



Mark Dijkstra

Solution Advisor Customer Experience

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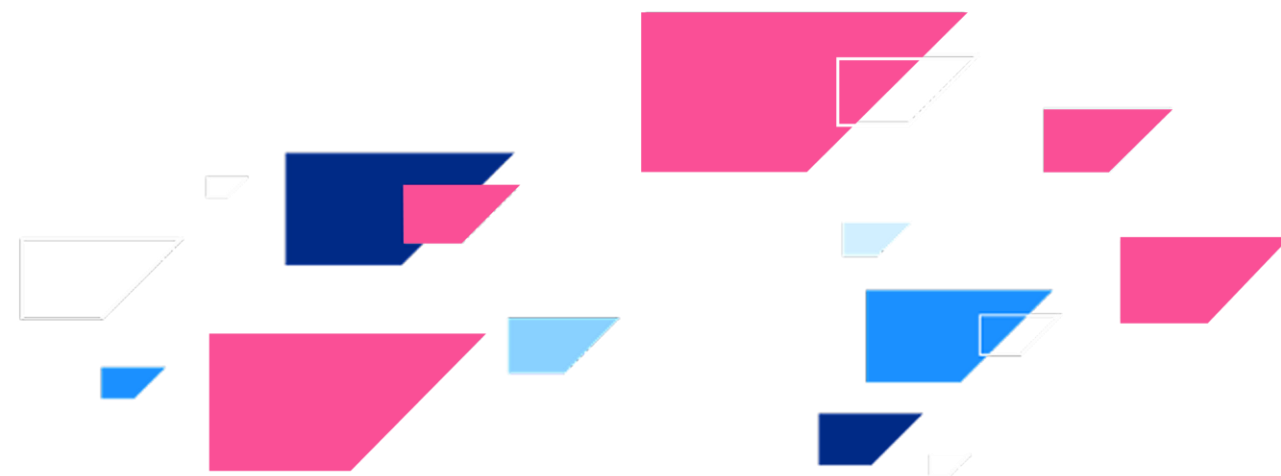


Commerce Meets Loyalty: Driving Measurable Growth

Maxim van Schijndel

Solution Advisor Customer Experience

SAP



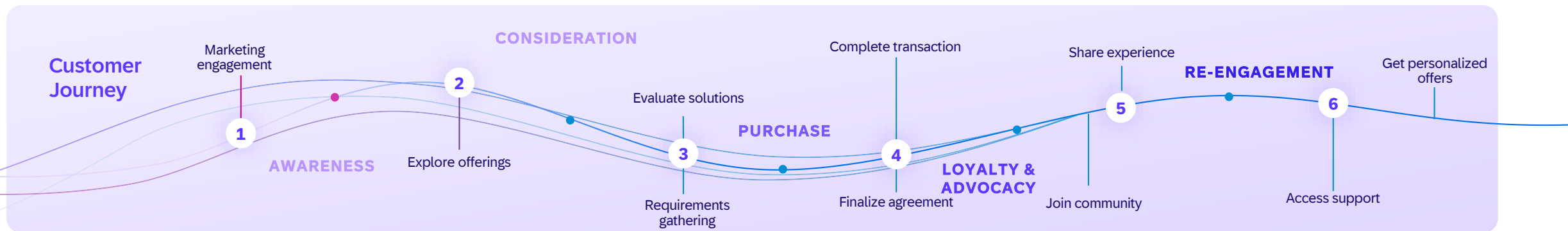


SAP Connect Day for Customer Experience

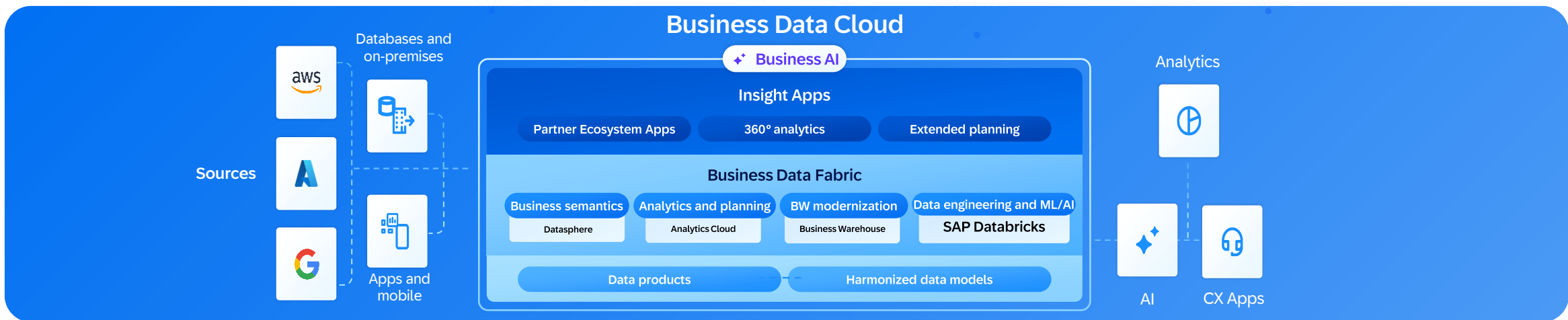
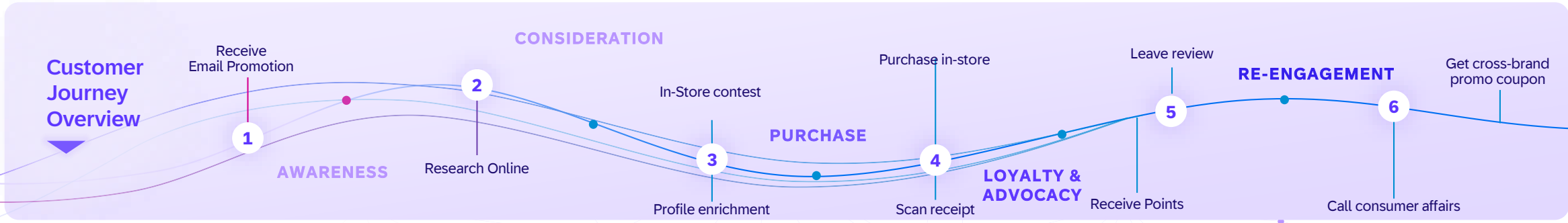
Reimagine every customer moment



Agentic AI — powering the future of customer experience



From discovery to advocacy, delivering value at every point of experience











CX Cloud Native Packaged Business Capabilities







Commerce Centric PBCs

-  Order Capture & Orchestration
-  Sourcing & Availability
-  POS Transaction Capture & Orchestration
-  B2B Pricing, B2C Pricing & Promotions
-  Commerce Frontends
-  Payments (OPF)
-  Search & Discovery
-  Financial Disputes

Cross CX PBCs

-  Data Quality Services
-  Analytics
-  Mobile App Builder
-  Business Process Automation
-  Identity Services
-  Data Privacy Services
-  Cx AI Tools
-  Document Extraction






Sales Centric PBCs

-  Territory Management
-  B2B Complex Pricing
-  AI Document Translation Hub
-  Invoices
-  Opportunities
-  Quotes

Service Centric PBCs

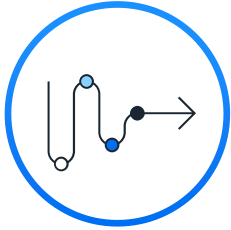
-  Visit Management
-  Cases
-  Agent Desktop
-  SLA Enforcement

Marketing Centric PBCs

-  Omnichannel Engagement
-  Loyalty
-  Content
-  Segment
-  Campaign

... And More

Bringing together ERP and Commerce data is critical to unlocking the power of AI to deliver unified commerce



Increase conversions by using agents to connect shoppers with the products they want that are in stock now



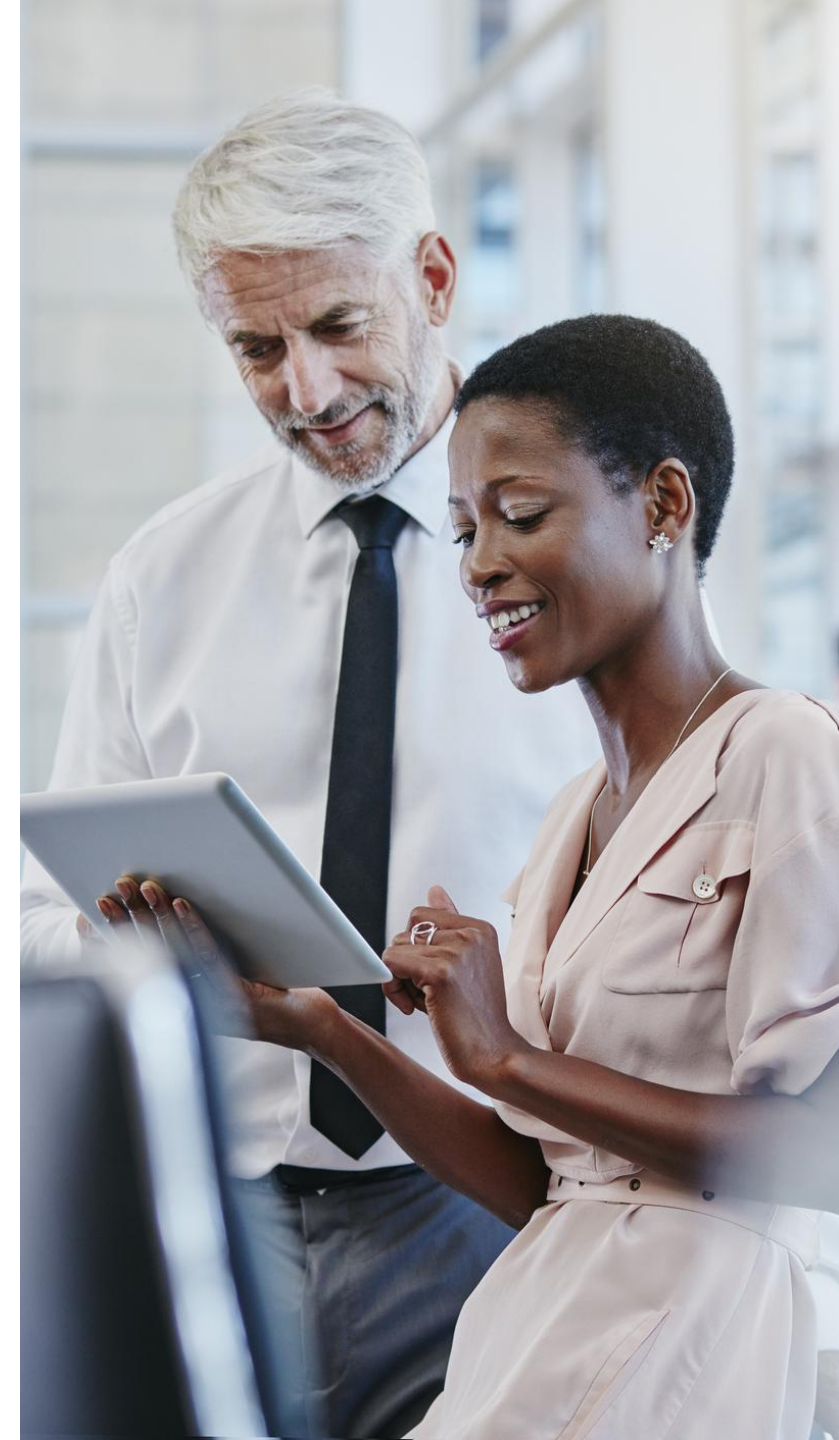
Ensure the right products are available in the right quantities in the right locations to meet customer demand



Become a more efficient and effective organization by automating tasks, giving teams time to be creative



Drive loyalty by meeting customers' expectations at every touchpoint of the digital commerce journey



SAP Commerce Cloud is built for SAP customers



360° view of the customer across your organization



Ease of integration



Aligned data models



Synchronized End-to-End Business Processes



Trusted AI



Secure and compliant

Just Ask our Customers...

Validated benefits of using SAP Commerce Cloud natively connected to SAP ERP



458% - 648%
Return on investment



Up to 80%
Fewer resources to implement, integrate, maintain



245%
Potential revenue improvement



Up to 90%
More productive teams

Economic Validation (August 2024) by Enterprise Strategy Group / TechTarget

Increase profitability with connected B2B and B2C commerce journeys

Customer expectation

Research, negotiate, and procure inventory to support joint business goals

Have full visibility to order status and have my order delivered efficiently and accurately

Repeat my commerce journey as a loyal customer

2

4

6

1

3

5

Personalize relevant catalog offerings with compelling content, recommendations, and searchable product attributions

Provide white-glove engagement to customers to nurture relationship and upsell or cross-sell

Support customers proactively before an issue happens

Business imperative

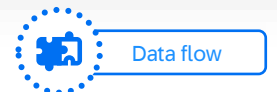
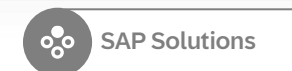
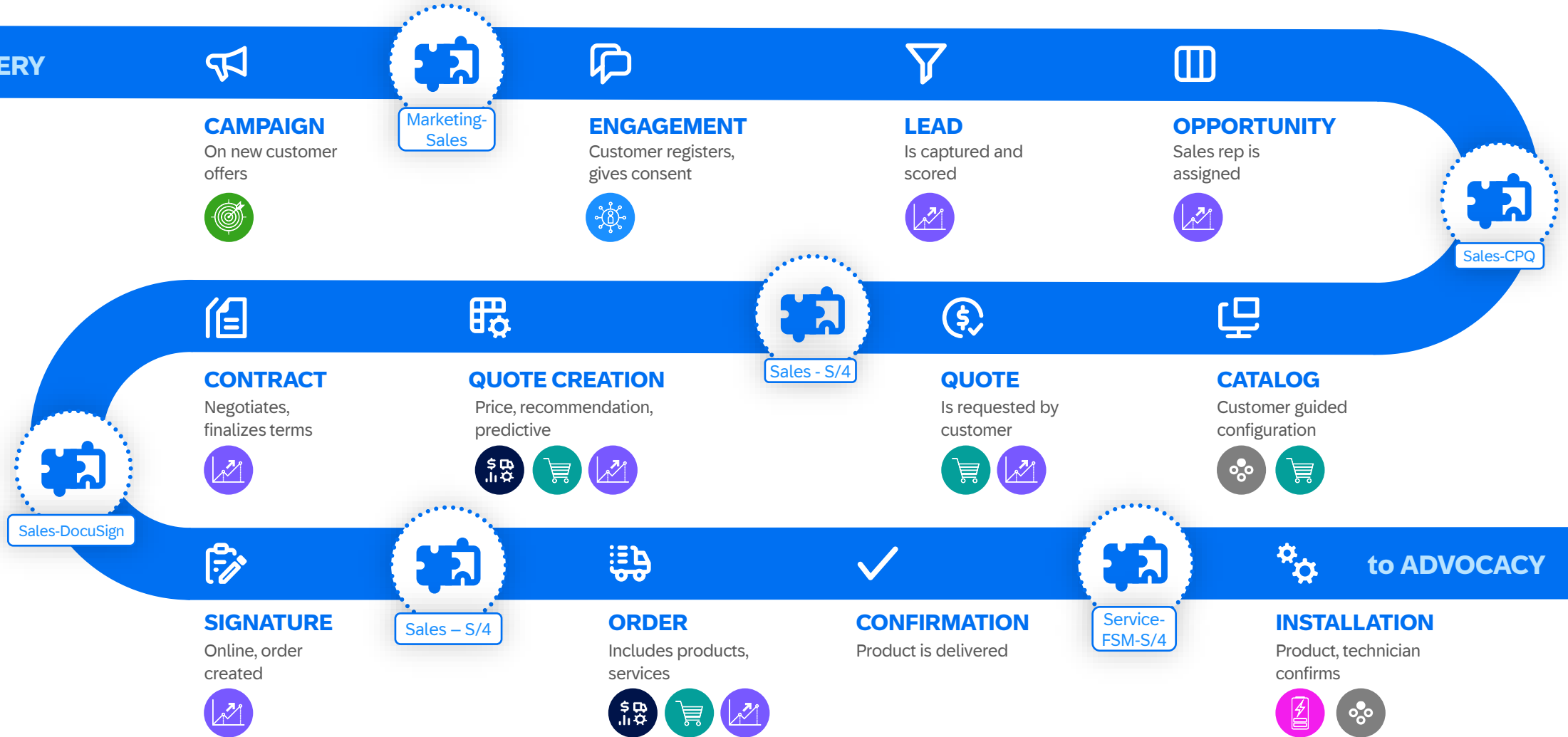
Market

Sell

Retain

From discovery to advocacy, delivering a seamless B2B journey

From DISCOVERY



SAP Commerce Cloud

Deliver unified commerce experiences that drive profitable growth



Connect commerce
business processes

Create frictionless and consistent
experiences with a unified
commerce platform



Gain insights for enhanced
business performance

Harness the power of AI to make
teams more productive and
interactions more personalized



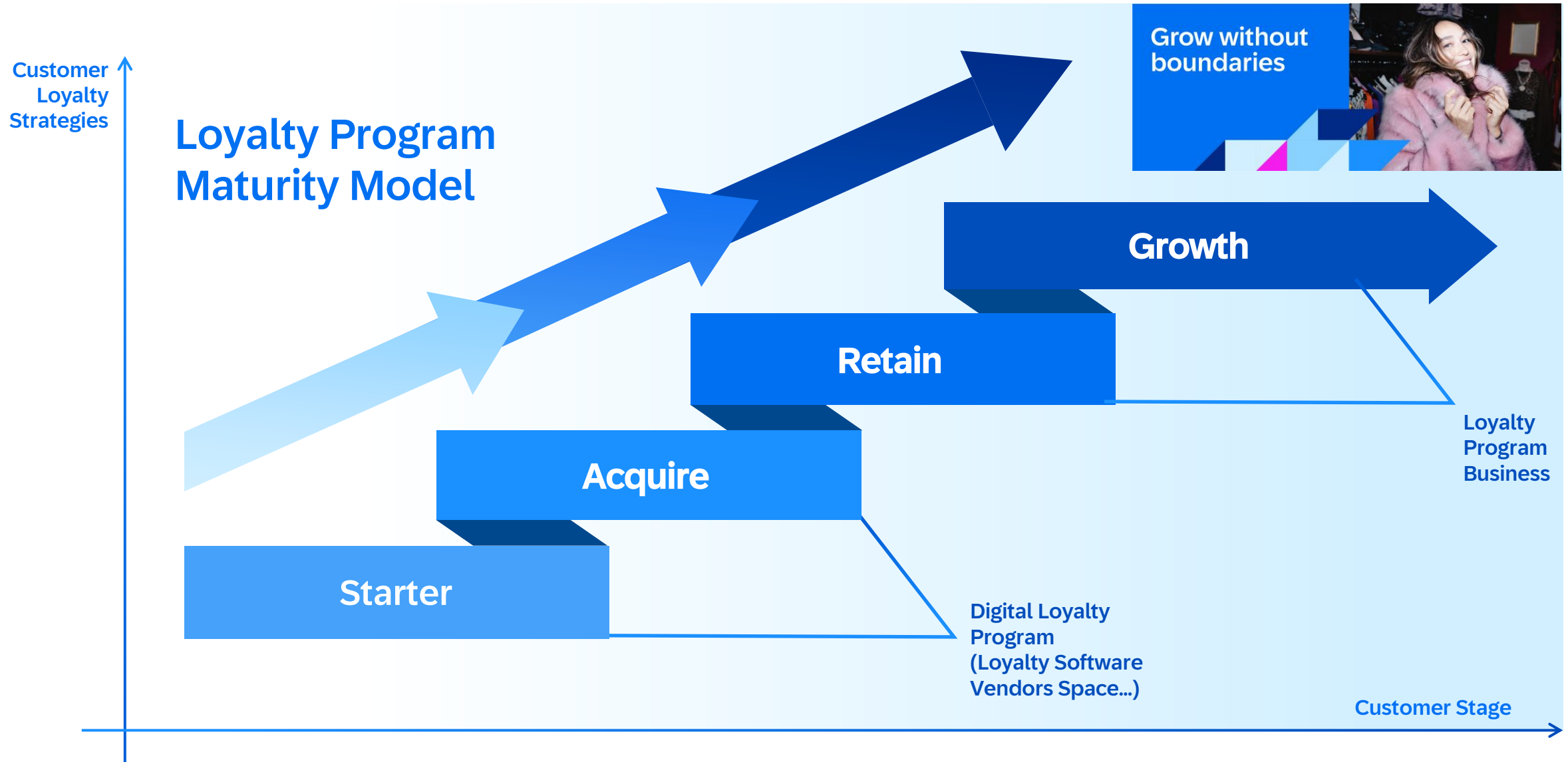
Adapt digital innovation for the
best commerce experience

Compose at your own pace and
augment your commerce platform
with CX and partner solutions

Demo of Commerce Cloud

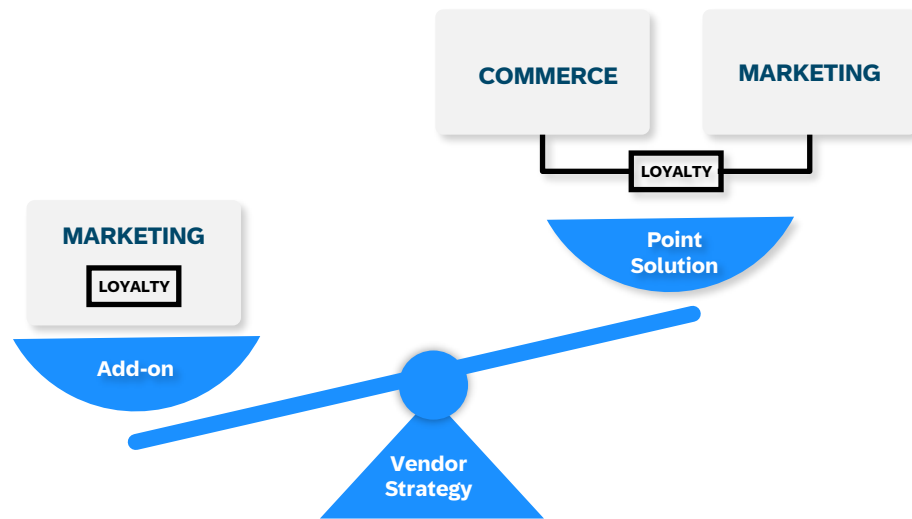


Winning brands make loyalty their growth engine



Creating a secondary revenue stream versus a digital extension

Digital Loyalty Program



Traditional Operating Model

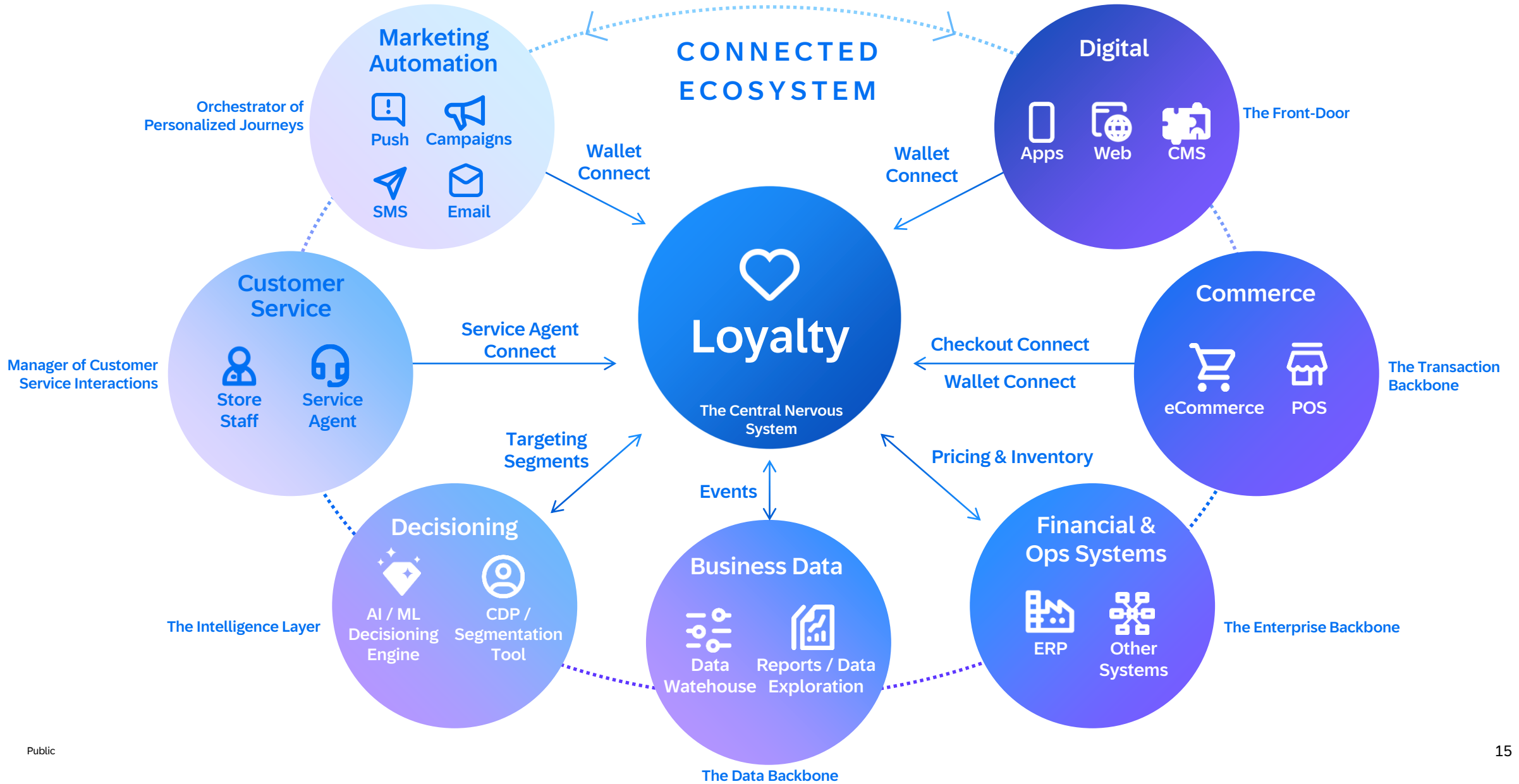
Loyalty Program as a Business

Loyalty CRM is anchoring the 'Loyalty Revenues Generation'



COLLABORATIVE | PROGRAMMATIC | PROMOTIONAL

Advanced loyalty programs require a connected enterprise



SAP Customer Loyalty Management

Powerful insights meet meaningful experiences, earning lasting customer loyalty



Harness First-Party Data More Effectively

Leverage a cloud-based wallet that acts as a “loyalty profile” for basket analysis to understand the motivations of individual customers, as well as enhance segmentation and targeted marketing processes



Run Global Loyalty Programs from One Place

Define programs across multiple loyalty models, brands and markets through a unified platform to manage traditional and experiential offers and view the ROI for every initiative



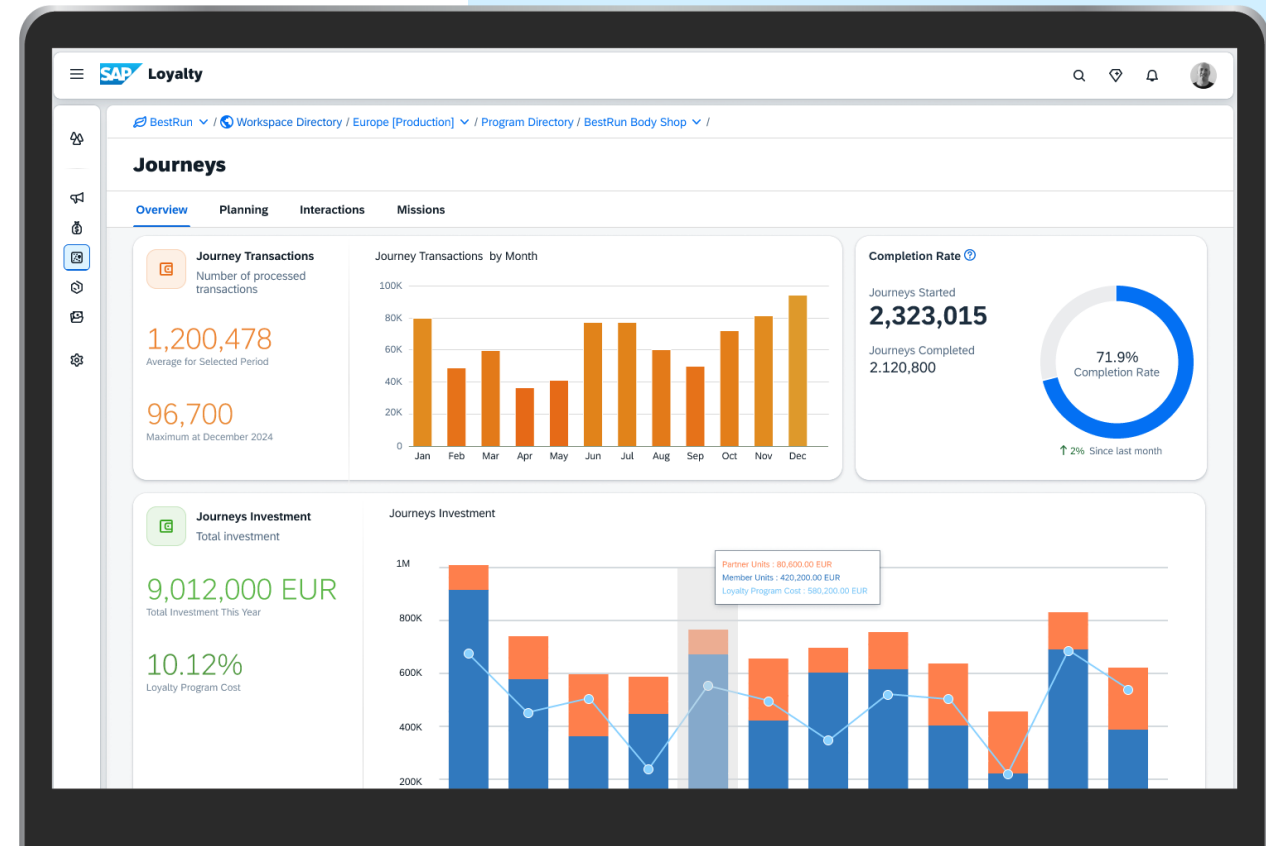
Join or Launch Loyalty Alliances

Leverage loyalty coalitions with other brands to expand earning opportunities and offer rewards in alliance and gain market share quicker



Scale Your Programs and Prove Their Value

Turn loyalty programs into measurable growth engines that leverage customer insights to drive sustainable business impact

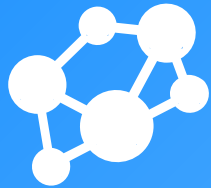


Demo of Loyalty



SAP Customer Loyalty Management

Earn the loyalty of customers, delivering experiential journeys that are relevant and rewarding



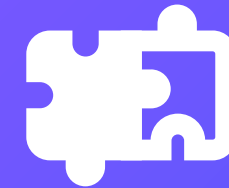
Get to know your customers deeply with insightful data

Unlock the power of end-to-end customer data across the Business Suite and your entire enterprise to plan omnichannel promotions and deliver personalized experiences that drive lasting loyalty and growth



Spark connections to foster lifelong customer relationships

Foster a sense of community through a series of meaningful connections that turn customers into loyal advocates



Quantify tangible value and prove loyalty fuels business success

Refine strategies for increased profitability, enhance customer engagement, and optimize marketing efforts based on precise financial insights

#AlforCX

45% Increase in
Customer Satisfaction.

Personalized

Experience Oriented

10% Rise
in Conversion Rate.

70% Improvement of
employee productivity.

Future Ready



Premium AI Features Available with AI Units

AI for Commerce

- **Shopping Agent**
- **Self Service Agent***
- **Catalog Optimization Agent***
- Write & translate product descriptions
- Write & translate product attributes
- Create and edit product images
- Search with a photo**

AI for C4C

- **Case Classification Agent**
- **Q&A Agent**
- **Knowledge Creation Agent**
- **Quote Creation Agent***
- **Sales Development Agent***
- Intelligent Q&A
- Smart Actions
- Generate account & case summaries
- Generate lead talking points
- Draft an email response & prospecting email
- Generate discovery questions
- Write a knowledge article

AI for Sales V2

- **Q&A Agent**
- **Account Planning Agent***
- **Sales Development Agent***
- Intelligent Q&A
- Smart Actions
- Generate account summaries
- Generate lead talking points
- Draft an email response
- Write a prospecting email
- Generate discovery questions

AI for Service V2

- **Case Classification Agent**
- **Q&A Agent**
- **Knowledge Creation Agent**
- Intelligent Q&A
- Smart Actions
- Generate case summaries
- Draft an email response
- Extract invoice info from email
- Generate discovery questions

AI for Emarsys

- Write email subject lines
- Natural language product search
- Create custom campaign reports*
- Product Recommendations**
- AI Segmentation**
- Send Time Optimization**

AI for ESM**

- Intelligent Q&A
- Smart Actions
- Generate case summaries
- Draft an email response
- Extract invoice info from email
- Generate discovery questions

AI Agents

*Roadmap

**Transactional

Thank you.

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SAP Commerce Cloud + SAP Customer Loyalty Management

Features and benefits

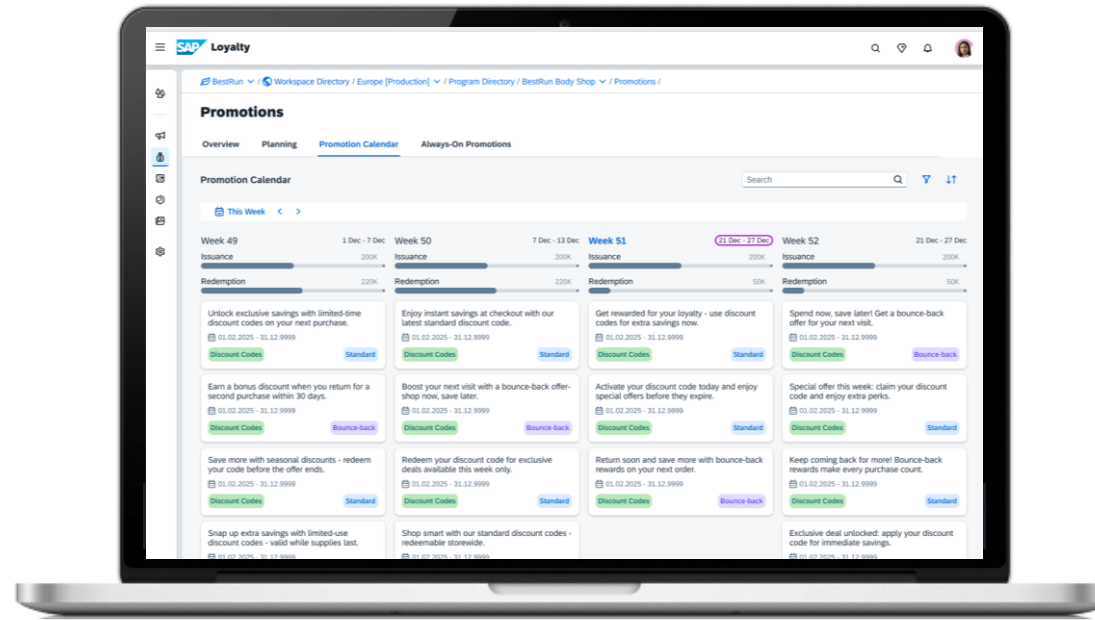
Key Features

Advanced personalization and promotion strategy for customers experiences

Engagement tactics to encourage participation in loyalty programs

Seamless loyalty experience across all channels

Manage complex programs with points, tiers, and offers, all accessible online to customers.



Key Benefits

Real-time personalization at scale for individualized experiences including targeted rewards to loyal customers

Increase customers lifetime value by providing seamless omnichannel experiences

Improved customer retention through personalized interactions and loyalty-building strategies

Boost loyalty, revenue, and **engagement with personalization.**



SAP Connect Day for Customer Experience

Reimagine every customer moment



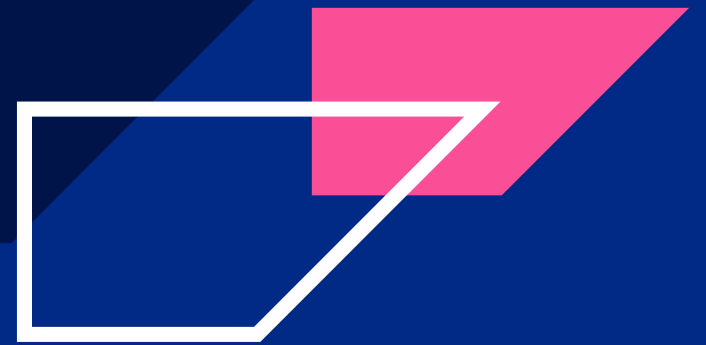


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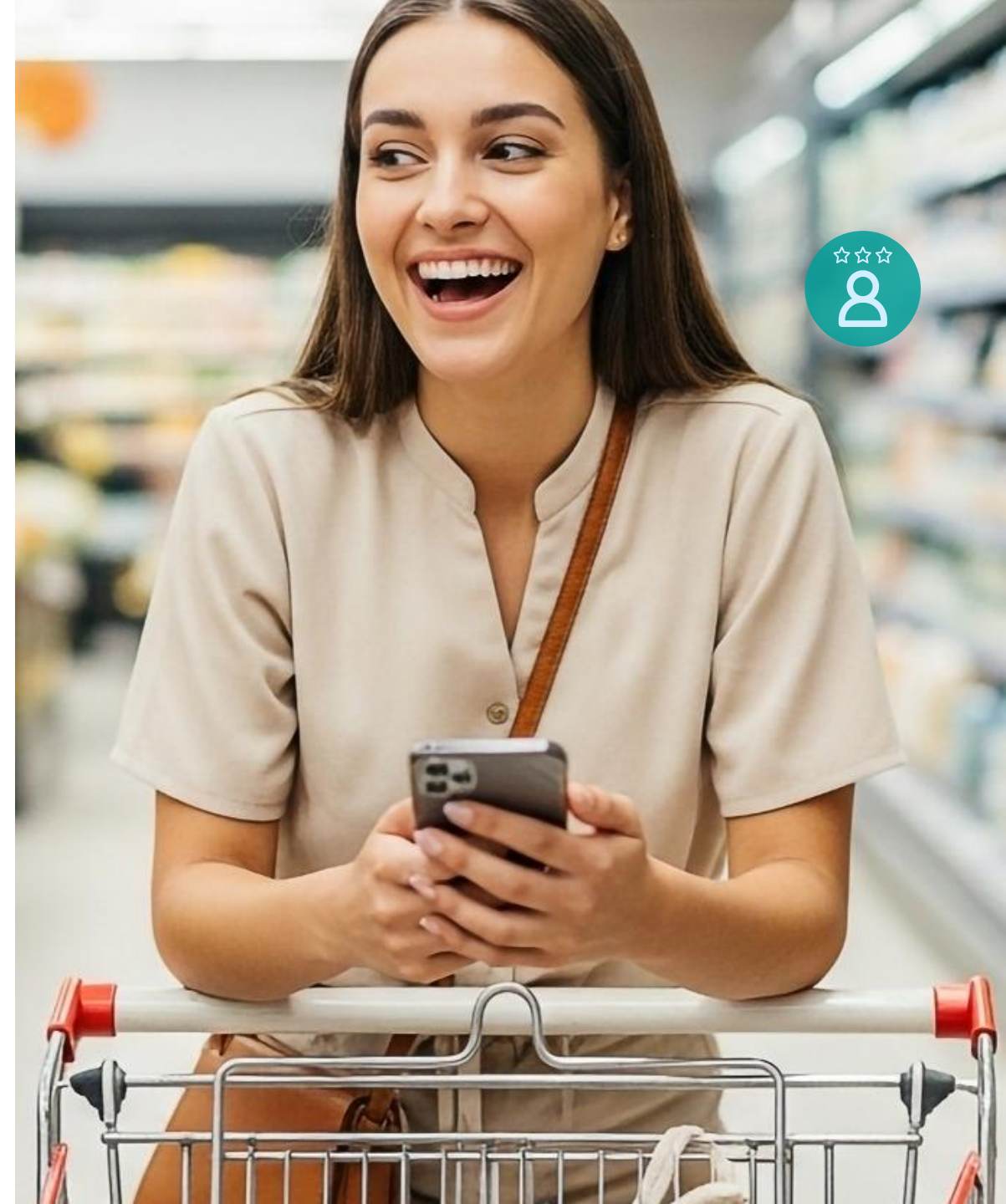
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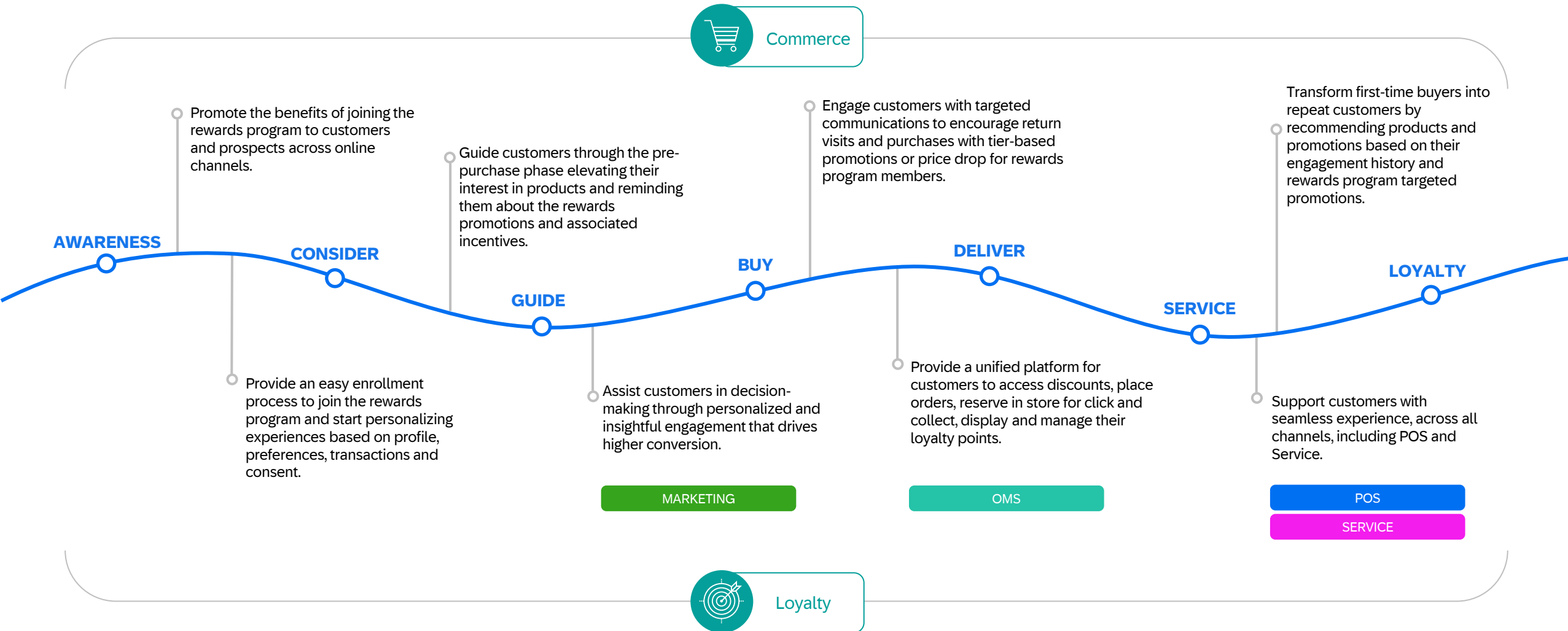
Grow customer loyalty with insightful, rewarding experiences

Ensure a long-term revenue growth by adopting an end-to-end commerce and loyalty strategy to unlock greater customer engagement.



Commerce + Loyalty: Joined Forces for Customer Centricity

From awareness to opportunity, conversion, fulfilment and loyalty across the customer journey

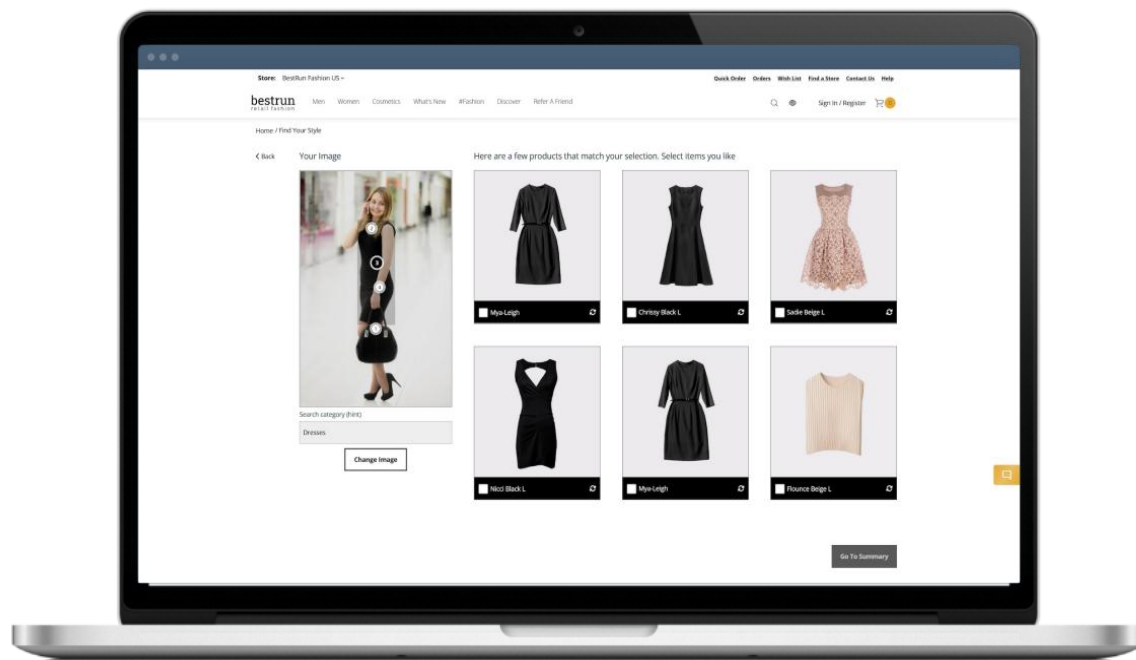


SAP Commerce Cloud

Deliver unified commerce experiences that drive profitable growth

Gartner

IDC



“ SAP Customer Experience solutions are pivotal to our digital-first, insight-driven strategy. They help us gain a 360-degree view of our B2B customers, streamline order management processes, deliver self-service portals, use analytics for actionable insights, and integrate with our other systems

Anne Marie van Gerwen
Global Commerce Platform Leader, Versuni Netherlands B.V.

”

Engaging Commerce Experiences

- » Delivers **consistent, high-quality buying experiences** across multi business models including B2B, B2C, B2B2C, D2C and every channel.
- » Connects product, pricing, inventory and fulfillment **data into a single view.**
- » **Accelerates time-to-market** and reduces operational complexity.
- » Drives seamless journeys that **improve margins and customer satisfaction.**

Intelligent, Personalized Commerce

- » Elevates the Commerce lifecycle with intelligent and **personalized discovery and search** that understand intent and context.
- » Intelligent selling services **optimizes product recommendations and merchandising** decisions with AI-assisted insights.
- » **Transforms search into natural dialogue**, helping customers to navigate products with the AI Shopping Assistant.
- » Boosts conversions, increases team productivity and **scales personalization with trust.**

Unified Commerce Powered by ERP

- » **Natively aligns** Commerce processes with ERP for real-time accuracy.
- » **Provides live visibility** into orders, availability, pricing, promotions, fulfillment and returns through integrated Order Management Services.
- » Unlocks analytics and insights through **unified operational and experience data.**
- » Increases efficiency, reduces integration costs and **delivers high ROI.**

Composable and Flexible Commerce

- » Cut costs by giving **buyers self-service control** over their organization, cost centers, spending limits, roles, and ordering.
- » **Complex product support** for managing even the most complex products, variants, and configurations without customization.
- » **Assisted service capabilities** to provide valuable support to online buyers with a 360-degree view of purchase and service history.
- » **Online quoting and negotiation.**

SAP Customer Loyalty Management

Increase customer lifetime with insights-driven personalization



“

We have 50+% of Swiss citizens members in the Migros Loyalty program but after 20 years since launch, we have to go further in digitalization and hyper personalization considering all aspects: online and offline must be seamless, easy and emotional connect, never boring and in this, technology helps.

Daniel Gahlinger (Group Chief Digital Officer at Migros) at SAP Connect 2025

”

Gain deep insights into your customers

- » Drive lasting loyalty and growth based on end-to-end customer data from across the SAP Business Suite and your entire enterprise to deliver personalized experiences

Quantify tangible value and prove business impact

- » Refine strategies for increased profitability, enhance customer engagement, and optimize marketing efforts based on precise financial insights.

Foster lifelong customer relationships

- » Spark a sense of community through a series of meaningful connections that turn customers into loyal advocates.

Manage Loyalty programs at scale

- » Drive exponential growth with a centralized loyalty engine that always responds with the right offers in real-time across every channel

SAP Commerce Cloud + SAP Customer Loyalty Management

Features and benefits

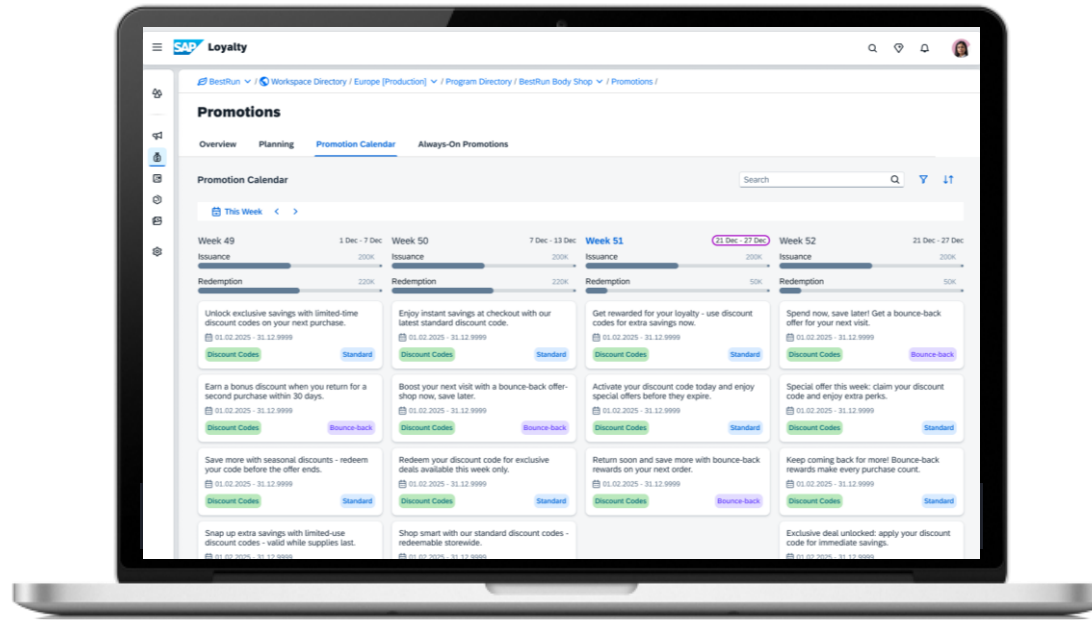
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Backup