The X-Data and O-Data Architecture and Case Studies

iENT205

Speakers

Las Vegas
September 24–27, 2019

Vernon Hui

Eric Du

Barcelona
October 8-10, 2019
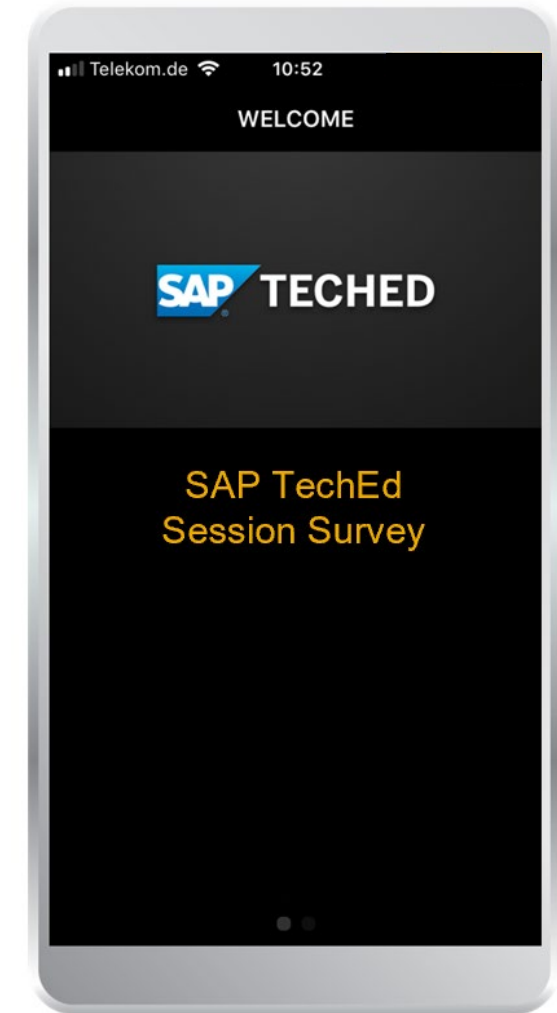
Vernon Hui

Bangalore
November 13-15, 2019

TBD

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Agenda

The experience gap and XM

XM integration use cases
- Customer Experience
- Employee Experience
- Product Experience

Cross analytics integration with SAP Analytics Cloud

XM integration patterns

XM integration architecture

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XM integration patterns

XM integration architecture

qualtrics^{XM}

WE TRANSFORM

customers into fans
products into obsessions
employees into ambassadors
brands into icons

The Experience Gap

80%

of CEOs believe
they are delivering a superior experience…

8%

of **customers** agree

In the last 15 years

52%

Of the Fortune 500 companies
have **disappeared**

By 2027

3/4

Of today's S&P 500 will
be **replaced**

*Innosight Exec Briefing

CONSUMER PRICE INDEX

1960-2010

EXPERIENCES

SERVICES

ALL OFFERINGS

COMMODITIES

GOODS

100

1984
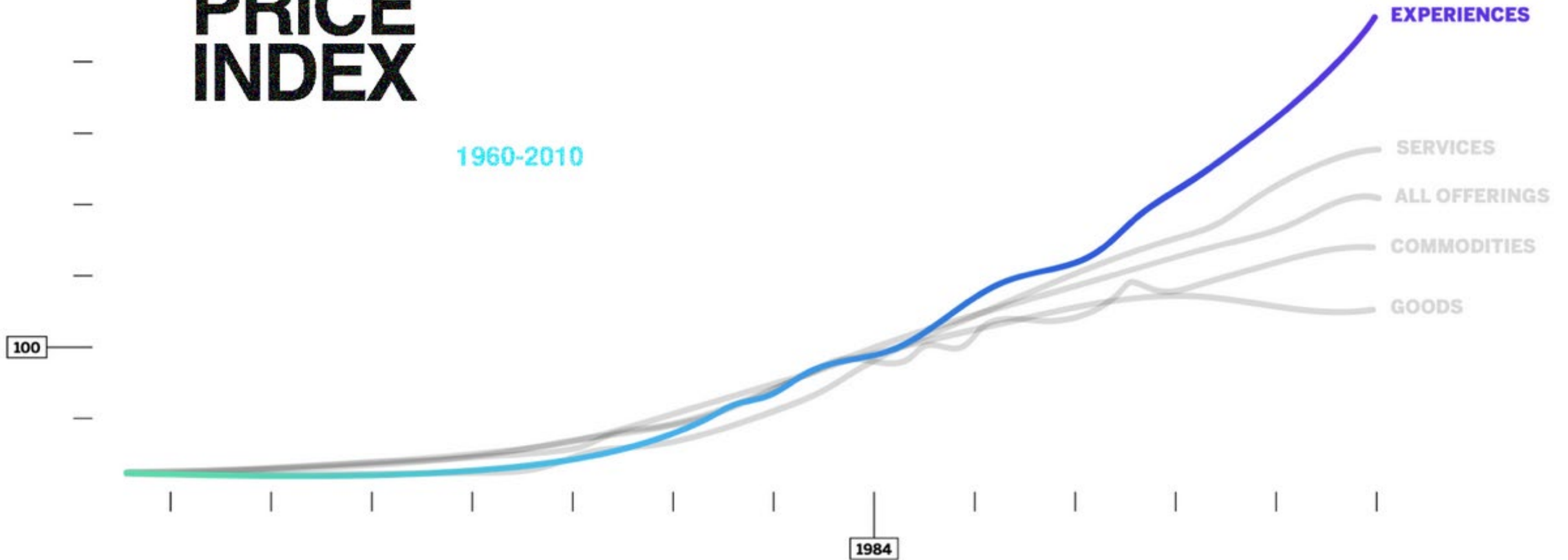
EXPERIENCE MANAGEMENT

qualtrics XM

1.8B experience touchpoints run on Qualtrics

X experience data

DATA MANAGEMENT

O operational data

77% of the world's transactions across 25 industries touch SAP systems

qualtrics

Qualtrics **CustomerXM**

Qualtrics **ProductXM**

Qualtrics **EmployeeXM**

Qualtrics **BrandXM**

ERP
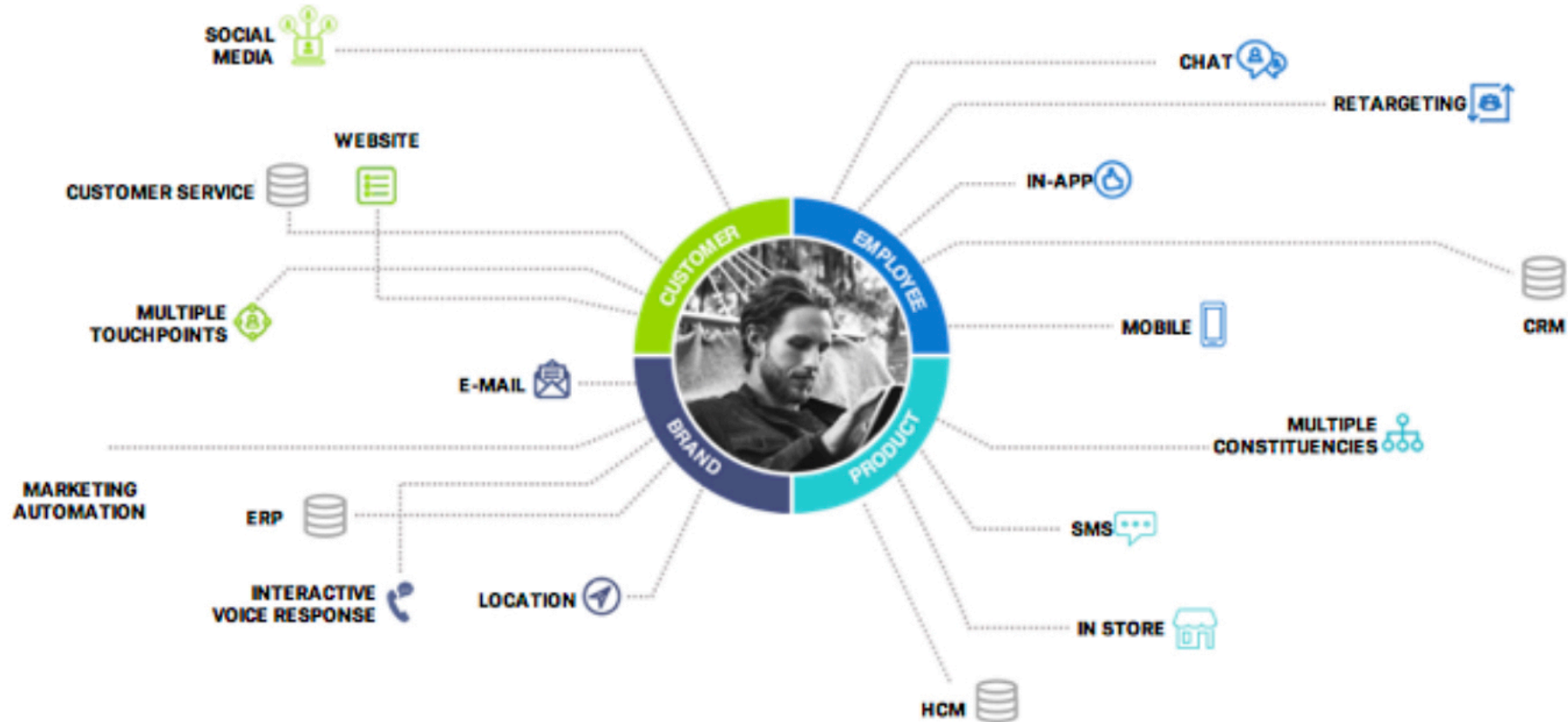
Supply Chain Management

CRM

Spend Management

SAP

Fusing X and O to power and transform the Experience Economy
- Partners play a **VITAL** role in bringing this vision to the market.

the challenge with **GETTING THE RIGHT FEEDBACK**

1 - NOT PERSONALIZED

2 - NOT CENTRALIZED

SOCIAL MEDIA

CHAT

RETARGETING

WEBSITE

IN-APP

CUSTOMER SERVICE

MULTIPLE TOUCHPOINTS

CRM

MOBILE

E-MAIL

MARKETING AUTOMATION

MULTIPLE CONSTITUENCIES

ERP

SMS

INTERACTIVE VOICE RESPONSE

LOCATION

IN STORE

HCM

CUSTOMER

EMPLOYEE

BRAND

PRODUCT

3 - NOT HOLISTIC

4 - NOT ACTIONABLE

The most **open** ecosystem will win XM
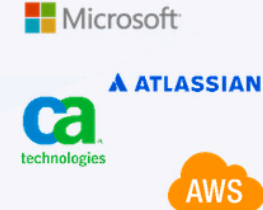
Team Overview

- Engineering Services (ES) - Service Delivery team that helps clients with custom engineering builds and solve unique business cases.

- Developer Platform & Ecosystems Engineering (DPEE) - Open Platform and APIs to meet every developers needs

Mission

We enable a world-class partner Ecosystem that brings Experience Management innovation to our shared customers.

QDP Core Tech Tenets

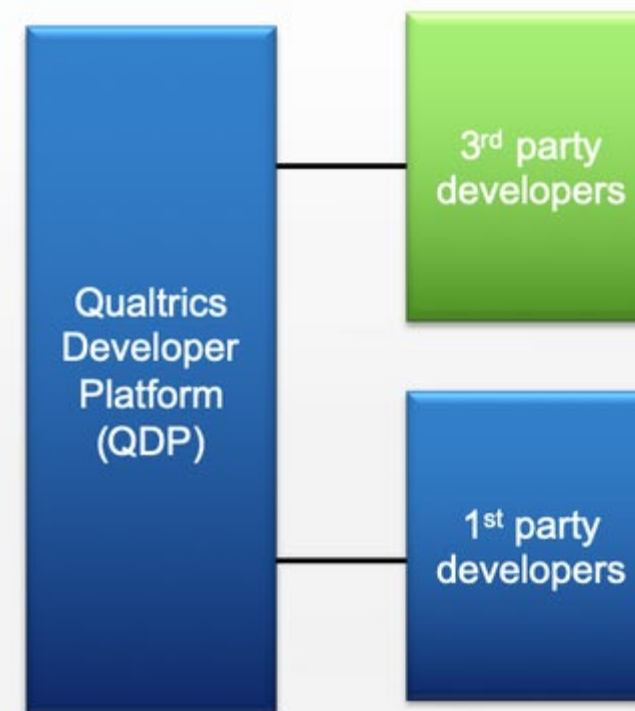|	
Target All Developers	• Power Users, System Integrators, Partner Developers, IT Developers, Independent Software Vendors and more.
API First	• Enable Developers to build and extend the Qualtrics platform. We build our products on top of our APIs leveraging our platform and accelerating developer time to value.
Open Means Open	• "Meet the Client where they are."
Empower Partners and Enable the Ecosystem	• We win when our partners and customers win. Engrain the ecosystem value throughout the client life cycle.

What is the Qualtrics Developer Platform?

XM BUILD
-Power Users, System Integrators

Out-of-the-box configuration to deploy standard XM Platform offerings to meet customer needs

XM CREATE
-IT Developers, Partner Developers

APIs to create Experience Management Applications, allowing you to address unique customer requirements

XM EXTEND
-Independent Software Vendors

SDKs to extend the capabilities of the XM Platform through integration plugins and reusable components

XM BUILD

XM CREATE

XM EXTEND

The XM connecting the X's and O's
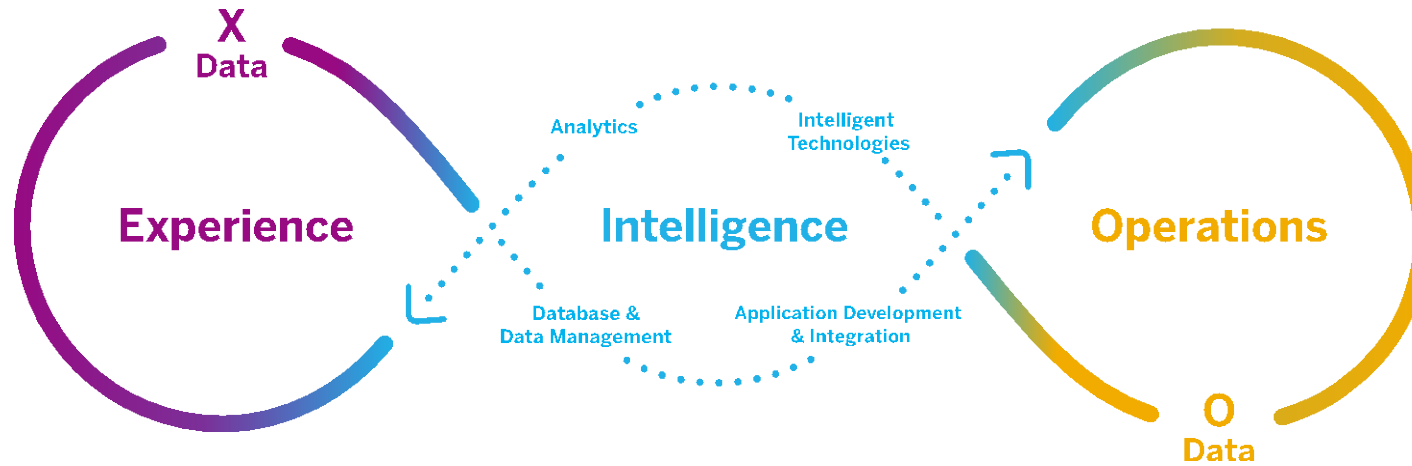
Why things are happening

The human factor: beliefs, emotions, and sentiments.

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

What's happening

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

O-data helps you run your business and take action.

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Cross analytics integration with
SAP Analytics Cloud

XM integration patterns and architecture

SAP Customer Data Cloud & Qualtrics XM Directory

- Out-of-box connection between Qualtrics XM Directory and SAP Customer Data Cloud

- Maintain customer master data in one place and always in sync

- Bring in customer profile data to run XM programs(CX, EX, PX, BX) and target specific users in Qualtrics XM to get feedbacks on important digital journeys

- Engage and collect customer data and feedbacks with consents

- V2: publish XM-data back to SAP Customer Data to supercharge marketing, sales, commerce and service use cases

1.7B+ identities
2.1B+ consent records

SAP C/4HANA

| SAP Marketing Cloud | SAP Commerce Cloud | SAP Customer Data Cloud (Gigya) | SAP Sales Cloud | SAP Service Cloud |

V1. ETL Process

V2. Webhooks / Real-time

Qualtrics XM Directory

1.8B+ profiles
643M+ touchpoints
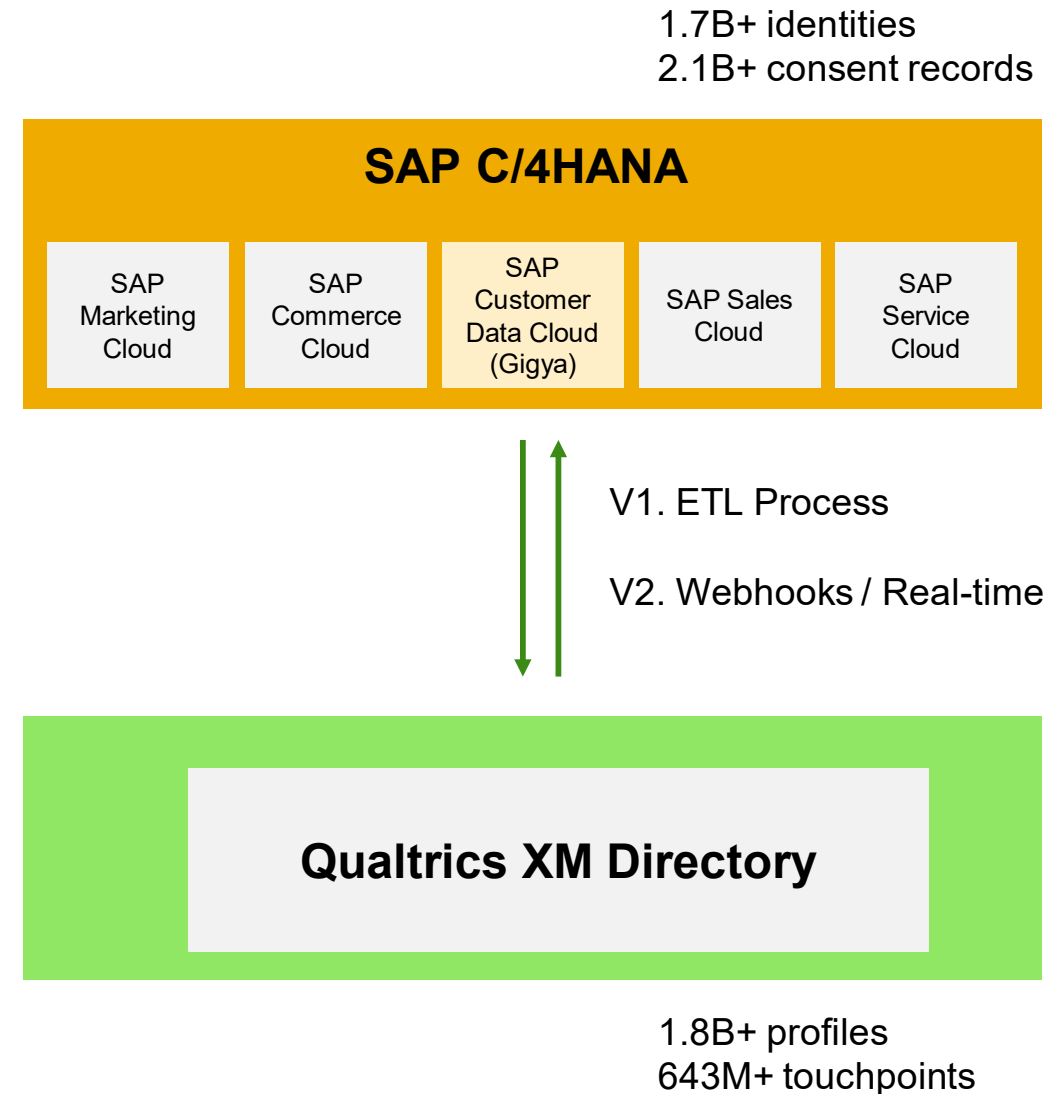
Qualtrics CX and C/4HANA integrations via Cloud Platform Extension Factory

SAP C/4HANA

SAP Commence Cloud

- Order created events
- Omni commerce cloud (OCC) APIs
- Execute campaign & discount

SAP Service Cloud

- Create service tickets

SAP Litmos

- Update training courses

SAP Cloud Platform Extension Factory

Lambda Functions

- Initialize a survey based on order details
- Trigger campaign creation
- Trigger service ticket creation
- Trigger content update and course assignment

qualtrics XM

Qualtrics APIs & Developer Platform

- Create transaction batch
- Create mailing list
- Create transaction & contact
- Create distribution & link
- Collect XM responses
- Workflow through action platform

Demo

Shopping experience improved with
SAP Commerce Cloud and Qualtrics CX

Customer Experience Use Cases

Deal score, Cross-sell/upsell analysis
Sales Automation Web to Lead

- **Qualtrics CX Sales**
- **SAP Sales Cloud**

Best in class personalized e-commerce experience
Consistent high quality product records

- **Qualtrics CX Commerce**
- **SAP Commerce Cloud**

Order

Quote

Contract

Opportunity

Lead

Fulfillment

Unidentified to Identified Contact

Personalized in-the-moment marketing

- **Qualtrics CX Marketing**
- **SAP Marketing Cloud**

Post support feedback & closed Loop
Field service feedback

- **Qualtrics CX Customer Service**
- **SAP Service Cloud**

Invoicing

Engage and collect customer data and feedback with consent

- **Qualtrics XM Directory**
- **SAP Customer Data Cloud**

Business process extensions through Cloud Platform Integration and Extension Factory

Root cause analysis using X+O data and integration with SAP Analytics Cloud

*(simplified view, not all 10 shown)

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Employee Experience matters
Why you can't afford to ignore employee engagement?

- **$11 Billion** is lost annually due to employee turnover (Source: Bureau of National Affairs)

- **56%** of not engaged and **73%** of actively disengaged employees are looking for jobs or watching for opportunities (Source: Gallup)

- **47%** of people actively looking for new positions say company culture is the main reason (Source: Hays)

- **76%** of employees who do not feel valued are looking for other job opportunities (Source: Lifeworks)

- **90%** of executives said keeping new hires is an issue in their organizations (Source: Korn Ferry)

Experience Management for Employees

Challenges	Outcomes

- Disengaged workforce holds the organization back from achieving business goals

- Lack of visibility into operational and experience data limits effective decision making

- Insufficient performance and career progression feedback to employees from their managers

- Inability to create conversations with employees in relevant ways

- Improved employee engagement, experience, and increased employee productivity

- Reduced attrition, higher revenue and increased customer satisfaction

- Performance goals aligned to business objectives to drive results and increase profitability

- Retain valuable employees by providing continuous performance feedback

Recruiting candidate experience touchpoints

Module specific use cases

- Research
  - Digital intercept in Career Site Builder
    - Where in your process are you?
    - Are you finding what you need?
    - Intercept Metadata

- Apply
  - Digital intercept after application is complete
    - How did the application go?
    - Did you have the information needed?

- Interview
  - E-mail Survey at the completion of interview
    - Did you feel welcome?
    - How excited are you about opportunity?
    - Feedback on interviewers

- Decide
  - E-mail Survey at job offer acceptance
    - What influenced your decision
    - What else were you considering?
    - Did the process meet your expectations?

File | Tools | Data | Display | Collaboration

Overview | **Human Resources**

BestRun

YTD HR Expenses	YTD Recruiting Expenses	YTD Learning Expenses	Employee Survey
in Million USD, %	in Million USD, %	in Million USD, %	Company Overall
28.63 (+3%)	9.93 (+8%)	6.56 (-5%)	70

By Current Age

16 ———————————————— 50

Termination Rate

Executive	14.3%
Expert	11.3%
Manager	10.8%
Director	6.7%
Senior specialist	5.5%
Associate	4.0%
Specialist	2.8%

People Survey - Company Overall

65
80
82
80
30
77
72
58
77
73

People Survey by Manager

	Gordon Elliston	Russell Goddard	Armando Lopez	Geoff Hill	Debra Petersen	Nobuko McClure
Career Progression	2	4	5	-4	0	7
Communication	7	2	4	-6	-4	5
Company Strategy	6	3	10	0	-3	8
Engagement	4	2	0	0	3	6
Feedback	-1	0	-2	-10	5	7
Quality of Service/Product	-1	3	-1	5	0	8
Recognition	0	8	0	2	0	-5
Resources	0	9	-7	4	0	3
Leadership	0	8	0	-1	3	3
Training & Development	8	3	3	4	3	5

What influences Flight Risk?

Influencers

[X] Career Progression - Meaningful manager conversation	30.03%
[O] Org Tenure	21.88%

Characteristics

Strongly Disagree [Career Progression - Meaningful manager conversation]	0.29
2-3 [Org Tenure]	0.26
Disagree [Career Progression - Meaningful manager conversation]	0.22
Strongly Disagree [Engagement - See myself working at company in two years]	0.20
Disagree [Engagement - See myself working at company in two years]	0.12
0-1 [Org Tenure]	0.10
6-7 [Org Tenure]	-0.05
4-5 [Org Tenure]	-0.09

Employee Experience Use Cases

Training Program Evaluation
- **Qualtrics Core XM & 360**
- **SuccessFactors Learning**

Action Planning and Goal Assignment
- **Qualtrics EX Engagement**
- **SuccessFactors Talent**

New Hire Engagement
- **Qualtrics EX Engagement**
- **SuccessFactors Onboarding**

Employee Lifecycle Changes and Updates
- **Qualtrics EX Employee Lifecycle**
- **SuccessFactors**

Performance

Learning

Compensation

Onboarding

Recruiting

Benefits

Candidate Experience
- **Qualtrics Core XM**
- **SuccessFactors Recruiting**

My Total Rewards
- **Qualtrics EX Benefit Optimizer**
- **SuccessFactors Compensation & Benefits**

Planning

Job Change or Exit

- **Employee Pulse Survey**
- **Deep Integration of Qualtrics 360**
- **X+O Insights in Analytics**
- **Conversational flows**
- **Employee Master Data Integration**
- **Integrated Administration**

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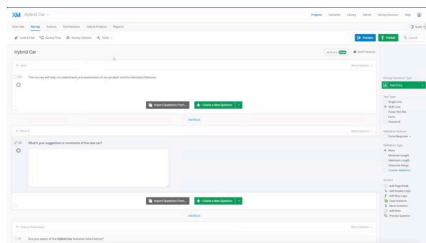
XM integration patterns and architecture

Product Experience Use Cases

SAP S/4HANA Cloud for Intelligent Product Design (IPD) with Qualtrics PX

By combing the insights from X-Data and O-Data, Product Managers can act to incorporate requirements into development lifecycle and improve product market fit:

- Feedbacks collections into requirement acquisition of SAP S/4HANA IPD through Qualtrics XM

- Consolidated and categorized feedbacks transfer to Enterprise Architecture Designer (EAD) requirement model

- Impact analysis for the consolidated feedback in IPD and subsequently add to the product Bill of Material (BOM)

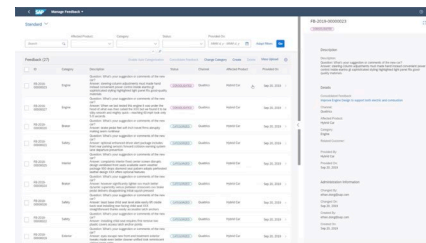**Qualtrics PX**

SAP IPD

SAP IPD

SAP IPD

Collect Customer
Feedback via Qualtrics
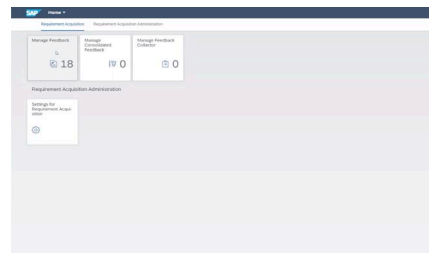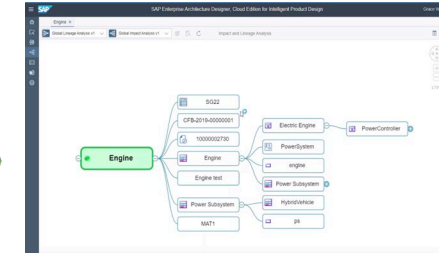
Import Feedback into
Intelligent Product Design

Consolidate Feedback into
Engineering Requirements

Manage products with model-
based systems engineering

Demo

SAP S/4HANA Cloud for Intelligent Product Design with Qualtrics PX

Requirements Acquisition with SAP Intelligent Product Design and Qualtrics PX
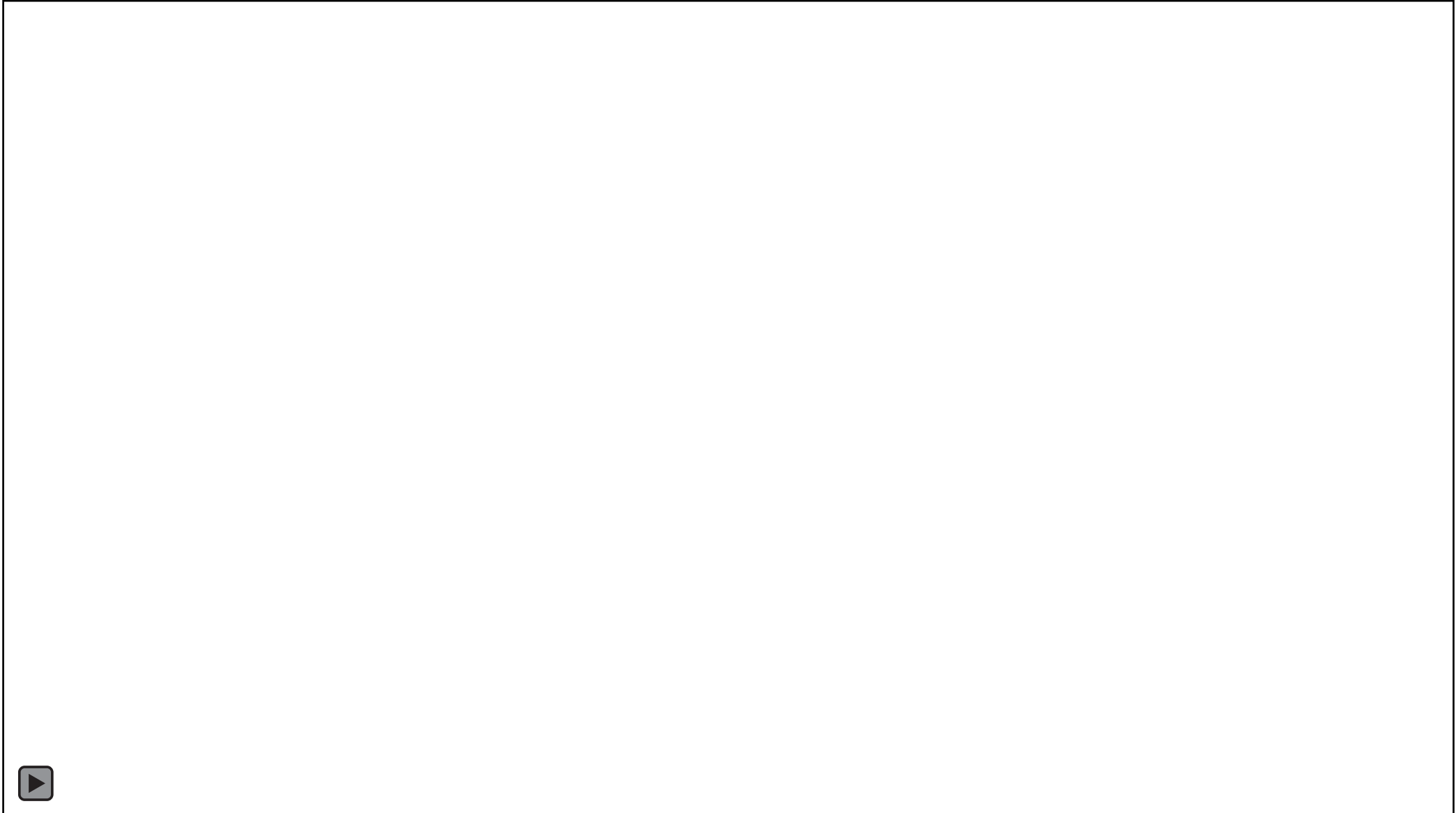
Design to Operate(D2O) Demo
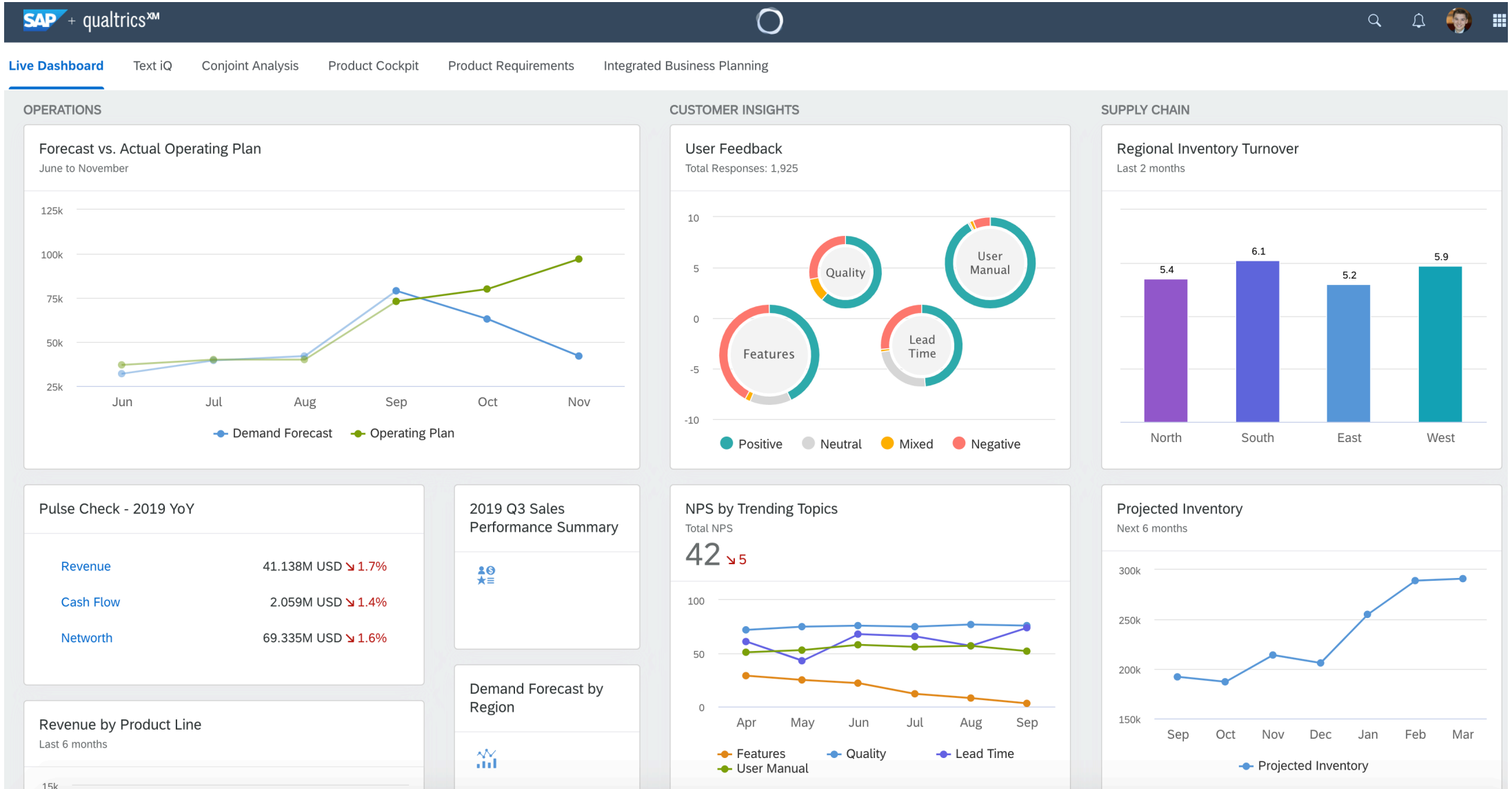
Recorded Demo & Click through Demo

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Qualtrics & SAP Analytics Cloud Integration

- [Account Based Marketing](#) – plan and refine marketing campaigns launched for specific target groups, analyse the impact of marketing spends on spotlight accounts

Account Based Marketing (ABM) Demo flow
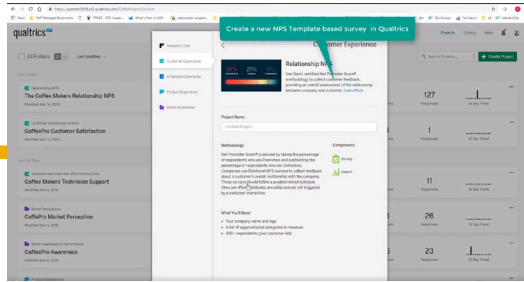
Qualtrics:
Create Net Promoter Score CXM program
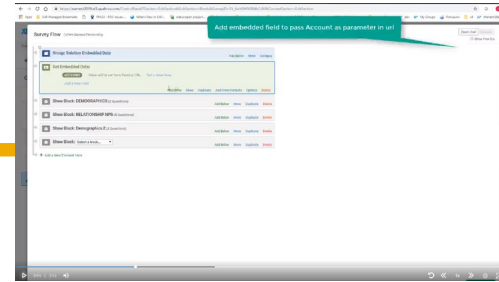
Qualtrics:
Enable tracking on account level as URL parameter
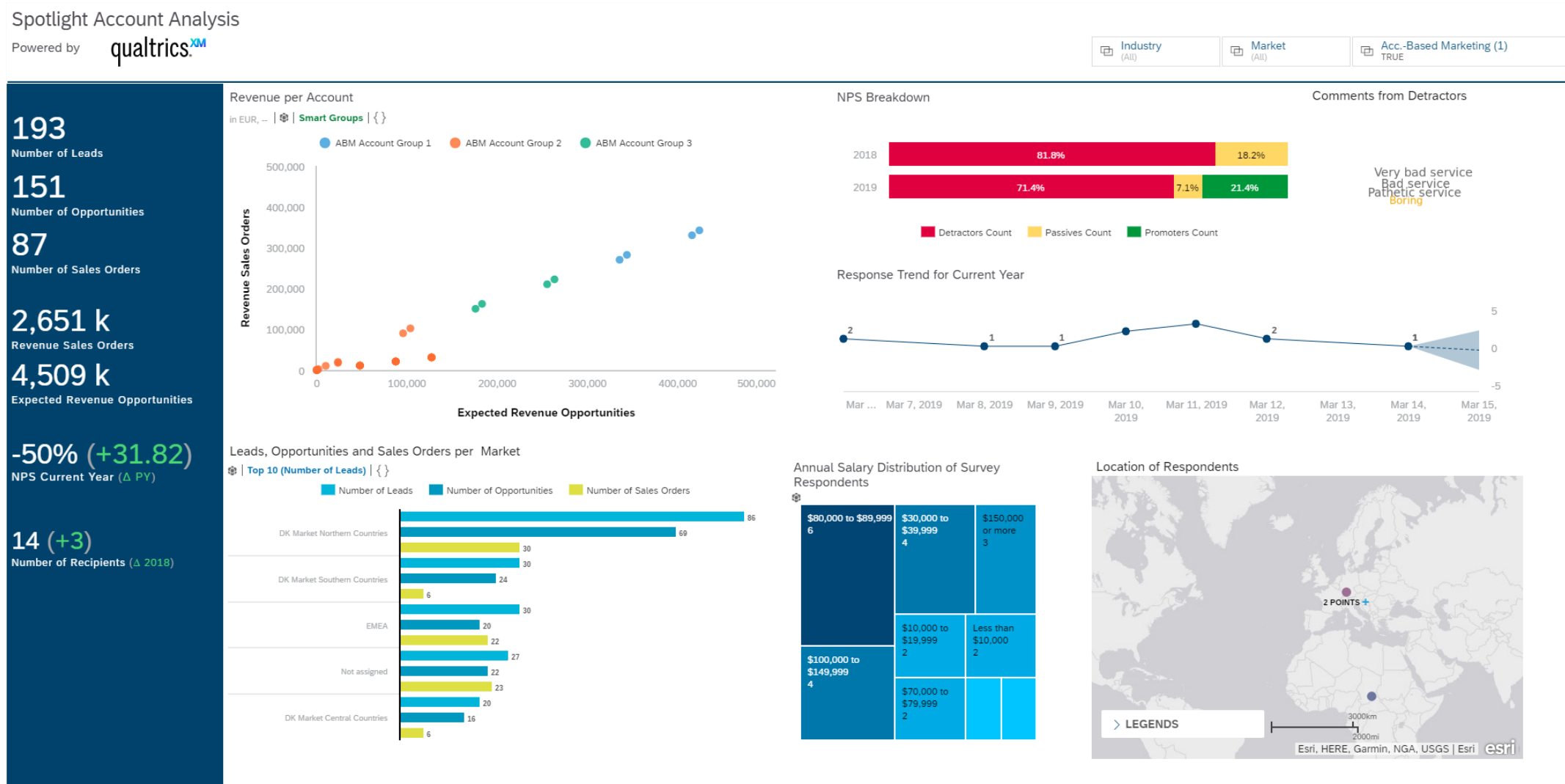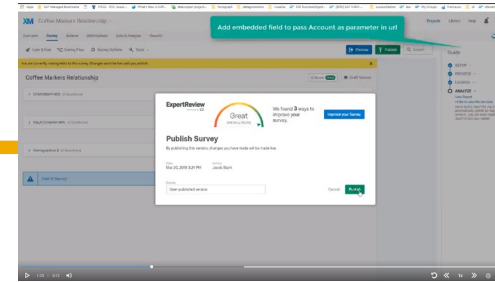

Qualtrics:
Publish and distribute survey via URL
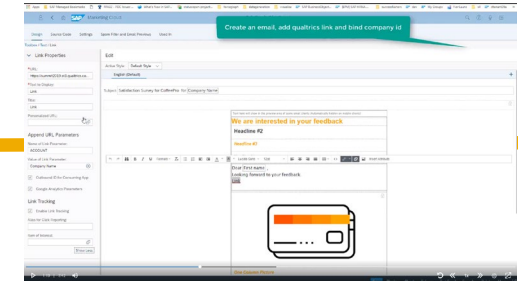
Marketing Cloud: Design email content, add URL link and bind account ID
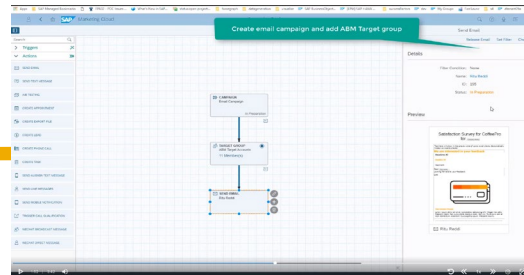
Marketing Cloud: Run email campaign to invite key contacts of ABM account
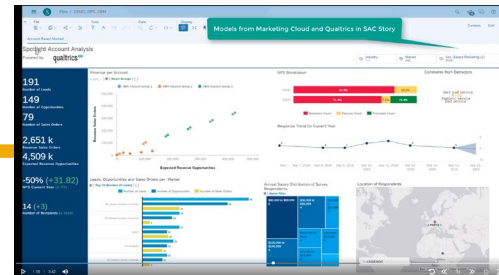
Analytics Cloud: Use SAC to analyze success of ABM programs based on X and O data
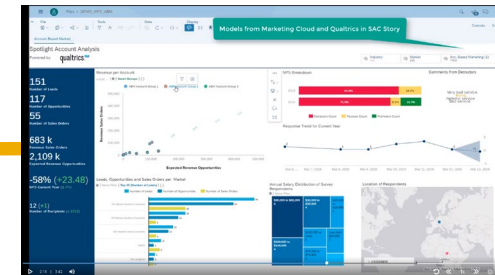
Analytics Cloud: NPS comparison, SAC to auto detect similar accounts (smart grouping capability)
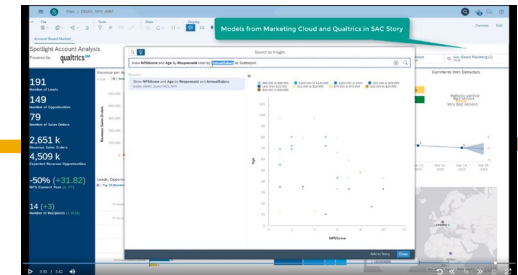
Analytics Cloud: Natural language based ad-hoc analysis (search to insight capability)

SAP Marketing Cloud & Qualtrics CX

Profile Enrichment	Behavioral and Sentiment Analysis	Segmentable Attributes	Personalization

Qualtrics CX		SAP Marketing Cloud	
Expert-designed XM Program	Get XM program up and running faster with ready-to-use content	Design personal mails, landing pages, messages	**Content Studio**
X-Data Collecting	Mail, Web, SMS, Social, In-App, Offline, QR-Code + intelligent triggers	Multi-channel journey management	**Marketing Automation**
Domain Templates	NPS, digital CX, customer analytics, market segmentation, brand tracking	Enrich customer 360° profile with experience data	**360° Profile + Segmentation**
iQ Platform	Text analysis, sentiments, churn predictions, propensities	Lead scoring and insights in SAP Analytics Cloud	**Scoring and Analytics**

Demo

Account Based Marketing (ABM) with SAP Marketing Cloud, Qualtrics CX and SAP Analytics Cloud
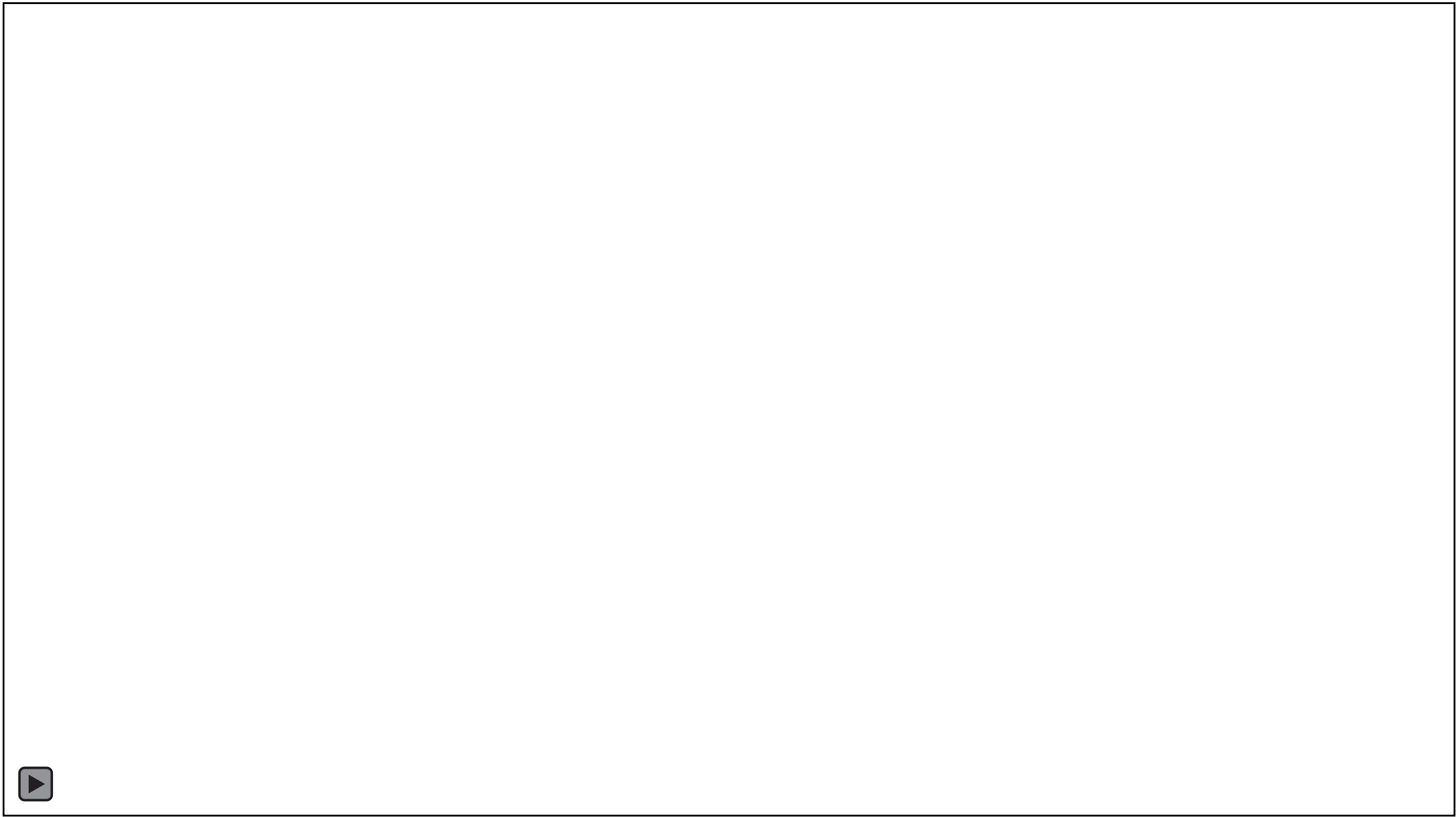
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Integration Patterns

UI Integration	Data Integration	Process Integration	Master Data & Identity Integration
• SuccessFactors enhances the employee experience to incorporate feedback & sentiment at every moment that matters through the whole employment lifecycle • S/4HANA users can give feedbacks directly in Fiori shell bar by embedding Qualtrics applications	• SAP Customer Data Cloud(Gigya) integrates with Qualtrics XM Directory to exchange customer profile data with consents and enable new business opportunities in 2019 • SAC Connector and pre-defined analytical contents enable cross analytics use cases with immediate business values for joint customers	• SAP Commerce Cloud integrates with Qualtrics CX leveraging Cloud Platform Extension Factory(XF) for event-driven business process extensions • SAP Marketing Cloud integrates with Qualtrics through Cloud Platform Integration(CPI) and leverage XM insights from Qualtrics for segmentations	• Qualtrics integrates the employee master data through the Master Data Service for Workforce (MDW) • Qualtrics integrates with Cloud Platform Identity Authentication Service (IAS) for identity authentication and Single Sign-on for joint customers

XM Platform

CX	EX	PX	BX

XM Core

IQ Platform	XM Directory	API & CDAP

XM-Data ›

‹ **O-Data**

Business Operational Systems

CX	SAP C/4HANA

EX	SAP SuccessFactors

PX	SAP S/4HANA

Other LoB Apps

SAP Ariba

SAP Concur

SAP Fieldglass

XM-Data · Joined Insights · O-Data

O-Data · Joined Insights · XM-Data

Business Technology Platform

Process Integration & Extension

SAP Cloud Platform Integration

SAP Cloud Platform Extension Factory

Data Management & Analytics

SAP Enterprise Messaging Bus	SAP Analytics Cloud	

| SAP Data Intelligence | SAP HANA Cloud | SAP Data Warehouse Cloud |

One Master Data Service

Employee

Customer

User Identity Management

Authentication

Provisioning

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- iENT104 - Achieve Product Market Fit with Experience Management Solutions from SAP
- iENT105 - AI for Experience Management Solutions from SAP
- 87 - Qualtrics (XM) Integration with SAP C/4HANA Extensibility

Public SAP Web sites

- SAP Experience Management: https://www.sap.com/products/experience-management-xm.html

Thanks for attending this session.

Feedback

Please complete your session evaluation for iENT205

Contact for further topic inquiries

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THE BEST RUN **SAP**

Additional Qualtrics & SAP Analytics Cloud use cases

- Online Store Performance – Events like Cart Abandonment or Checkout in your online store can be used as signals to understand user sentiment and correlate this to Revenue Growth. Analyse additional influencers in Analytics to make informed decisions

- Service Optimisation – Receive feedback on service interactions, analyse key drivers and suggest corrective measures

Online Store Performance

Best Run Bikes

Online Store Performance | ProductID (All)

Revenue 2019 Q1	Promotion Driven Revenue	Avg Order Value	Cart Conversion Ratio	Checkout NPS	CSAT
118 k (+60%)	77% (+6)	845 (-45%)	37% (-12)	-60 (-10)	43% (+11)

Map: BRIDGEPORT, WORCESTER, BOSTON, HARTFORD, NEW..., PHILADELPHIA, WAS..., SPRINGFIELD — Esri, HERE, DeLorme, FAO, NOAA, US... esri

Revenue — Promo Driven Revenue

38,664 · 28,721 · 22,882 · 26,107 · 15,755 · 36,356 · 28,278 · 39,331 · 27,886 · 43,818 · 30,012

Jul 2018 · Sep 2018 · Nov 2018 · Jan 2019 · Mar 2019 · May 2019

60,000 · 40,000 · 20,000 · 0

Jan 2018 · Jul 2018 · Jan 2019

Cart Checkout NPS Breakup

2018	60.9%	21.8%	17.3%
2019	63.2%	24.8%	12.0%

Revenue per Promotion

BeatTheClock 184,087	FlashSale 76,534	Just4you 50,667	Last Splash 44,234

The **Revenue** for **BeatTheClock** is the top contributor, 107% above the average. The **Revenue** variation was driven significantly by **City, Washington DC**.

Revenue per Product

Product	Revenue
Escape Mountain XX	261,225
Slick 350	143,808
Racing Bike R300	111,696
Escape Mountain 500	83,148
Mountain Bike M550	69,660

Products low on Inventory

Product	Value
Escape Mountain XX	12
Mountain Bike M550	25
Escape Mountain 500	32
Slick 350	45
Racing Bike R300	54

Cart Abandonment Reasons

Payment declined
Unsuitable delivery options
Shipping fees
Just browsing
Product price
Confusing checkout process
Return policy

Product Customer Satisfaction Breakup

2018	2019
22.0%	21.7%
11.0%	21.7%
20.1%	20.3%
20.1%	20.3%
26.8%	15.9%

Service Optimisation

Overview Field Service Calls Survey Feedback

Dosch Electronic

Welcome Ritu Reddi !

Tickets created this month

102 (+29)

Δ Previous month

Service Call Conversion

55%

Service Call Resolution Time (Avg in Days)

1.95

Satisfaction Score
0   6   9 10

Sentiment Distribution for Ticket Surveys
Negative Neutral Positive

38.60%   42.98%

18.42%

Ticket Creation Trend
⚙ | ↝ | ↗ Forecast

65   73   102   97

Jul 2018   Aug 2018   Sep 2018   Oct 2018

150
125
100
75
50

Jul 2018   Aug 2018   Sep 2018   Oct 2...

💡 The **Ticket Count** for **Sep 2018** is the top contributor, 70% above the average. The **Ticket Count** variation was driven significantly by **State, TX.**

Product Subcategories with highest Ticket Count this month (Δ last month)

Refrigerator   30 +14
Monitors   20 +7
Television   15 +9
Printers   11 0
Audio Visual   10 +1

💡 The **Ticket Count** for **Refrigerat...** driven significantly by **State, TX.**

Avg. Resolution Time per Problem Type

Hardware   2.14
Software   1.94
Third Party   1.82
Electrical   1.48

Top 10 Problem Products this month
⚙ | ↝ | Date Filter | Top 10 (Ticket Count)

Dosch Smart Refrigerator 18	Dosch Gaming Monitors 6	Dosch Ultrawide Monitors 5
	Dosch 42" Smart 4K Television 4	Dosch Home Theatre 3
Dosch Grill Microwave Oven 4	Dosch Smart Home Speaker 3
Dosch 4k Monitors 5	Dosch Single Door Refrigerator 4	Dosch Side by Side Refrigerator 3

Service Calls
10
8
5
3

Ticket distribution b...

SAN DIE...

Overview Field Service Calls **Survey Feedback**

Dosch Electronics

Ticket Satisfaction Surveys

Surveys Sent

115

Response Rate

80%

Product Surveys

⚙ Select Product (2)

Surveys Sent

173

Response Rate

85%

Customer Effort Score

3.37

Customer Effort Score Responses

| 10.0% | 32.8% | 30.9% | 11.4% | 11.4% |

Very Easy Easy Moderate Neutral
Somewhat Difficult Difficult Very Difficult

Satisfaction Trends
⚙ | ↝ | { }

Overall Satisfaction Agent Satisfaction Resolution Time Satisfaction

6.38   6.24
5.33   5.88   5.83
4.33
3.17

Jul 2018   Aug 2018   Sep 2018

7
6
5
4
3

Lowest Satisfaction Scores by Product

Dosch Smart Refrigerator   4.31
Dosch Autonomous Vaccum Cleaner   5.00
Dosch Ultrawide Monitors   5.50
Dosch System Air Conditioner   6.00
Dosch Bottom Freezer Refrigerators   6.00

For: Dosch Smart Refrigerator, Dosch Side by Side Refrigerator

Product meets needs
0   6   9 10

Would refer product?
0   6   9 10

Product Surveys per City
⚙ | { }

GA TX CA NY IL

Survey Sentiments

Ne: 0.68%
Positive: 23.13%

Negative: 54.42%

Neutral: 21.77%

Word Cloud Dissatisfaction Reasons

Unsatisfied
technician late
helpline Replacement
part not available
Help No documentation
temperature
Drain pipe
Love Ice maker Response
compressor faulty Like
Regret Dosch technician
Quality Nice Refrigerator
feedback Delay
Good Refrigerator Poor
slow service
Bad Experience
tech support
Not recommended