger man with glasses are both shouting with their fists clenched in excitement. A woman on the left is smiling and holding her glasses. A man in a plaid shirt on the right is also smiling and looking towards the others. They are in a modern office with a brick wall and large windows in the background. A large, semi-transparent white circle is overlaid on the left side of the image, containing the text 'Q&A'.

Q&A

About KPS –

Local presence & global reach

Founded	2000
Headquarters	Munich
Offices	15 (Europe and US)
Revenue	€181M
Consultants	1.100+



55%

Growth in the
last 4 years



End2End

Resources
Projects
Services



200+

Successful digital
Transformations



#1

Trade & Consumer
Goods Industry



Agile

Value adding
methodology



Security

Fixed price
components

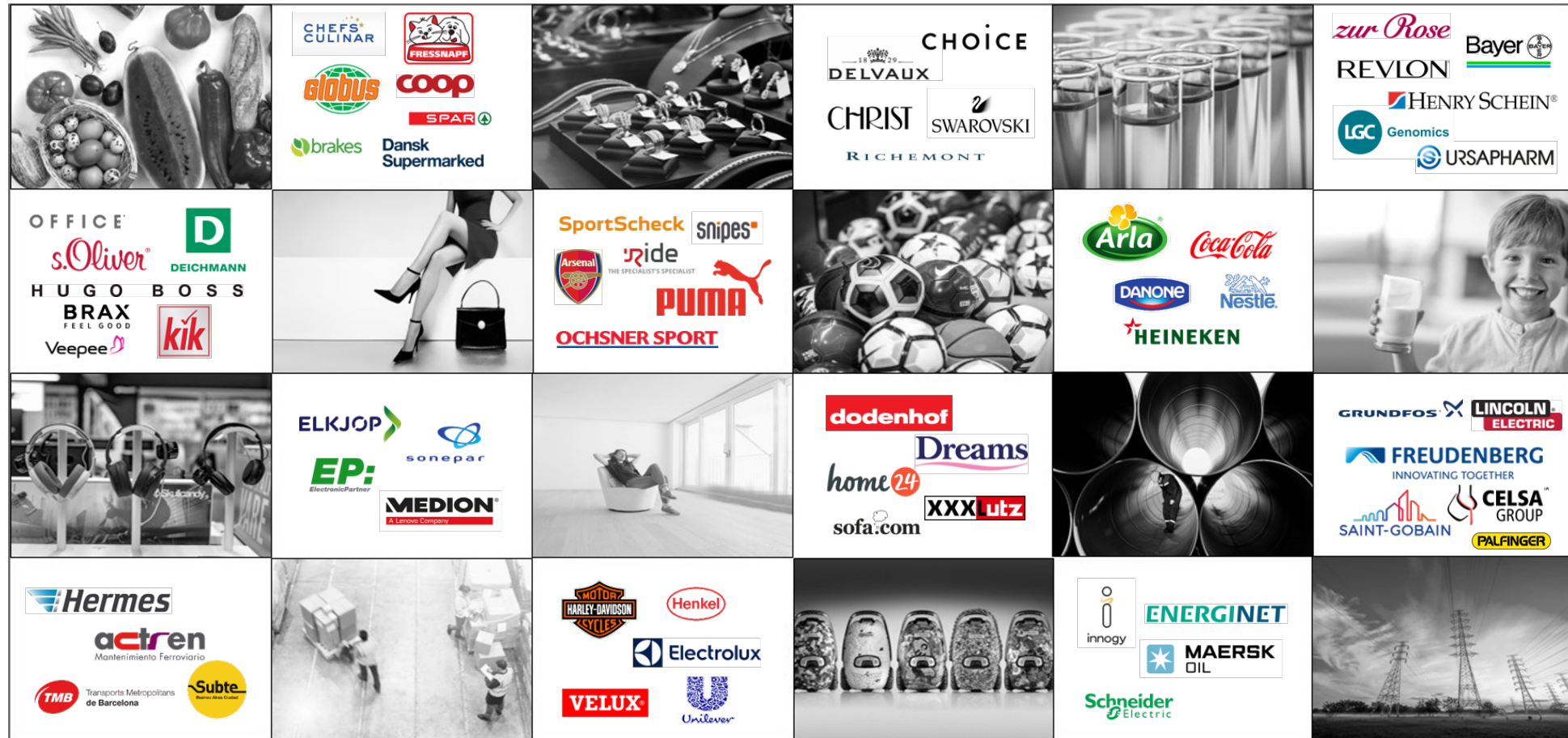
KPS References

We are where digital customer interaction takes place.

	GROCERY		LUXURY GOODS		PROCESS INDUSTRY
FASHION		SPORTING GOODS		FOOD & BEVERAGE	
	ELECTRONICS		FURNITURE		INDUSTRY
LOGISTICS & TRANSPORTATION		CONSUMER PRODUCTS		ENERGY & UTILITY	

KPS References

We are where digital customer interaction takes place.



Let's get in touch and have a
personalized demo!



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Principal

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