

The Power of The Business Suite with SAP Customer Experience and AI

*SAP Connect Day for Customer Experience
Budapest - March 17th, 2026*



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SAP Business Suite For Customer Experience COE Lead, Global

Public



3 Things To Remember



1

Customer Experience is the growth engine for the Business Suite



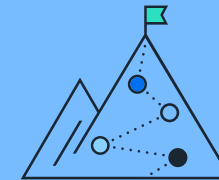
2

Enable a flexible technology landscape to access business critical data



3

Transform paper-based processes into AI first processes to unlock growth



SAP Business Suite to help you deliver on your growth objectives

Operate efficiently

An integrated system that aligns people, functions, and processes so the business runs smoothly at scale

Expand customer value

Market-relevant customer experiences that expand share of wallet and strengthen loyalty

Scale growth

New business models, product innovations, and rapid expansion into markets with scale

Unify data and systems

Connected customer and operational data with a single, trusted view of the business for faster, context-rich decisions

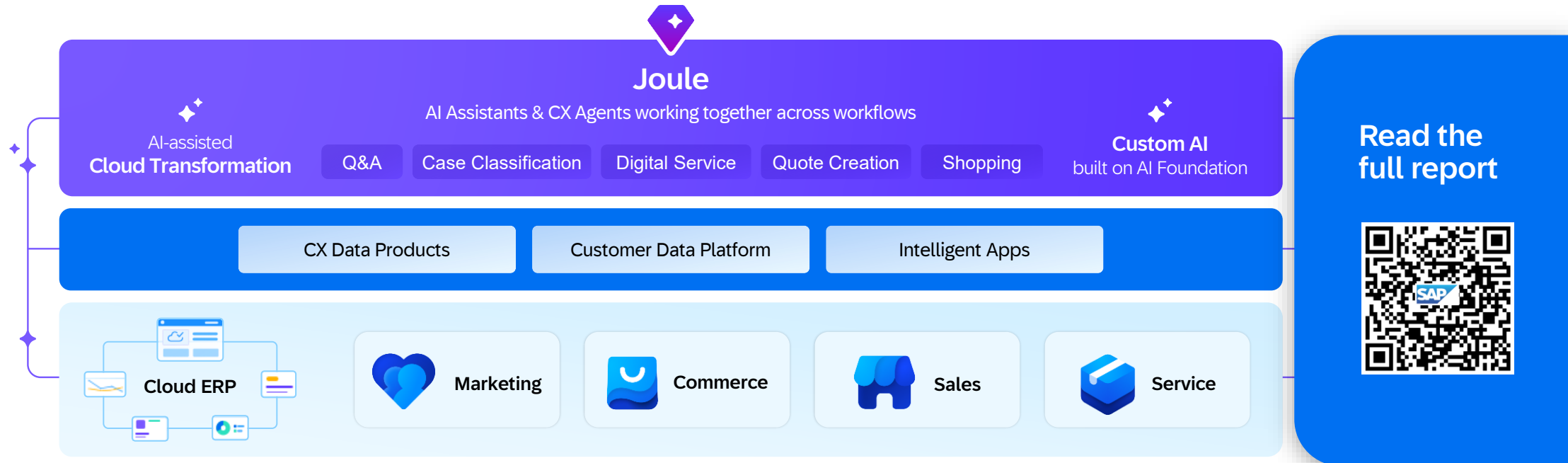
Operationalize AI

Embedded AI that orchestrates workflows, automates execution, and enhances outcomes continuously

SAP Business Suite for Customer Experience



SAP Customer Experience in the SAP Business Suite



Outcomes

Higher Productivity

25–90%

improvements across marketing, sales, ops & service

Improved Business Metrics

Up to **100%**

increase in customer registrations, sales conversation rates

30%

higher average revenue per sale

Lower Cost of Ownership

25–80%

fewer resources needed to build integrations

Up to **70%**

reduction in time required to maintain integrations

Faster Time to Value

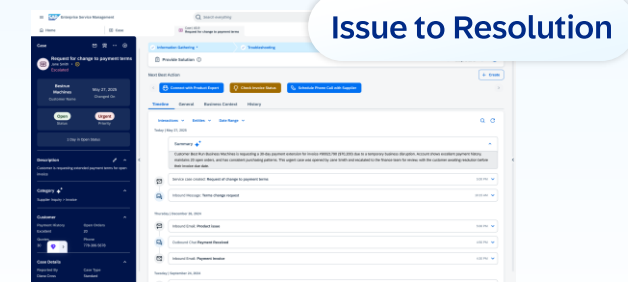
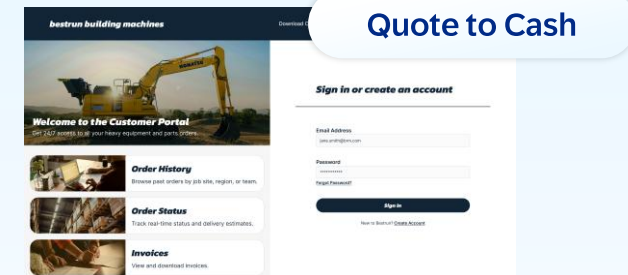
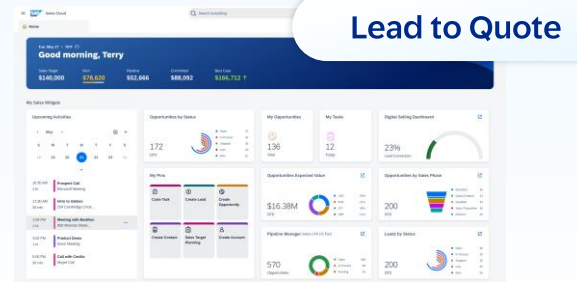
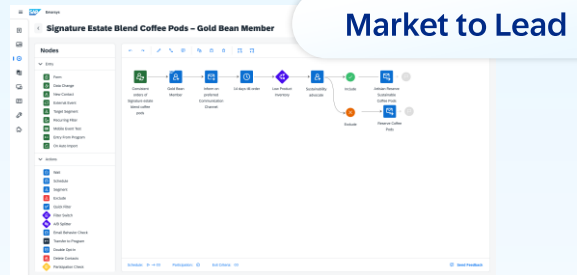
Go live in as few as **6 months**

SAP Customer Experience Powering Your Critical Business Processes

Delivering unified data, CX applications and AI agents working in sync across critical processes

One suite

of solutions to run your key customer facing business processes



Optimized Customer Operations

Power end-to-end business processes with the most comprehensive, integrated portfolio of applications

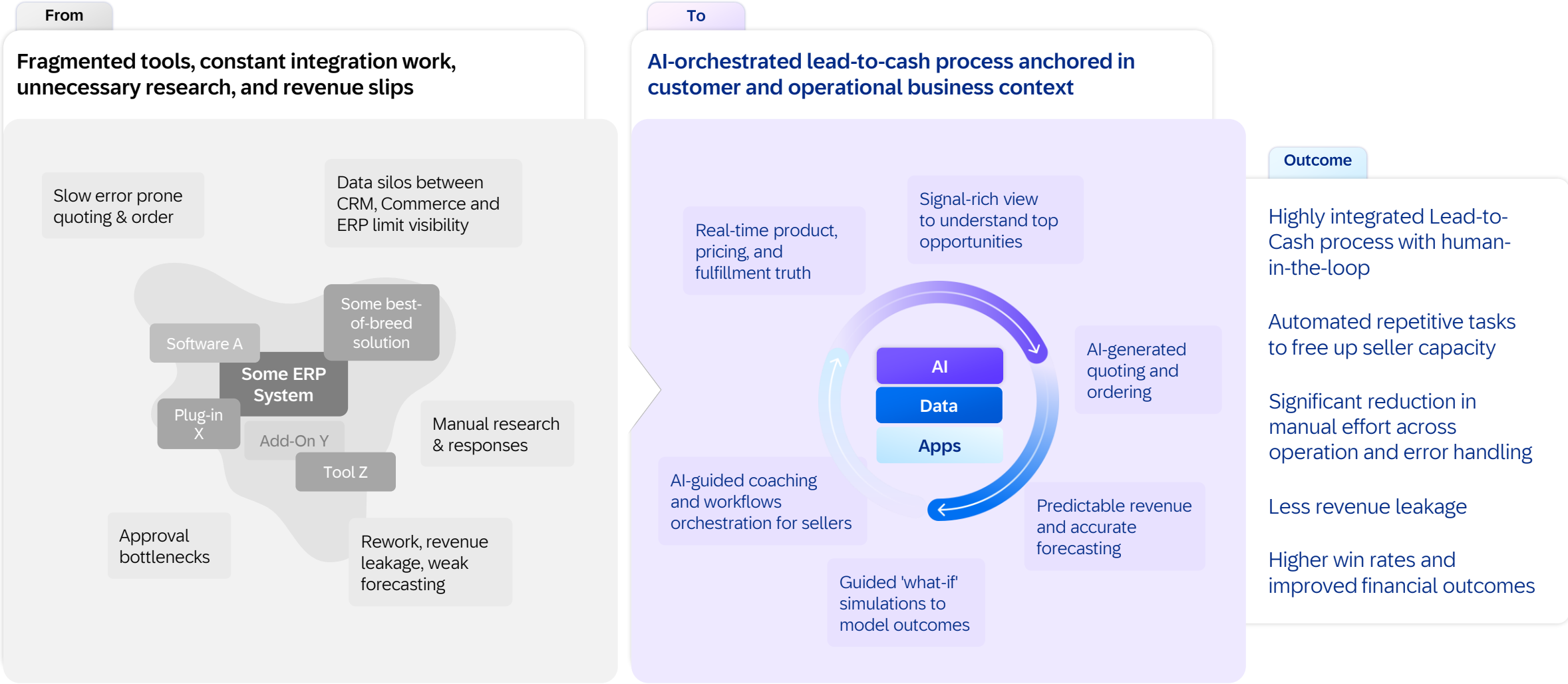
Action-Ready Insights

Enrich every interaction and consistently deliver exceptional customer experiences with actionable insights that have the full picture

Transformative Growth

Create loyal customers and brand advocates with impactful agentic experiences throughout the entire customer journey

Drive predictable profitable growth with SAP Business Suite in Lead To Cash Process



Customers creating value with SAP Customer Experience



Optimizing with ongoing AI investments

>1.5M email tickets annually at Customer Service Centers to be classified by GenAI routing

~80 person-days in savings of IT efforts each year

Up to **2500h** annual time savings per contract center



ArcelorMittal

Unifying experience across systems

60% new retail customer registration and sales conversion

85% reduction in order processing time (from 7 to 1 day)

50% reduction in order creation process time

DATASTREAM

Empowering sales teams with automation

25–70% reduction in the cost of order creation

100% of the sales order creation process digitalized

<5 minutes to create a quote from a blueprint, down from days or weeks



Growing revenue and database

+5X revenue from email in 6 months

+25% open rates in 6 months

50% database growth in 6 months

MOLTON BROWN

Elevating luxury with connected CX

+20% uplift in repeat purchases

5x increase in revenue from email

50% growth in CRM database in 6 months using Web channel

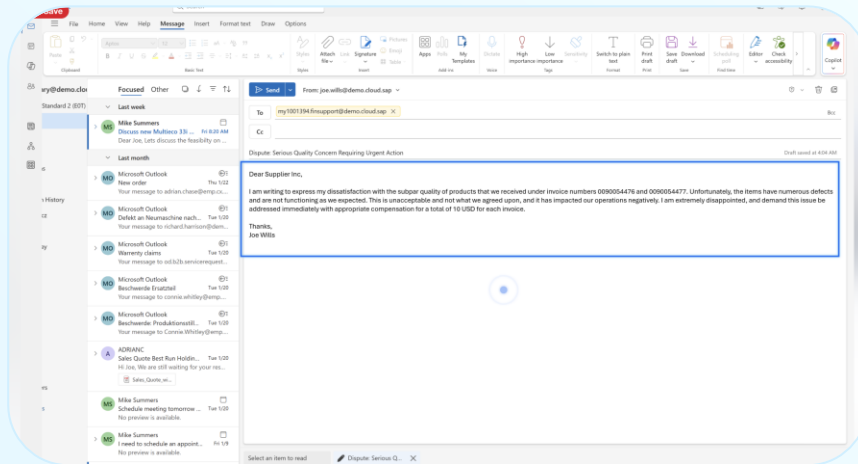
+22% YoY conversion during key campaigns

CX AI Agent | Quote Creation Agent



What if the future of Agentic Commerce and Agentic Business starts with Email Automation?

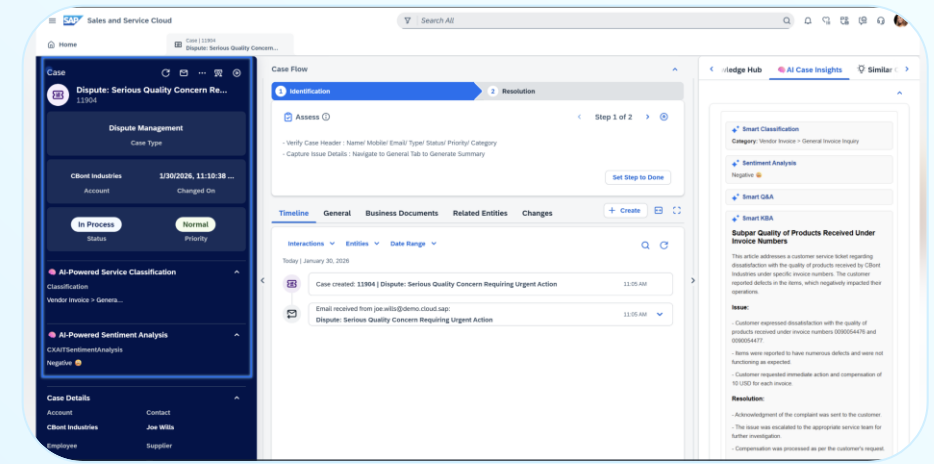
From Email



Journey Summary and Takeaways

- ✓ Dispute initiation is triggered automatically from a customer e-mail.
- ✓ ESM creates the case without manual intervention.
- ✓ AI extracts critical dispute details such as invoice numbers, dispute amounts and reasons.
- ✓ Manual data entry is eliminated, improving accuracy and efficiency.
- ✓ The dispute is structured and ready for faster processing from the start.

To Automated Resolution



Journey Summary and Takeaways

- ✓ Dispute cases are automatically created and enriched in SAP ESM.
- ✓ AI provides a clear case, summary and extracts all critical dispute details.
- ✓ Real-time integration with SAP S/4HANA delivers complete financial context to the agent.
- ✓ Discrepancies such as quality or delivery issues are identified quickly.
- ✓ Disputes are created in SAP S/4HANA with a single click, reducing manual effort.
- ✓ AI-powered email drafting supports clear and timely customer communication.
- ✓ Faster resolution ensures accuracy, transparency, and stronger customer relationships.

Transforming Business Documents to Business Processes with Agentic AI

“As we continue our digital transformation, the partnership with SAP will not just enable our employees to become more productive but also elevate customer experiences.”

Dimitri Lerner, Henkel's corporate director of value chain platform.

Agents using business context to automate business processes.

- Quote Agent
- Invoice Agent
- Order Agent
- Resolution Agent

The screenshot displays a SAP document interface. The document content includes a header with the ID 'DE 119 429 301', a handwritten note '3/2000.0001-19', and the company name 'tedox KG' with its address 'Industriestraße 14, 37176 Nörten-Hardenberg'. Below this, contact information for Claudia.Ackerhans@tedox.de and a date '01.03.2024' are visible. The document title is 'RECHNUNG Nr. 84/2400078'. A highlighted section contains the text: 'kleister Direct 425 g, Vorteilspack im Display; 1548596 - MDR1D 56 vom 15.02.2024: Harste ngen sind undicht, der Kleister rieselt raus'. On the right side, a metadata table is shown with the following data:

Field	Value
businessArea	
claim	Kleister rieselt raus
customerIDH	DE 119 429 301
customerName	tedox KG
documentType	debitNoteRetour
invoiceNumber	1117238756
referenceNumber	84/2400078
soldToParty	
totalAmount	2284.44



Automating case resolution for more than 10,000 dispute emails per week



90% reduction in customer operations cost

Customer Business Process Outcomes Achievement

Key findings from Top 25% of Business Suite Customers

2 days

on average

Quote To Order Cycle Time

(vs. 25 days)

3%

on average

Sales Order Entry Error Rate

(vs. 20% error rate)

2 weeks

on average

Sales Cycle Length

(vs. 12 weeks)

85.2%

on average

Demand Forecast Accuracy

(vs. 65%)

-25%

on average

Service Centre Calls

<3 days

on average

Dispute Resolution Time

(vs. 20 days)

25%
on average
Monthly Recurring Revenue Growth
(vs. 8%)

+90%
on average
Cashflow Forecast Accuracy
(vs. 70%)

1.6%
on average
Cost of Sales & Service as a % of Revenue
(vs. 9%)



Service Agent Representative
Natalie

Respond to customer service inquiries in natural language

SAP Commerce and Service Cloud, **Digital Service Agent**

30% reduction

in contact center costs for handling routine inquiries

Available now [Learn more](#)



Without AI

€1.3M
contact center costs for handling routine inquiries

With AI

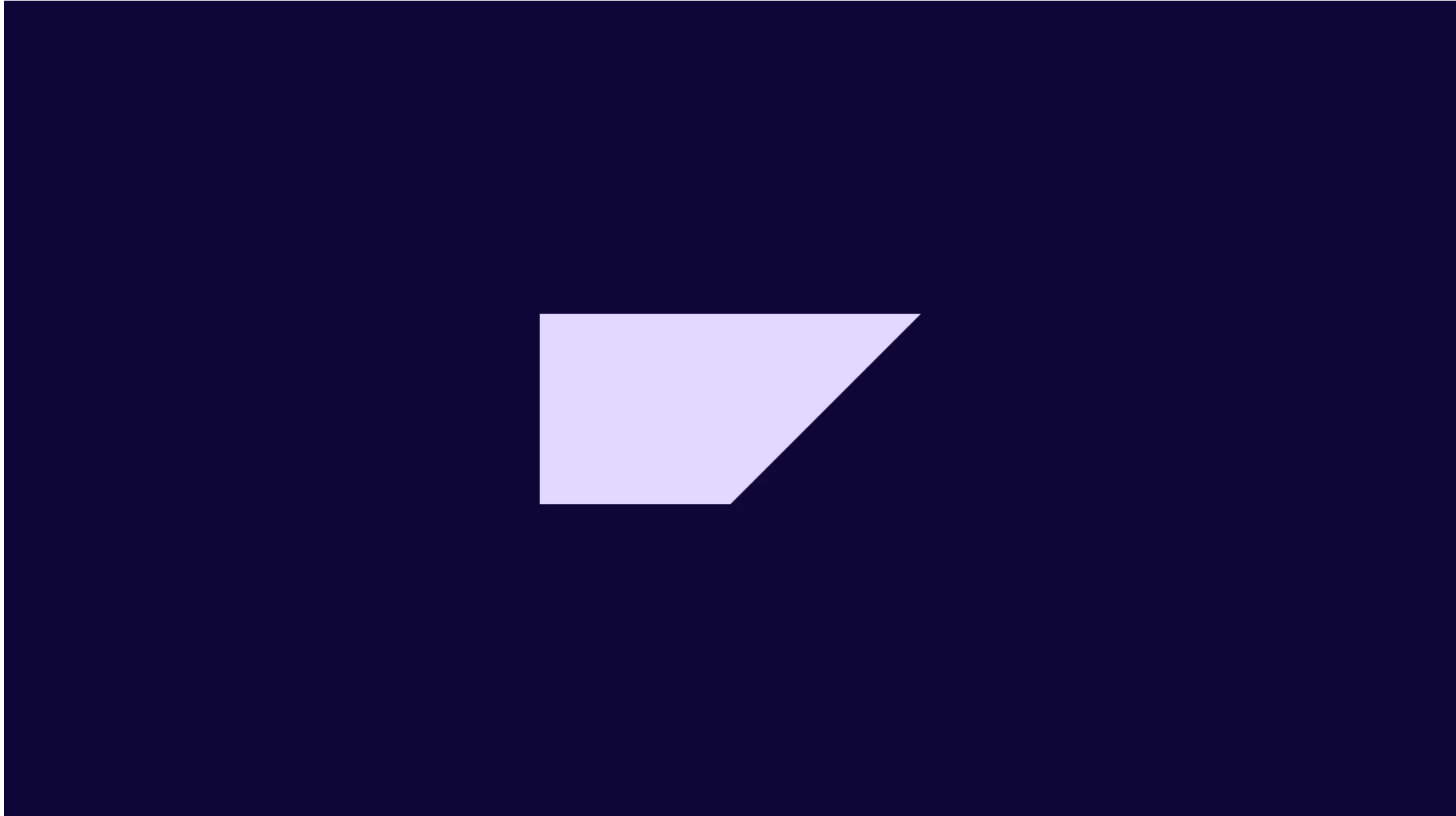
€900k
contact center costs for handling routine inquiries

Created value

Annual benefits of up to €501k*

* Numbers assumed for Consumer Products company, €1bn in revenue and 2,000 employees | Annual benefits result from one or more value drivers | Source: SAP Value Management

CX AI Agent | Digital Service Agent

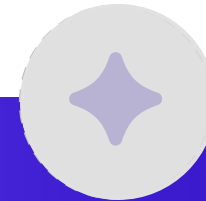


Adopt vs. Adapt



Fit to Standard
Powered by Joule

Pre-built best practices
Deploy and get value fast



Customer Build
Enabled by AI Foundation

Differentiated workflows
Build proprietary advantage

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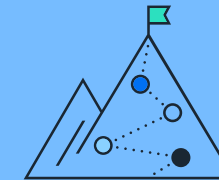
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Thank you.

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Appendix

