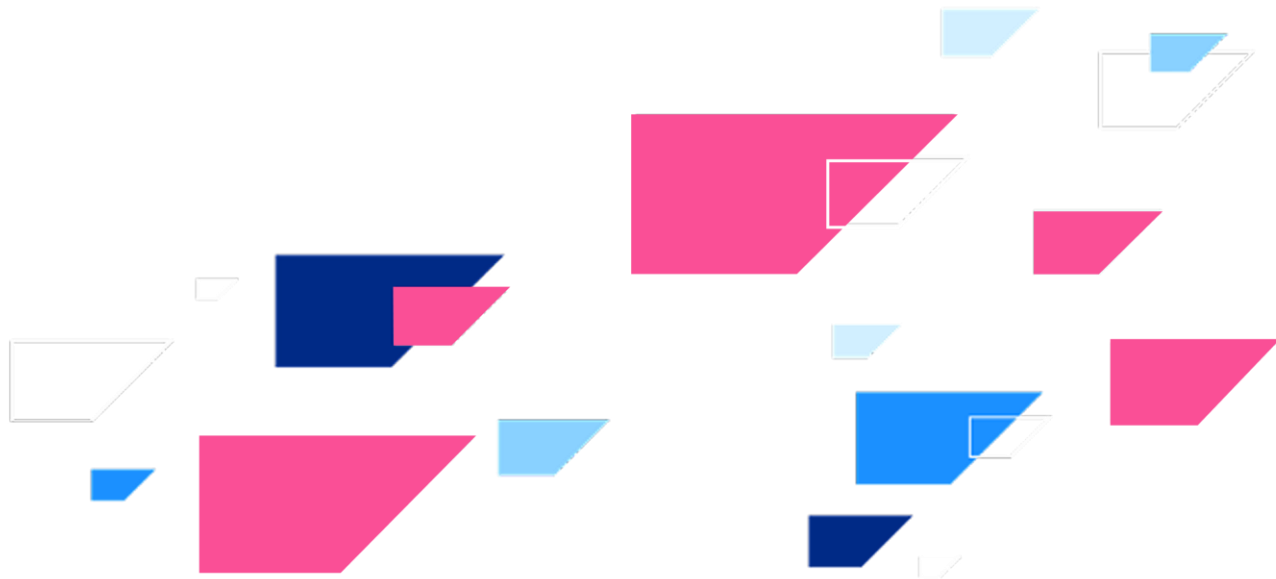




# The New Era of Unified Engagement: How SAP Is Redefining Customer Engagement at Scale

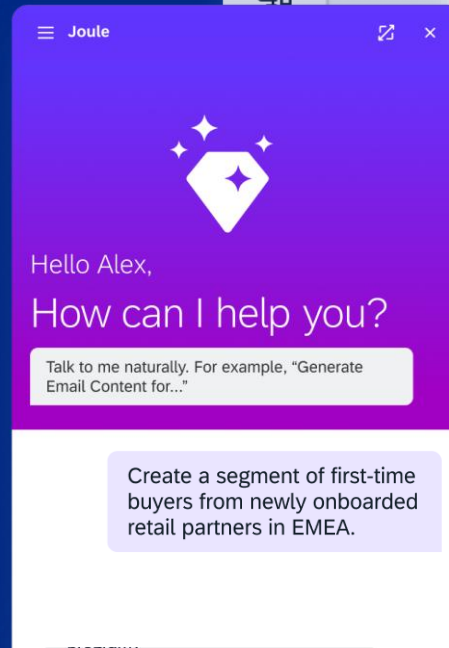
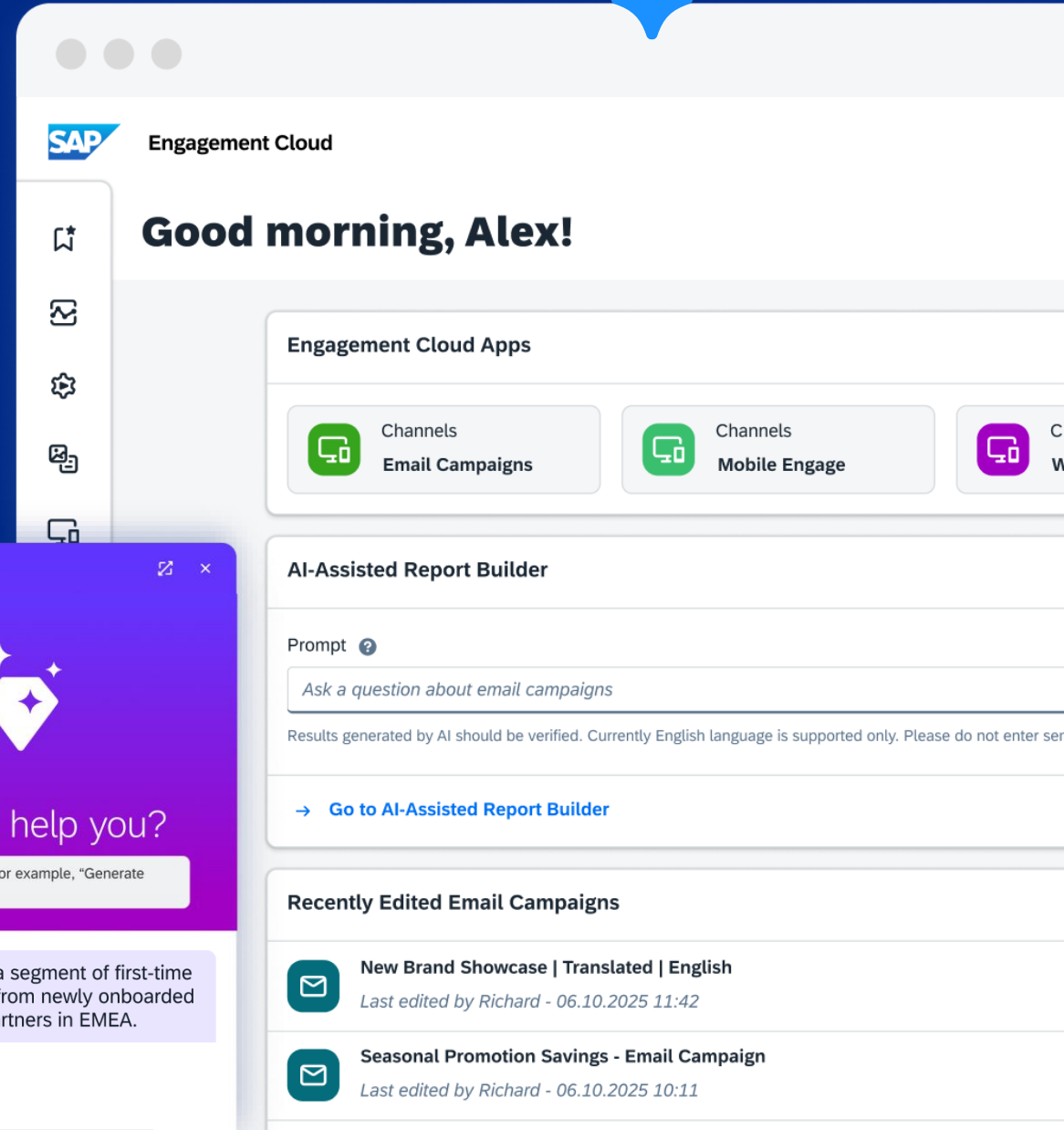
**Vanessa Noppe**  
Senior Solution Consultant  
EMEA SAP Engagement Cloud  
**SAP**



# AI-Powered Marketing

Personalized, Omnichannel Engagement  
That Drives Growth and Customer  
Loyalty

**Vanessa Noppe**  
Senior Solutions Consultant



# The Engagement Era

Consumers are moving faster than brands



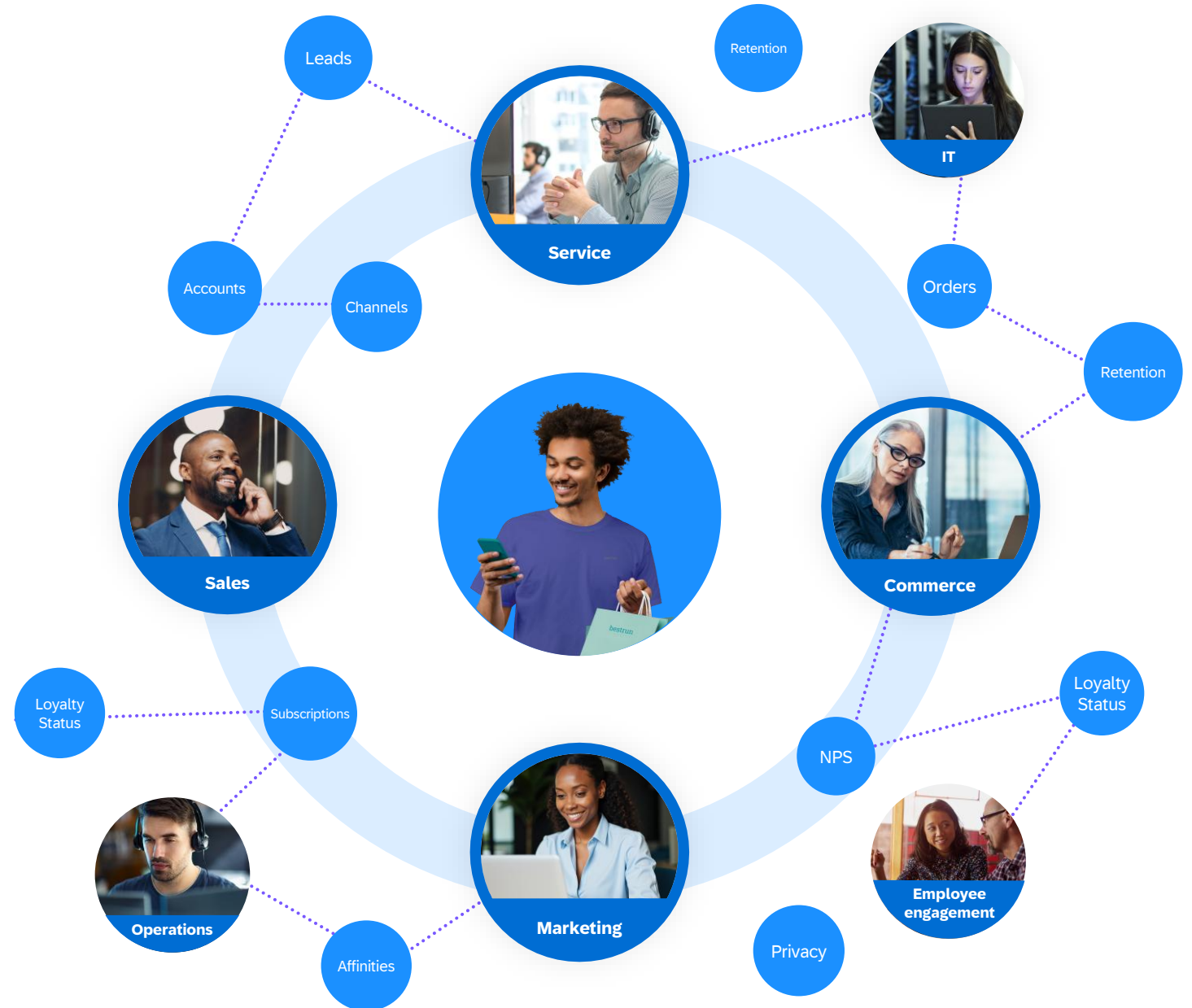
AI is accelerating expectations



Loyalty is more fragile than ever before



Yet, **engagement** remains reliable





Brands that do NOT deliver seamless customer experience...

**Only 22%**

of brands recognize they have a problem with creating seamless experiences



## The Engagement Divide



**78%**

Of brands say they can **NOT** practice real-time AI optimization in their campaigns to personalize at scale



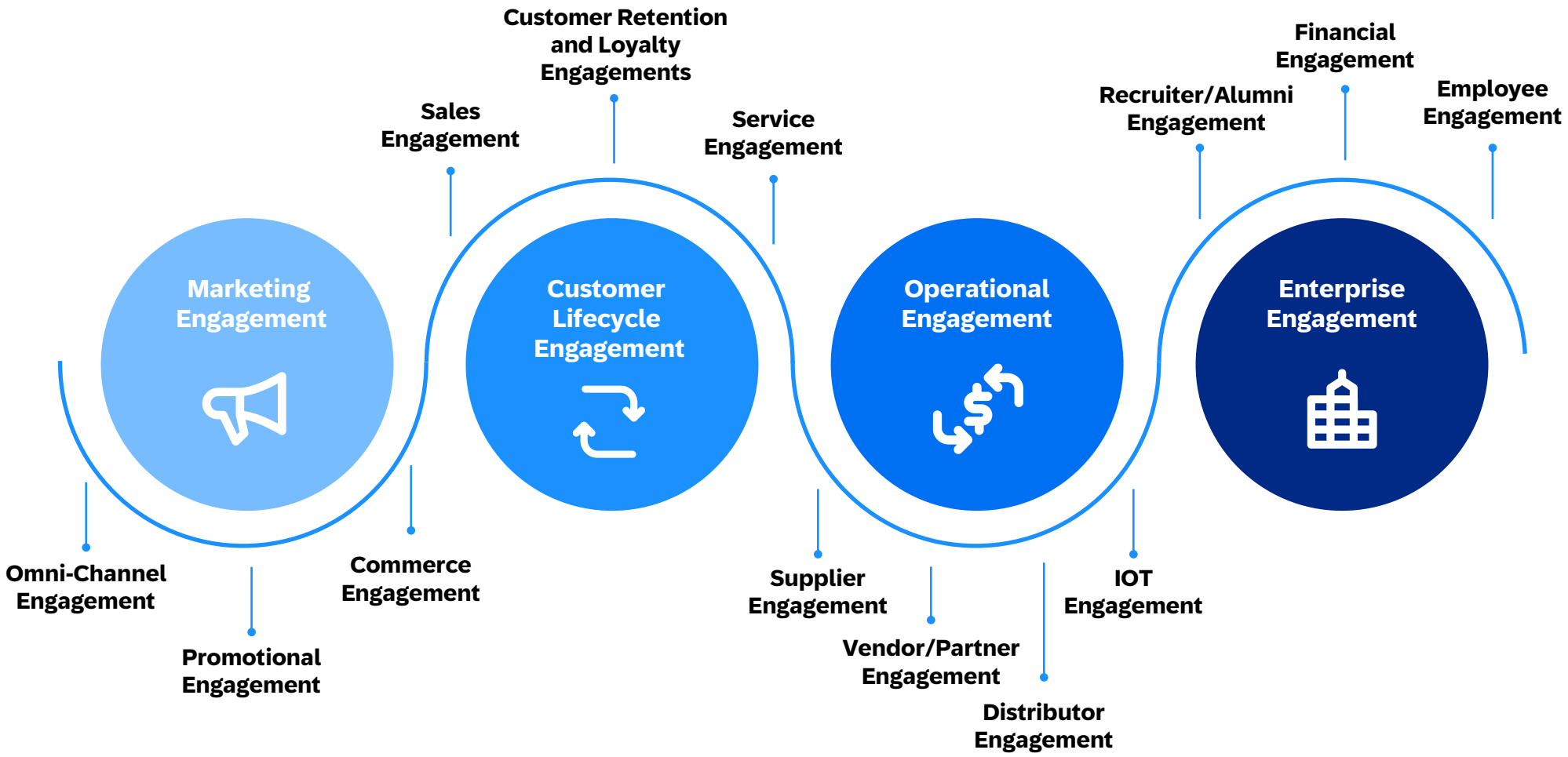
Lose **customer loyalty** and retention

**Yet 82%** of consumers are dissatisfied with brands and admit they disappointment them



# The Journey to Connected Enterprise Engagement

How SAP Engagement Cloud connects every touchpoint across the business



SAP Emarsys is now SAP Engagement Cloud

# Power **Unique** Engagement

Deliver personalized, AI-driven engagement across every channel and touchpoint—driving loyalty, deeper relationships, and growth.

The image features a woman with long dark hair, wearing a blue sweater, smiling and holding a silver laptop. She is positioned in front of a large, semi-transparent SAP Engagement Cloud dashboard. The dashboard displays a 'Good morning, Alex!' greeting, a 'Business Area' dropdown menu with options for US, DE, EU, FR, and BR, and a 'Revenue from email recommendations' chart showing a \$115k increase. To the left, a mobile app interface shows a 'Joule' chatbot with prompts like 'Create a segment from our salon owners in US who are not engaging' and 'Create a segment of Gold-Tier customers who have made at least one purchase from the sustainability product line since launch'. Below the chatbot, an 'AI Product Finder' widget displays 'Top 2 hairdryers' with images of 'Vintage design' and 'Cordless HD' models. A chat window shows a conversation about a 'product name' kit for styling and care. At the bottom right, a search bar contains the text 'Show me weekly sales by revenue' next to a blue arrow icon.

# SAP Engagement Cloud

Deliver personalized, AI-driven interactions across every channel and touchpoint, creating consistent, relevant experiences that increase loyalty, growth, and measurable business impact.

## Activate Data for Real-Time Engagement

Turn operational and customer data into confident, real-time interactions that directly influence demand, revenue, and retention.

## Personalize Every Interaction, Enhanced by AI

Power relevant messages and actions using rules-based logic, embedded AI, and Joule's agentic capabilities improving conversion, efficiency and experiences at scale.

## Connect Experiences Across the Business

Orchestrate marketing, sales, service, and commerce interactions using shared context and AI-driven insights, so every experience is timely, relevant, and connected.

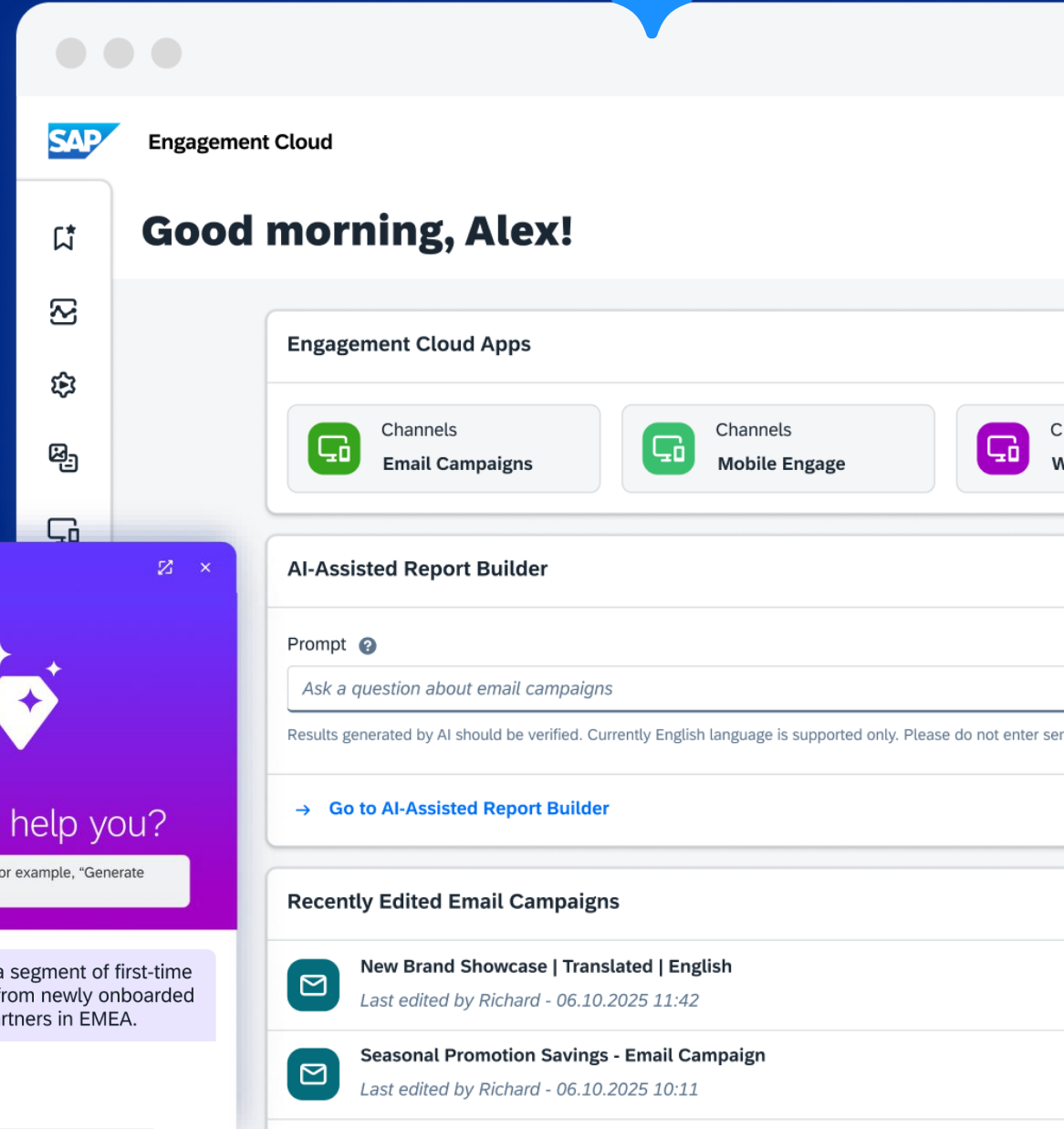
## Scale Operations with Enterprise Flexibility

Drive consistent execution with a secure, cloud-native, API-first solution that operates across brands, regions, and business areas, without sacrificing control or performance.

The image illustrates the SAP Engagement Cloud interface through several key components:

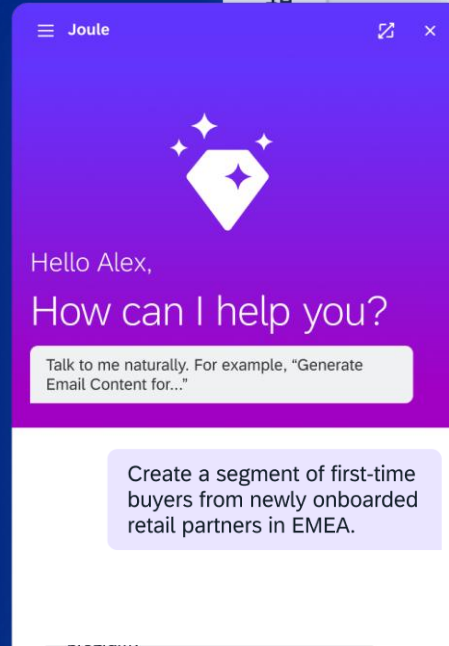
- Joule Chat Window:** A purple header with the name 'Joule'. It contains two instructions for creating segments: 'Create a segment from our salon owners in US who are not engaging' and 'Create a segment of Gold-tier customers who have made at least one purchase from the sustainability product line since launch'. Both instructions are followed by a 'Creating segment' progress indicator.
- Promotional Card:** A white card titled 'Raise the Bar for Your Salon' with the subtext 'Exceptional results your Clients can feel.' It features images of two hairdryers: 'Vintage design' and 'Cordless HD', each with a 'BUY NOW' button.
- AI Product Finder:** A search interface with the text 'AI Product Finder' and 'Top 2 hairdryers' followed by a search button.
- Customer Service Chat:** A white chat bubble with a customer's message: 'Hey **First Name**! Did you know your new hairdryer has a **product name** Kit for better styling and care? Let us know if you'd like more details!'. A green response bubble replies: 'Yes, I'm interested. What accessories are included and how to get the kit?'.
- Analytics Button:** A blue button with a white paper plane icon and the text 'Show me weekly sales by revenue'.
- Background Dashboard:** A blurred view of a business area dashboard with various filters and data points.

# Demo



The screenshot shows the SAP Engagement Cloud dashboard. At the top, it says "SAP Engagement Cloud". Below that is a greeting: "Good morning, Alex!". There is a sidebar with icons for home, mail, settings, and other functions. The main content area is divided into several sections:

- Engagement Cloud Apps:** A row of three cards. The first two are labeled "Channels Email Campaigns" and "Channels Mobile Engage".
- AI-Assisted Report Builder:** A section with a "Prompt" field containing the text "Ask a question about email campaigns". Below the field is a note: "Results generated by AI should be verified. Currently English language is supported only. Please do not enter ser". A blue link "Go to AI-Assisted Report Builder" is at the bottom.
- Recently Edited Email Campaigns:** A list of two campaigns:
  - New Brand Showcase | Translated | English**  
Last edited by Richard - 06.10.2025 11:42
  - Seasonal Promotion Savings - Email Campaign**  
Last edited by Richard - 06.10.2025 10:11



The screenshot shows the Joule AI assistant interface. It has a purple header with the Joule logo and the text "Hello Alex, How can I help you?". Below the header is a text input field with the placeholder text "Talk to me naturally. For example, 'Generate Email Content for...'", and a blue button to the right. Below the input field is a light blue box containing the text: "Create a segment of first-time buyers from newly onboarded retail partners in EMEA."

# Thank you!

Contact information:

# Global Engagement Index Report

How Signals, Micro Moments, and AI  
Transform Enterprise Engagement



Get Your Copy

