SAP Customer Experience

Join the Customer Experience Revolution
SAP Customer Experience
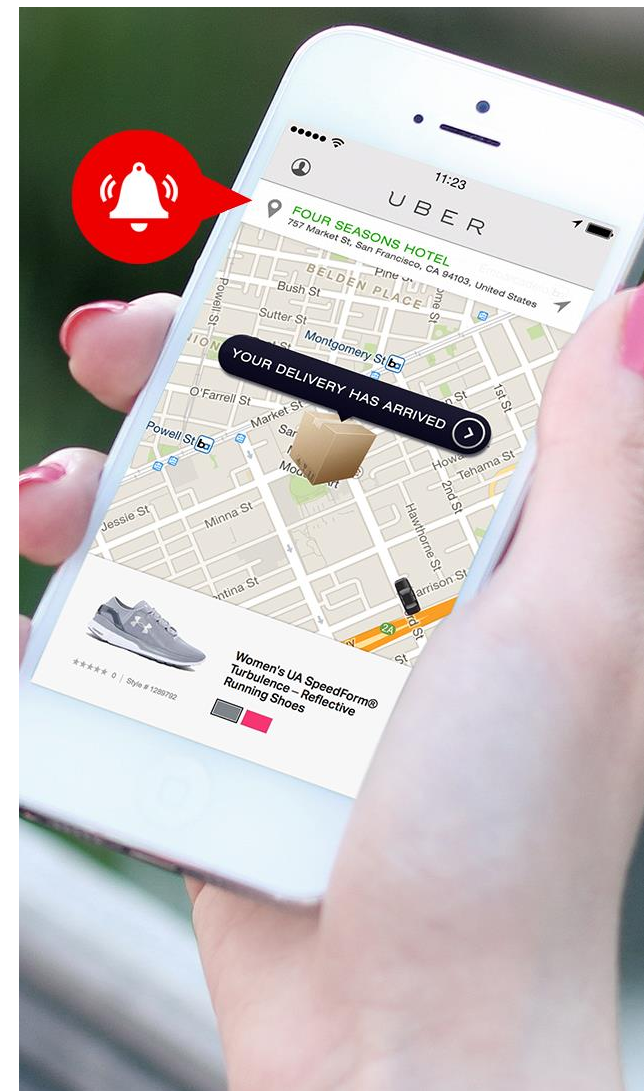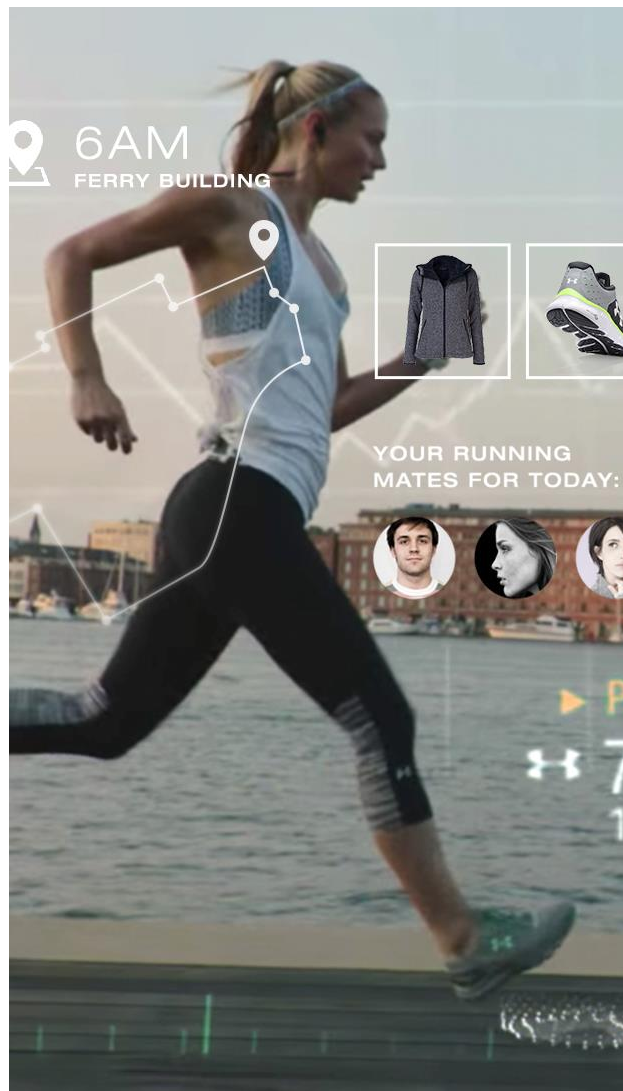
Ali Watson, SAP
Agosto, 2020

THE BEST RUN **SAP**

Commodities · Goods · Services · Experiences

Source: B. Joseph Pine II and James H. Gilmore, The Experience Economy: Work is Theatre & Every Business a Stage. (Boston: Harvard Business School Press. 1999). p.166.

GOOD
MORNING

QUALITY OF SLEEP
DAILY SLEEP
RESTING HEART RATE
52 bpm

6AM
FERRY BUILDING

YOUR RUNNING
MATES FOR TODAY:

SPEEDFORM
APOLLO

Bought in 2013
Size 7,5
Degree of wear: 89%

PRODUCT RECOMMENDATIONS

FOUR SEASONS HOTEL
757 Market St, San Francisco, CA 94103, United States

UBER

YOUR DELIVERY HAS ARRIVED

Women's UA SpeedForm®
Turbulence – Reflective
Running Shoes

EXPERIENCE ECONOMY
The New Battlefield

Entresuela

Azul marino medianoche

Royal juego
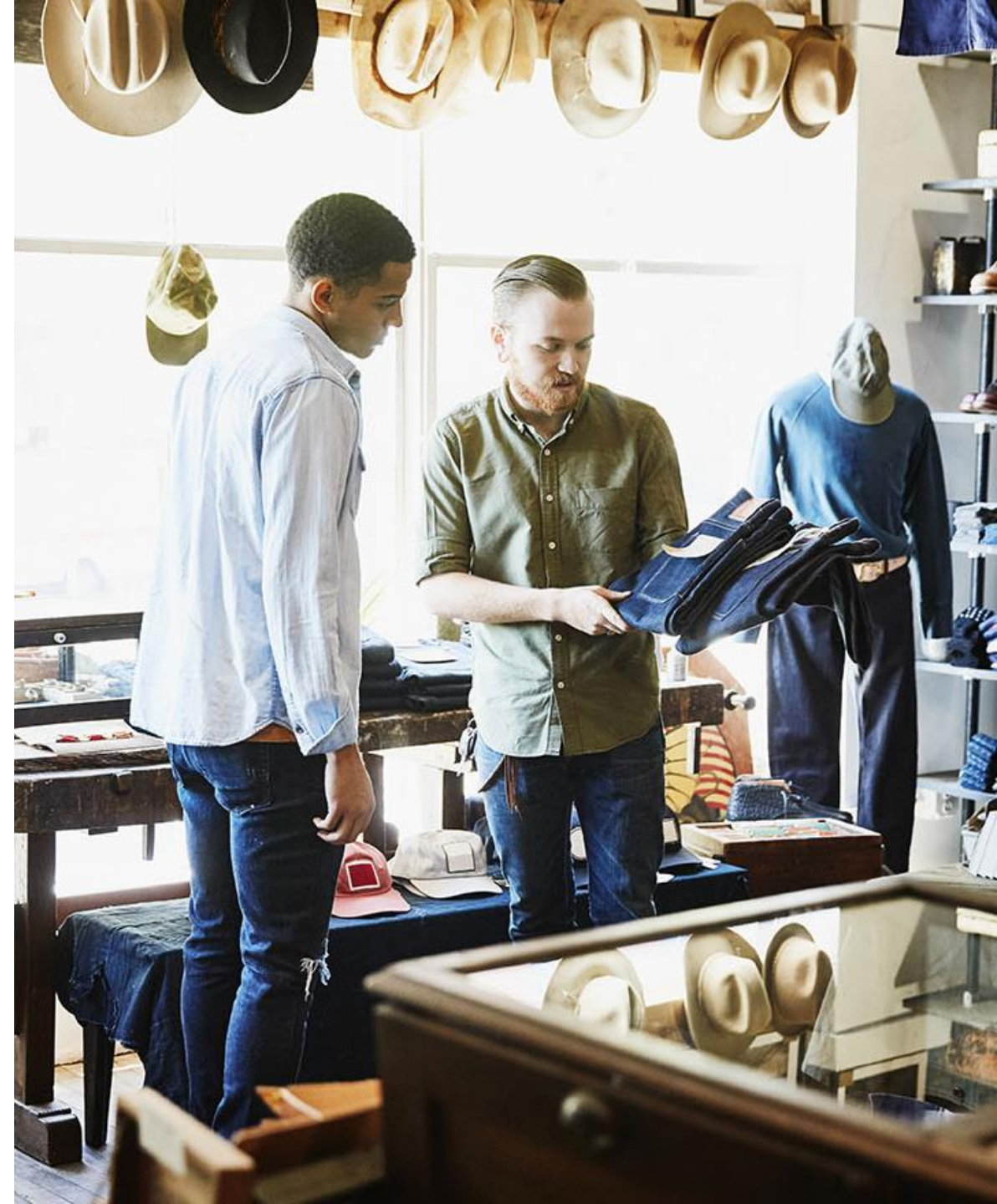
Rojo universitario

Med Brown Gum

Listo

Compartir

EXPERIENCIA

Customers who are highly engaged with a brand

▶ Make **90% more frequent purchases**

▶ And **spend 60% more** for each transaction

Rosetta Consulting via Marketing Land   https://marketingland.com/making-mistake-focusing-new-customers-223791

Increasing retention rates by 5%

Can increase profits by up to 95%

Rosetta Consulting via Marketing Land   https://marketingland.com/making-mistake-focusing-new-customers-223791

80%

CEOs BELIEVE THEY ARE DELIVERING A SUPERIOR EXPERIENCE

CUSTOMERS AGREE

80%

CEOs BELIEVE THEY ARE DELIVERING A SUPERIOR EXPERIENCE

THE EXPERIENCE GAP

8%

CUSTOMERS AGREE

Experience Gap

▶ **Broken Customer Experiences**

▶ **Siloed Systems**

▶ **Missing Experience Data**

In the experience economy, customers expect more

▶ **LISTEN**　　　▶ **UNDERSTAND**　　　▶ **ACT**

Connecting the X's and O's

Experience
Why things are happening

Operational
What's happening

The human factor: feedback, emotions, and sentiments.

Insights from your day-to-day operations, like sales, finance, win rates, time to close.

X-data helps to uncover what matters most to customers and employees.

O-data helps you run your business.

THE CUSTOMER JOURNEY
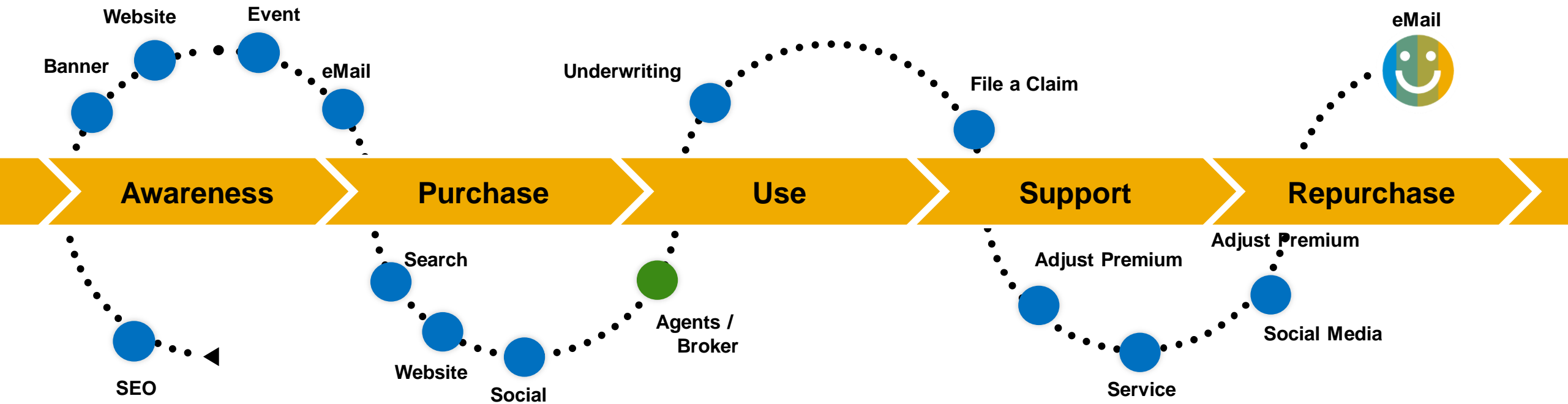
Banner
Website
Event
eMail
SEO

Search
Website
Social
Agents / Broker

Underwriting

File a Claim
Adjust Premium
Service

eMail
Adjust Premium
Social Media

Awareness   **Purchase**   **Use**   **Support**   **Repurchase**

SAP C/4HANA

**The modular
Customer Experience Suite**

Listen – Understand – Act

Marketing Cloud

Service Cloud

O DATA

X DATA

Commerce Cloud

Sales Cloud

Customer Data Cloud

O DATA

O DATA

O DATA

X DATA

X DATA

X DATA

qualtrics XM
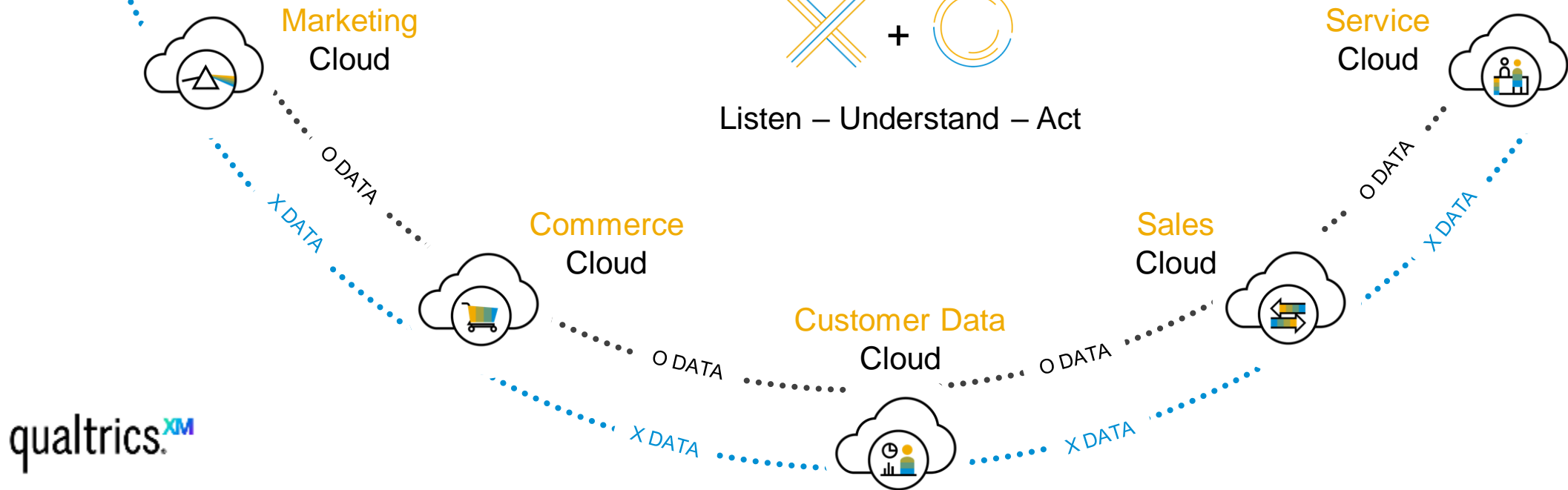
Best-of-Suite: **Bringing the Suite to the next level with 5 key differentiators**
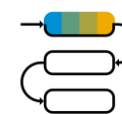
Experience Management

Intelligent End-to-End Industry Processes

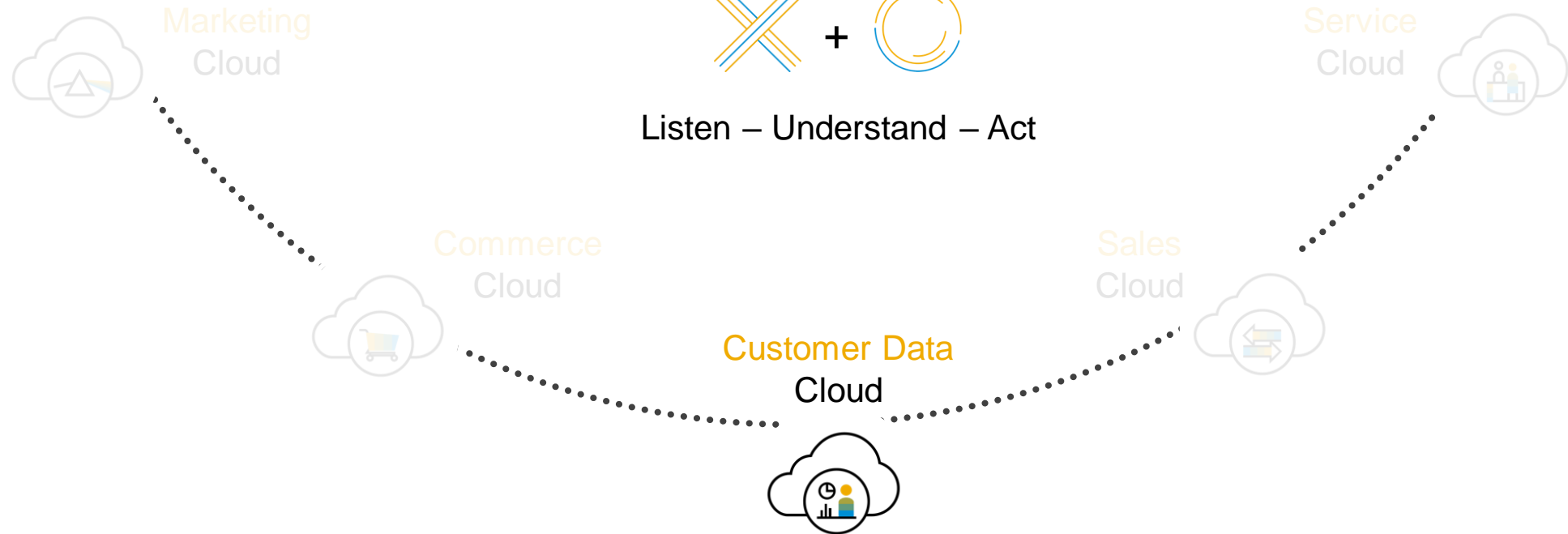Open and Agile Innovation Platform

Core Re-Use Services

Training and Collaboration
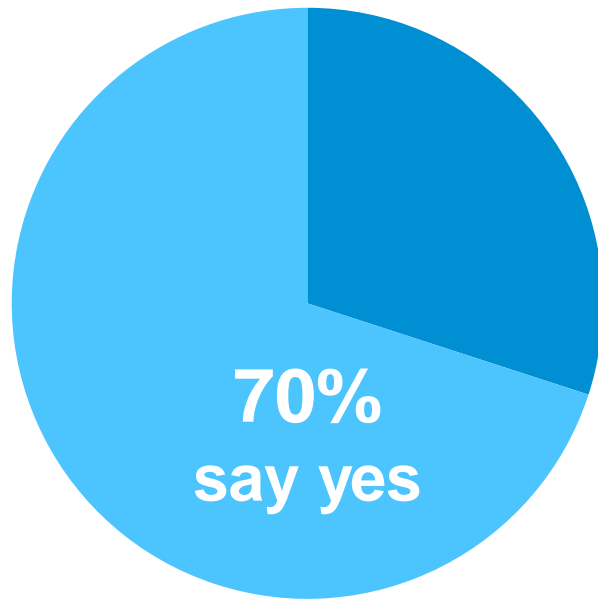
SAP C/4HANA

**The modular
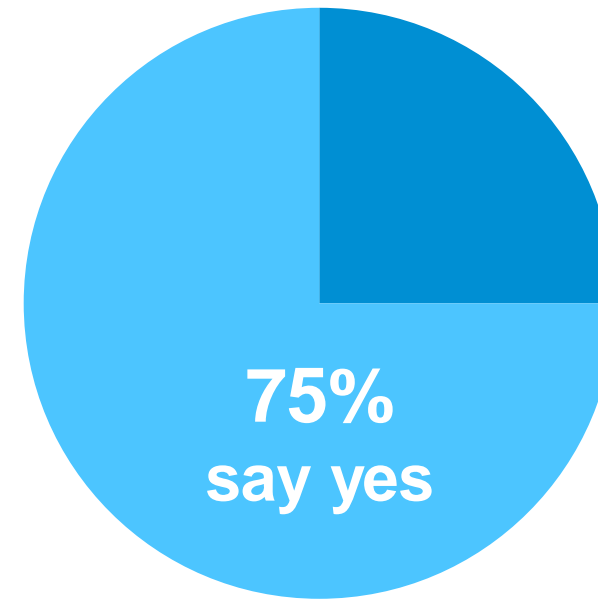Customer Experience Suite**

Listen – Understand – Act

Marketing
Cloud

Service
Cloud

Commerce
Cloud

Sales
Cloud

Customer Data
Cloud

Worldpackers privacy@worldpackers.com a través de mail108.suw91.mcdlv.net
para mí

inglés > español ▾ Traducir mensaje

Worldpackers

Updating our Privacy P

We've updated our privacy policy to make ou

Firebase Terms & Assigning a DPO for your pro

Firebase <firebase-no-reply@google.com>
para mí

inglés ▾ > español ▾ Traducir mensaje

Hi Gustav

The EU Gener
25th, 2018. W
Service, and w
Officer (DPO)

We also wante
data sharing s
once for all ap
control in the

More informat
Security page,

Happy coding
Firebase Tean

¿No puedes ver este email? Haz click **aquí** para ver

Lo sentimos, pero sí,

beWanted <info@bewanted.com> A
para mí

beWanted

Lo sentimos, pero sí, otro em

Lo sentimos, pero tenemos que molestarte con otro email de la nu
todas las webs, apps y empresas del sector tecnológico **tenemos**

Update to our Privacy Policy ⟶ Recibidos ×

Codecademy <info@codecademy.com> Anular suscripción
para mí

sáb., 2 de jun. de 2018 03:04

inglés ▾ > español ▾ Traducir mensaje

Desactivar para: inglés ×

If you can't see this email - View it in your browser.

code|cademy

Back to Coding

Privacy Policy Update

Effective May 25, 2018

AngelList

GDPR is a data protection law that governs how websites store and retain the personal data of EU citizens. In what can best be described as this decade's Y2K moment, it went into effect on Friday.

Hi Gustavo,

Thank you for being part of the Wizeline community and following our company and product news. We sincerely value our relationship and your privacy.

By now, you may have heard about the EU General Data Protection Regulation (GDPR) coming into effect on May 25, 2018.

To protect your privacy and comply with these new regulations, we need your permission to continue sending you Wizeline-related communications. **If you do not opt-in before May 25, you will be unsubscribed from our mailing list.**

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email ⟶ Recibidos ×

@kickresume.com>

jue., 24 de may. de 2018 14:57

Traducir mensaje

Desactivar para: inglés ×

ivacy Policy ⟶ Recibidos ×

mar., 15 de may. de 2018 19:12

Desactivar para: inglés ×

de may. de 2018 17:42

Desactivar para: inglés ×

ny

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and instructors on Udemy.
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ghts as a user, we've just
ghts.

dits policy - Since factors like

jue., 24 de may. de 2018 07:33

Desactivar para: inglés ×

Peg

Hi Gustavo,

So I'm guessing you've probably heard about this thing called GDPR by now? Well, we've made some updates to Peg's Privacy Policy to prepare for the EU's General Data Protection Regulation that kicks in on May 25, 2018.

You can review the updated Privacy Policy here (which we fully encourage!), or if you're too excited to read through the whole policy now, here's a quick summary.

Changes to our Privacy Policy include:

Consumers demand more transparency and control

Transparency

70%
say yes

If customers know how data is used

Control

75%
say yes

If customers have control over data

"Personalization Pulse Check: A Dive into the Key Findings for Creating Exceptional Personalized Experiences"
(Accenture Interactive, Part of Accenture Digital, 2016)

Personalization done wrong causes customers to lose trust with brands

OVER TWO-THIRDS OF CONSUMERS DON'T TRUST BRANDS WITH THEIR PERSONAL INFORMATION

Unconcerned ——— 11%

Neither ——— 20%

Concerned ——— 69%

"State of Consumer Privacy and Trust" (Gigya Inc, 2017)

Build profiles over time by delivering value in exchange for information

| Awareness | Consideration | Conversion | Retention | Advocacy |

ANONYMOUS → **KNOWN**

Customer Data Cloud - Turn anonymous visitors into known loyal customers
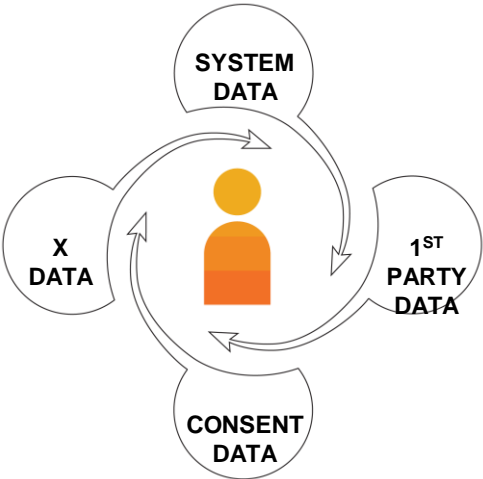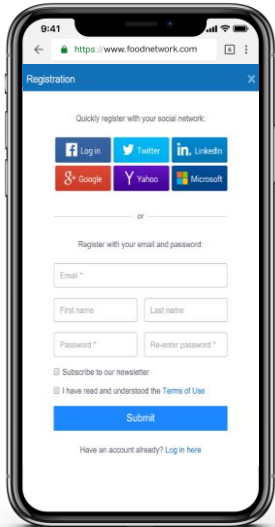
SAP Customer Identity

Registration-as-a-Service

Social Login

Progressive Profiling

SAP Customer Consent

Preference & Consent Mgmt.

Self-Service Preference Center

ToS and Opt-in Management

SAP Customer Profile

Profile Orchestration & Governance

Customer Insights

Customer Data Store

SAP C/4HANA

**The modular
Customer Experience Suite**

+

Listen – Understand – Act

Marketing
Cloud

Service
Cloud

Commerce
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Sales
Cloud

Customer Data
Cloud

Integrated Platform supporting the end-to-end Marketing process

Events & interactions
- Loyalty data
- Market data & events
- Sales & service data
- Financial data
- Industry data
- Social media, mobile, IoT

Merge, match & enrich

Contexts, interests & predictions, powered by machine learning
- Merge
- Score
- Behavior
- Nurture
- Discover

Personalized targeting & orchestration

Campaign execution in all channels
- Mobile & social channel
- Digital channel
- Personalized commerce
- Interaction center
- Lead, opportunity
- E-mail, sms

Capturing responses

Plan, measure & optimize

SAP C/4HANA

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

Personal
Quality, contextually relevant experiences unique to each customer.

Intelligent
Artificial Intelligence built-in to drive sales and profits.

Perfect Fit
Commerce that fits your business, perfectly. Agility built-in.

Set up and manage personalized content and components

Look & Feel

New Era Cap

" Our goal was to have a global B2B and global B2C platform and integration to our SAP system was important to us … SAP Commerce Cloud was a natural fit. **"**

Lorenz Gan,
CIO, New Era Cap Company, Inc

Key Results

- Support both **B2B and B2C** on a single platform
- **Great** customer experience
- **Better** performance and scalability
- Live **in 5 months**

View on hybris.com >

34

SAP C/4HANA

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Customer Data Cloud
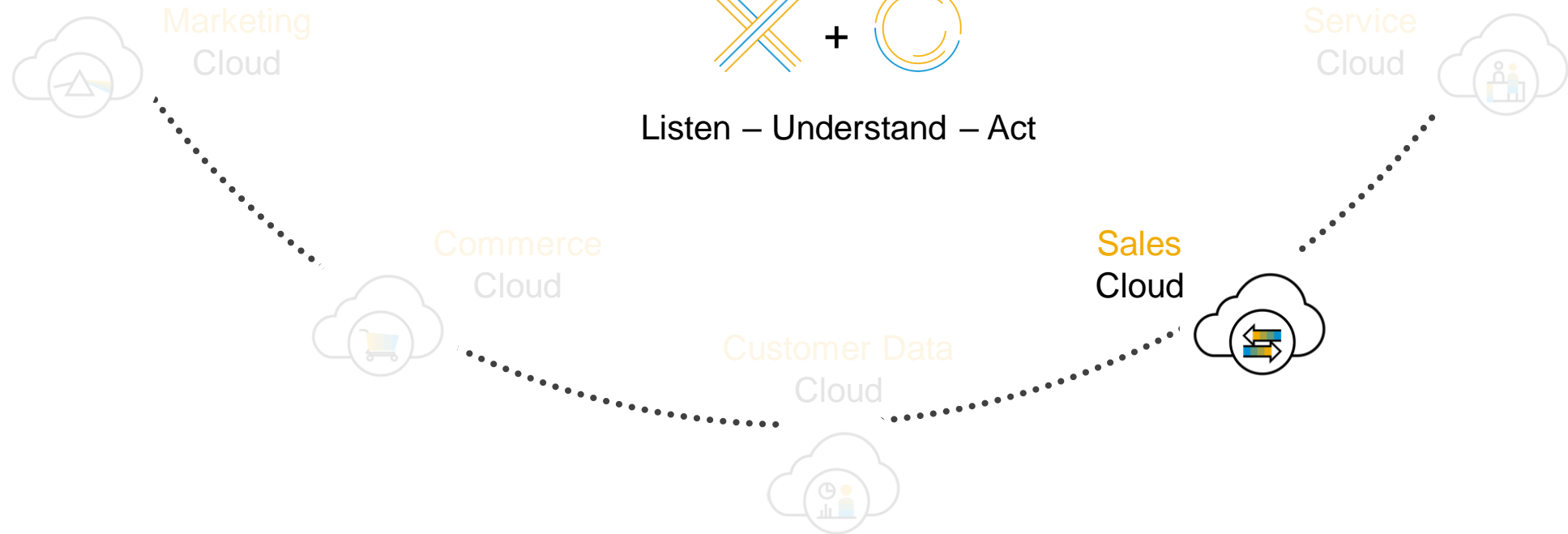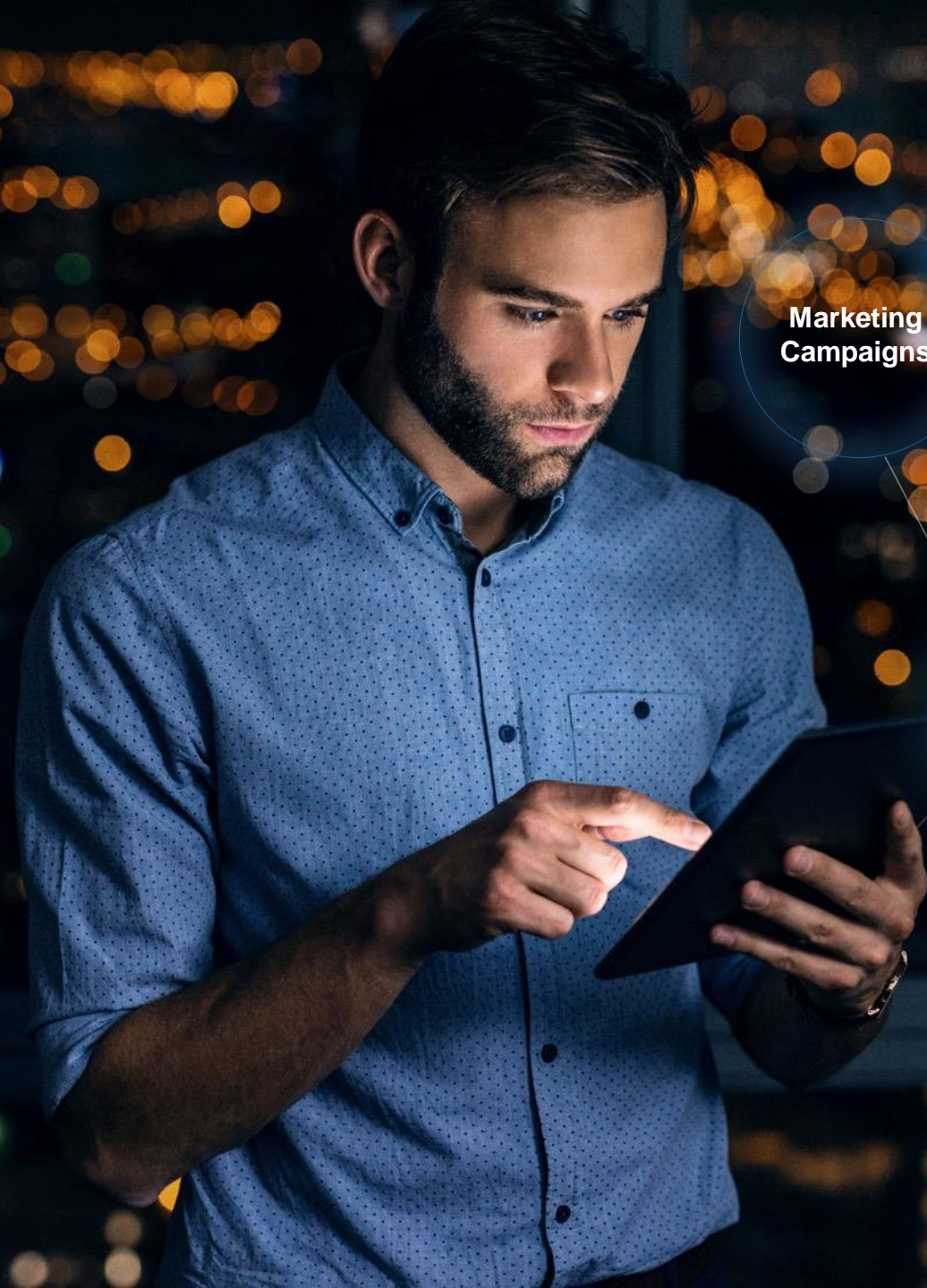
Marketing Campaigns

Email & Calendar

Sales Content

Configure Price Quote

Commissions

Contract Lifecycle Management

Billing & Revenue Recognition
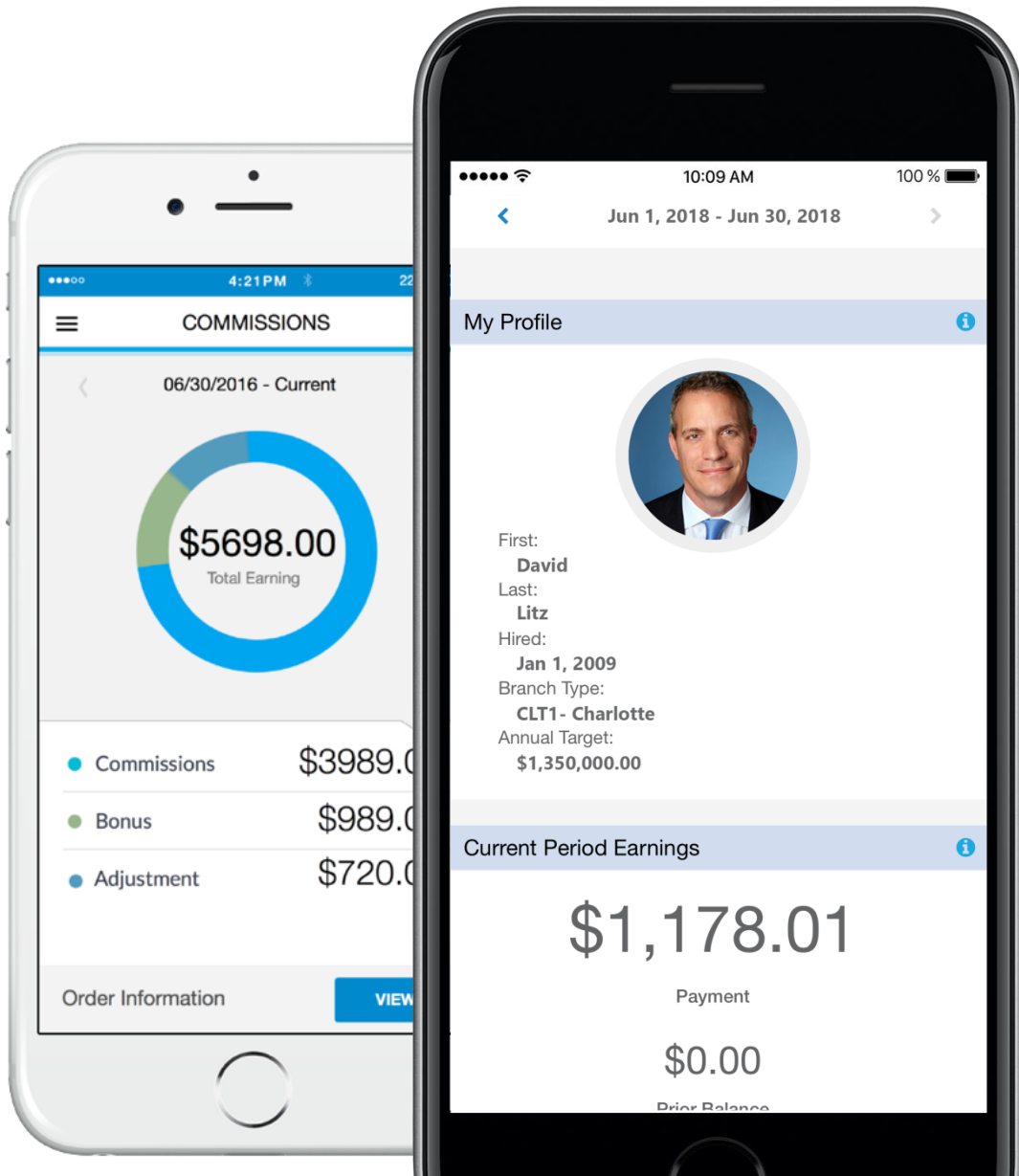
SAP Sales Cloud – Commissions Increase revenue with connected selling experiences

Increase productivity with role-based dashboards and leaderboards delivered across devices

Promote selling behaviors with SPIFFS, accelerators, bonuses, and pay on any schedule

Motivate sellers with balanced territories, commissions calculations, and transparent payments

Sales Success
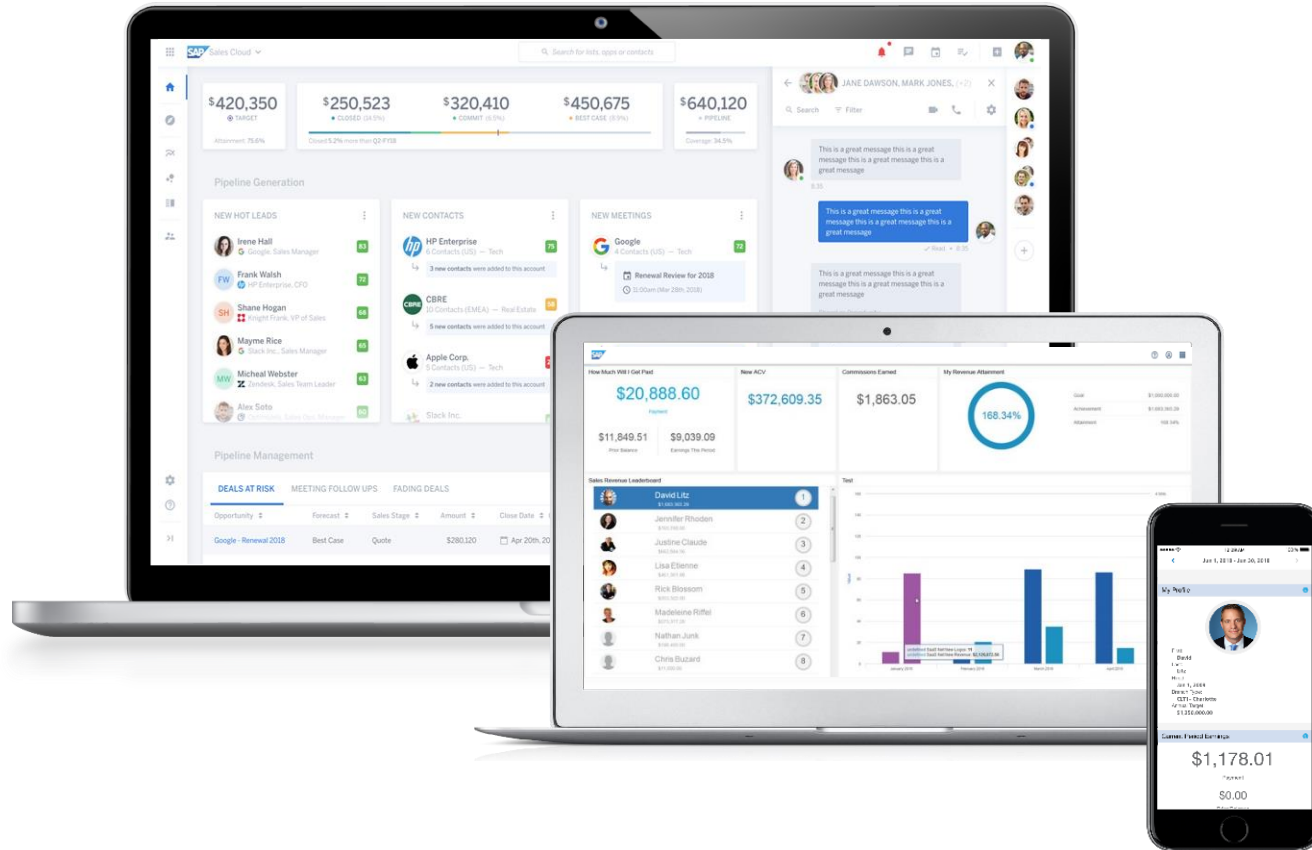
60%
Increase in Sales Productivity

119%
Growth in Pipeline

28%
Increase in Average Deal Size

35%
Increase in Revenue

SAP C/4HANA

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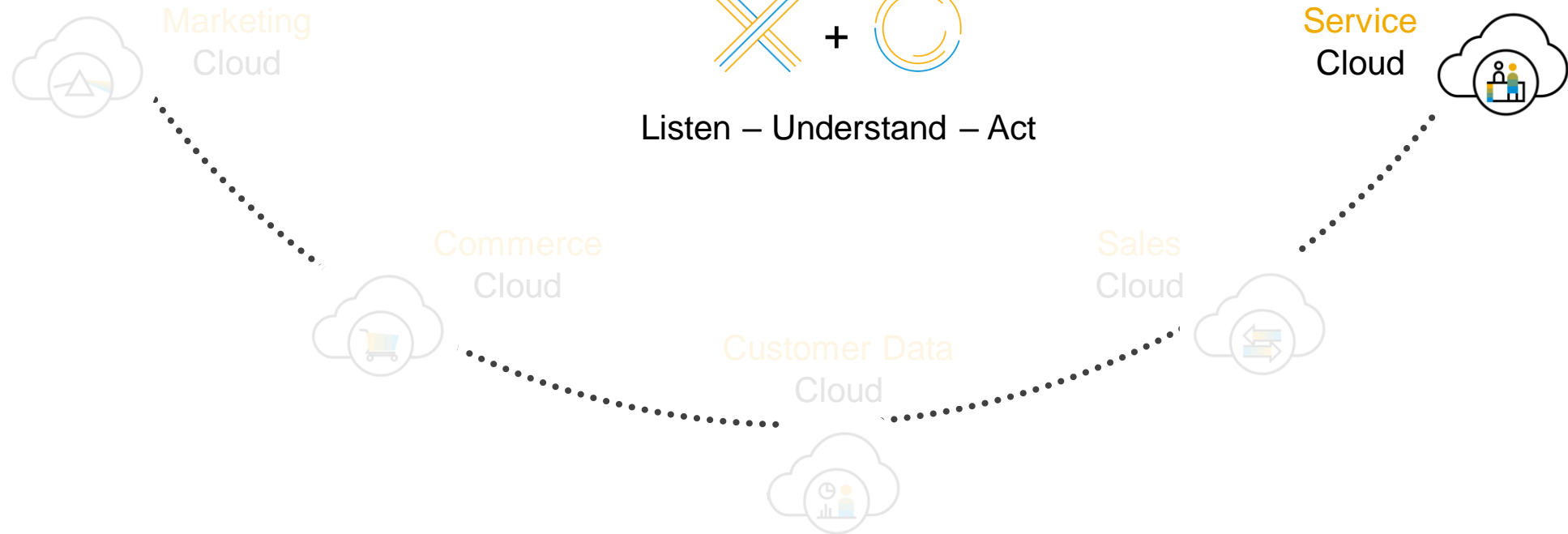
Service
Cloud

Service moments matter

78%

of consumers will permanently change the way they feel about a brand based on single interaction with a company's contact center

SAP Service Cloud: Create perfect service moments across all touchpoints

END-TO-END CUSTOMER SERVICE

SELF-SERVICE MOMENTS

CUSTOMER SERVICE MOMENTS

FIELD SERVICE MOMENTS

#1

IN CUSTOMER SATIFSCATION IN JD POWER'S RANKING

NET PROMOTER SCORE INCREASED BY

10 POINTS

$15M

ESTIMATED IMPACT THROUGH CHURN REDUCTION

"What we got with Qualtrics is one single source of the truth. Now it's super, super easy to democratize the data and get it out to everybody to create a great experience across the customer journey."

Kathy Schneider, SVP of Customer Operations at Dish

FC Bayern Munchen scored some goals in their Customer Experience

Increased Revenue of **New Visitors by 80%**

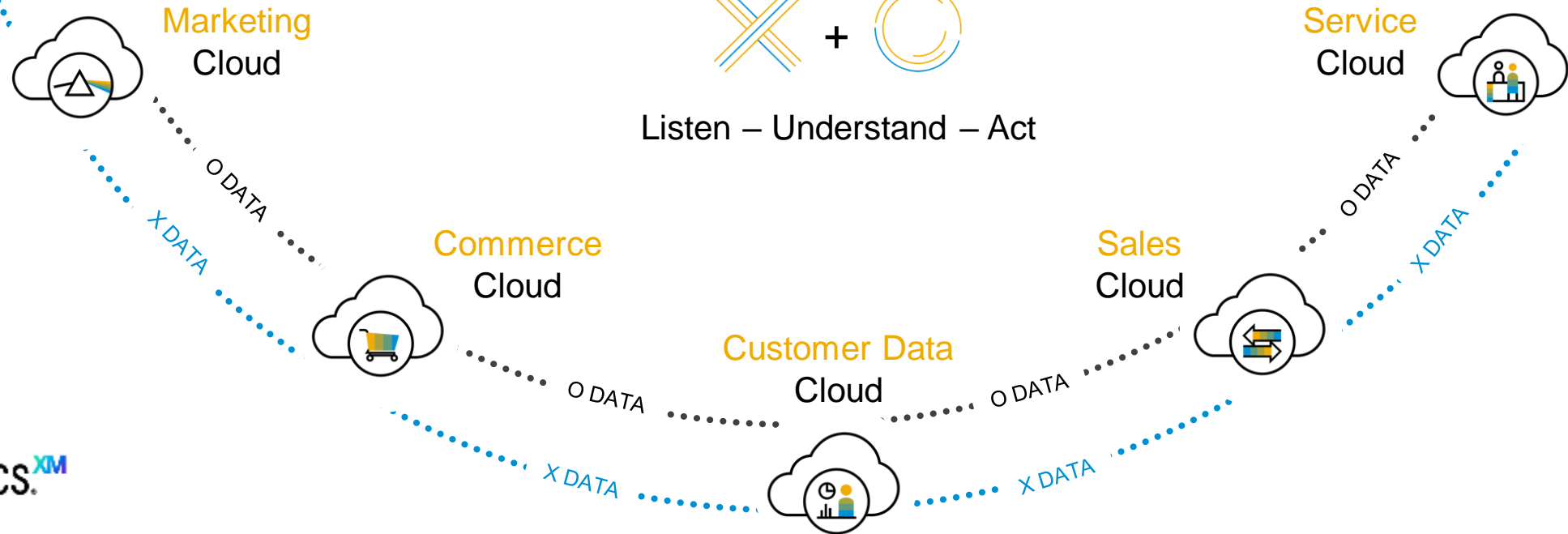**16%** increase in shopping cart value.

Established a **Golden Fan Record.**

Better targeting of fans with the right offer, at the right time, via the right device.
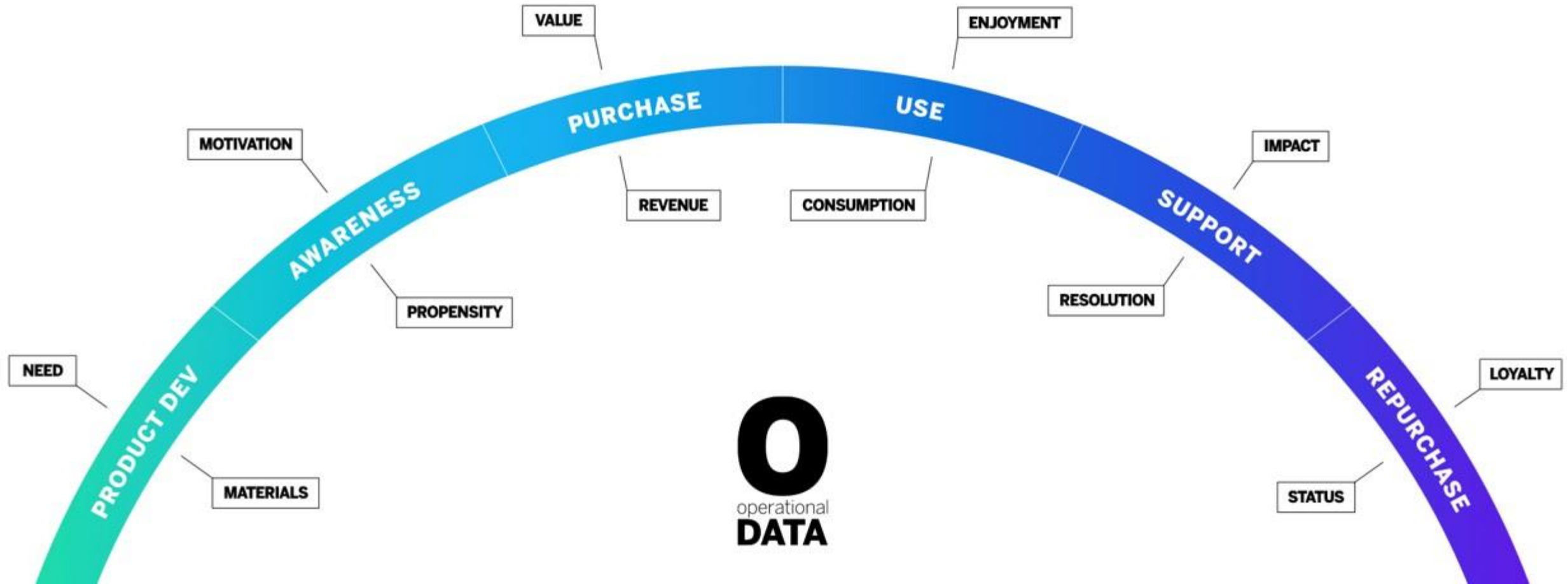
SAP C/4HANA

**The modular
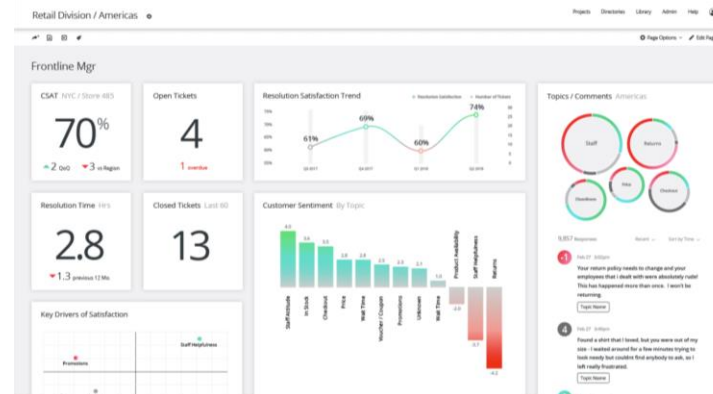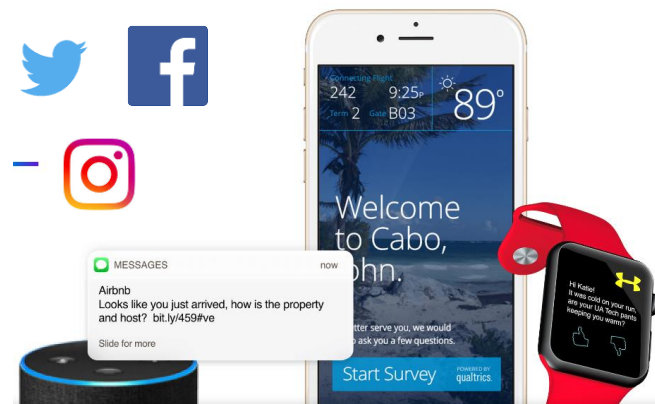Customer Experience Suite**

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O DATA

X DATA

O DATA

O DATA

O DATA

X DATA

X DATA

X DATA

qualtrics XM

qualtrics XM

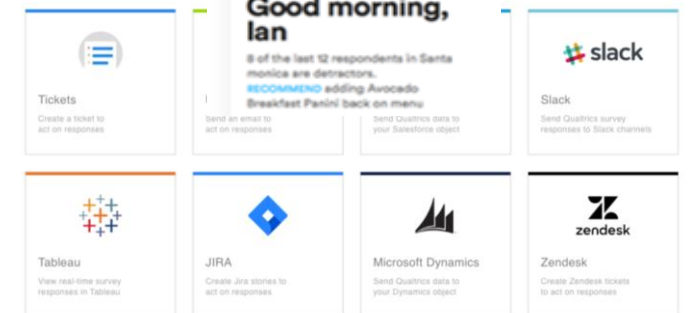## LISTEN
COLLECT MEANINGFUL EXPERIENCE DATA

UNDERSTAND
POWERFUL ANALYTICS

ACT
SYSTEMS OF ACTION

Thank you.