



SAP Customer Experience

SAP Customer Experience

Re imaginando la Experiencia de Cliente

Phil Sebok, Director Regional
Mario Suárez, Especialista de Soluciones

SAP Customer Experience

**“CENTRARSE EN EL CLIENTE ES UNA
CULTURA DE PONER AL CLIENTE EN EL
CENTRO DE TODO LO QUE UNO HACE.”**

Brian Solis – analista digital, antropólogo, y futurista
Altimeter Group (una compañía del grupo Prophet)



“**SAP C/4HANA** is the
largest development
initiative inside SAP”

Hasso Plattner
Chairman Supervisory Board of SAP SE



A man with dark hair and a beard, wearing a brown patterned button-down shirt, is looking down and slightly to the left. In the background, the back of a woman's head with long brown hair is visible. The image is partially covered by a black diagonal overlay on the left side.

EL AHORA

Impulsores Estratégicos



ECONOMÍA DEL AHORA

Sus Clientes
Hacen las Reglas



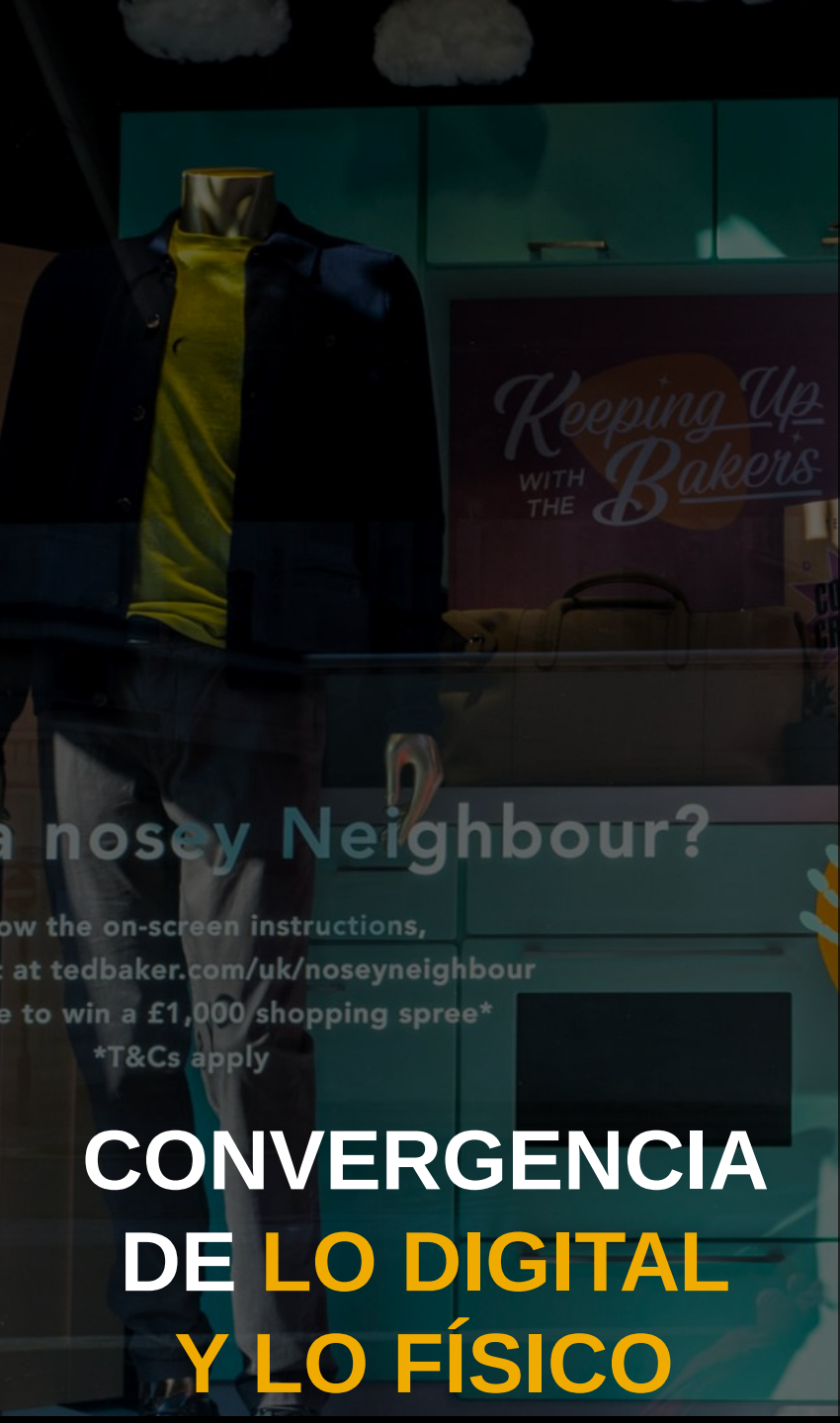
MÓVIL

Experiencia en
Cualquier Lugar



PERSONALIZACIÓN

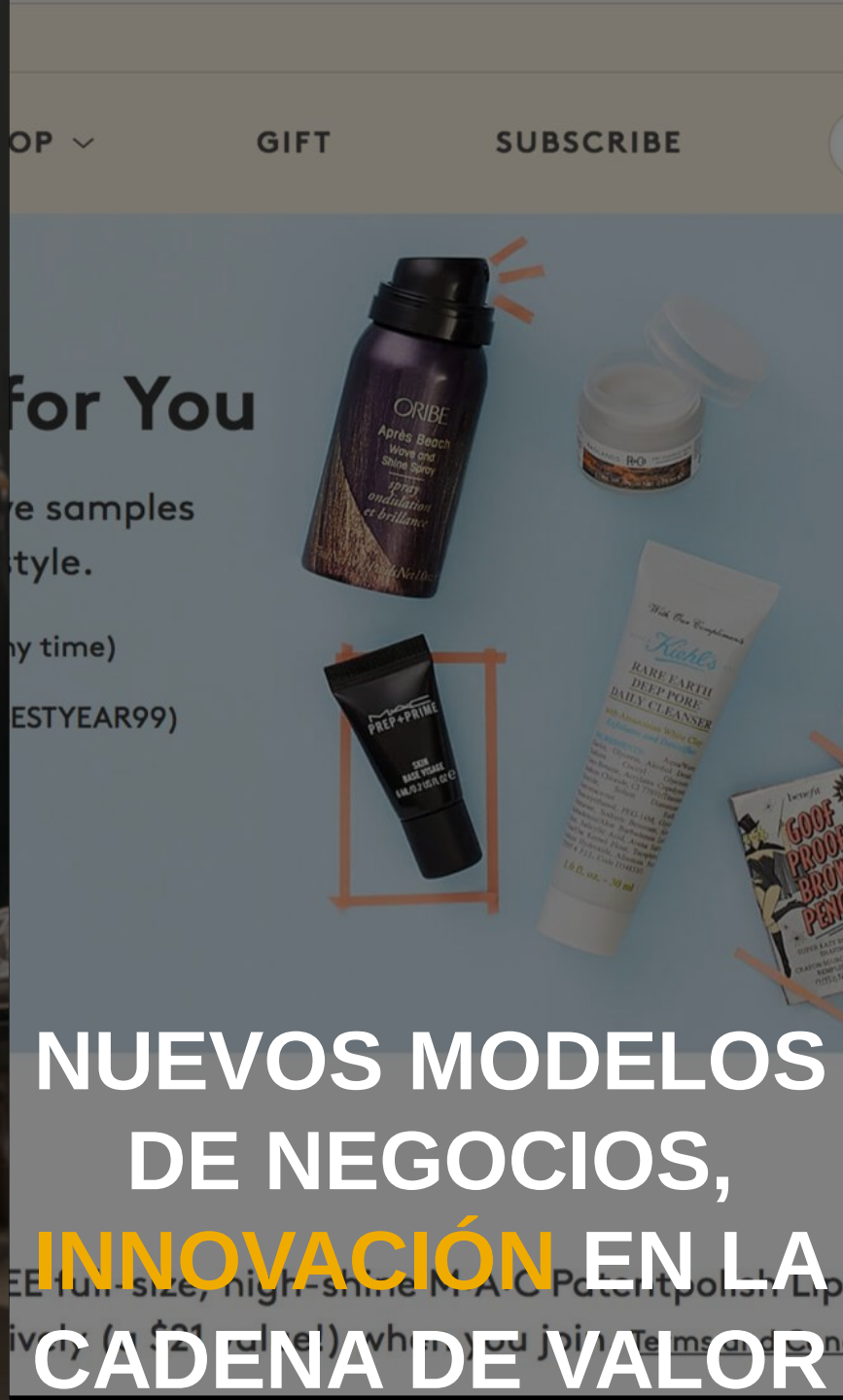
Transparencia
Privacidad
Confianza



CONVERGENCIA
DE LO DIGITAL
Y LO FÍSICO



POTENCIANDO
PERSONAS



NUEVOS MODELOS
DE NEGOCIOS,
INNOVACIÓN EN LA
CADENA DE VALOR

LO DIGITAL ESTÁ CAMBIANDO TODO

- ✓ Clientes
- ✓ Competencia
- ✓ La manera de hacer negocios



Alineado con las prioridades de la transformación digital



Prioridad 1: Centrado en el Cliente

Poner el punto de vista del cliente en el centro de cada decisión



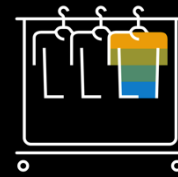
Prioridad 2: Servir al segmento de uno

Aprovechar el entendimiento del cliente para proveer ofertas personalizadas



Prioridad 3: Cadena de suministro para el cliente digital

Conectar la cadena de suministro en tiempo real para una mejor eficiencia y nuevos niveles de respuesta



Prioridad 4: Tecnología inteligente para retail

Generar experiencias de compra diferentes y generar nuevas oportunidades de ingresos



Prioridad 5: Monetizar ofertas a nuevos clientes

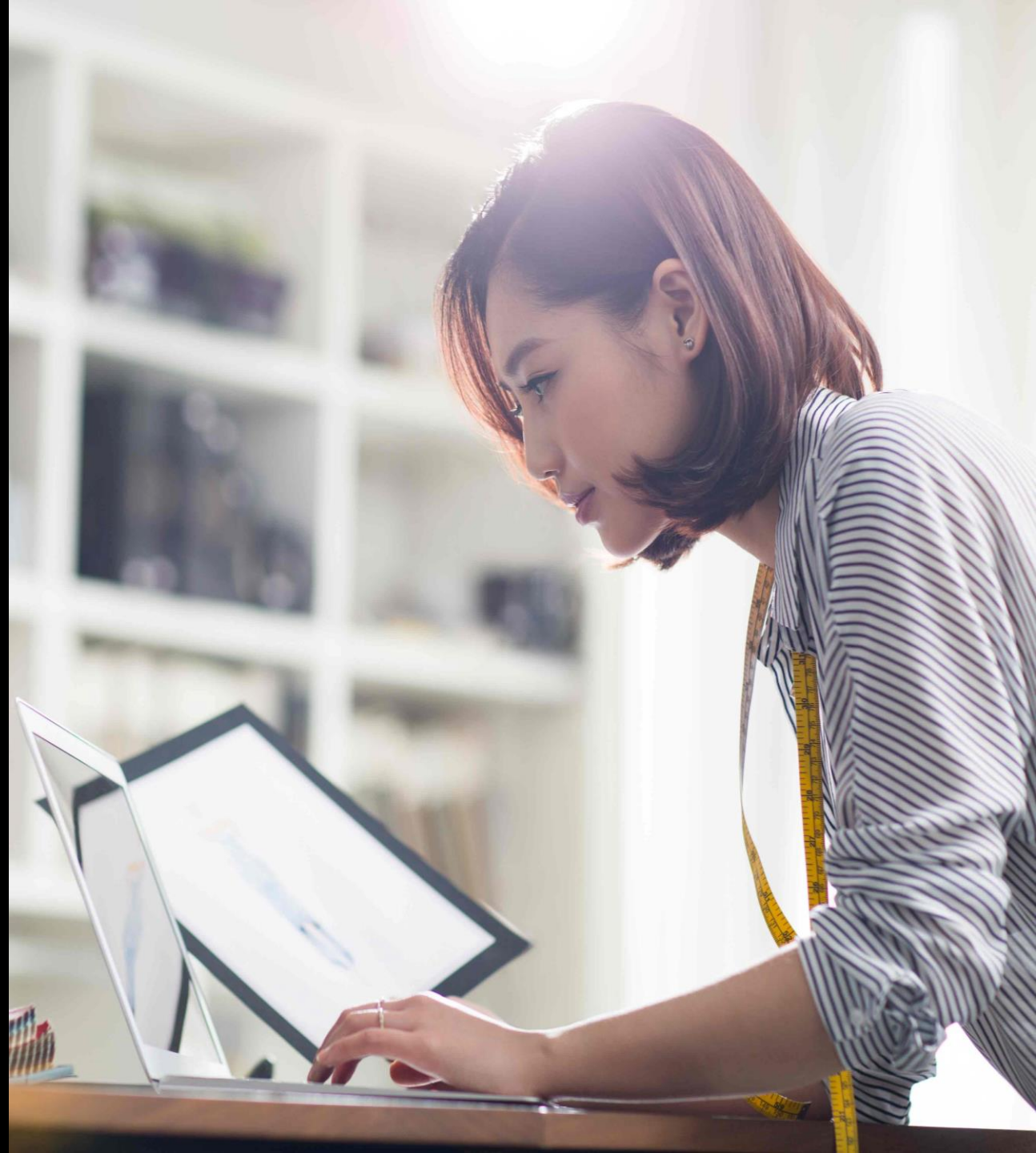
Aprovechar el entendimiento de las necesidades del cliente para realizar nuevas ofertas que generen ingresos

¿CÓMO **SAP** PUEDE AYUDAR?

Simplicidad

Entendimiento

Innovación



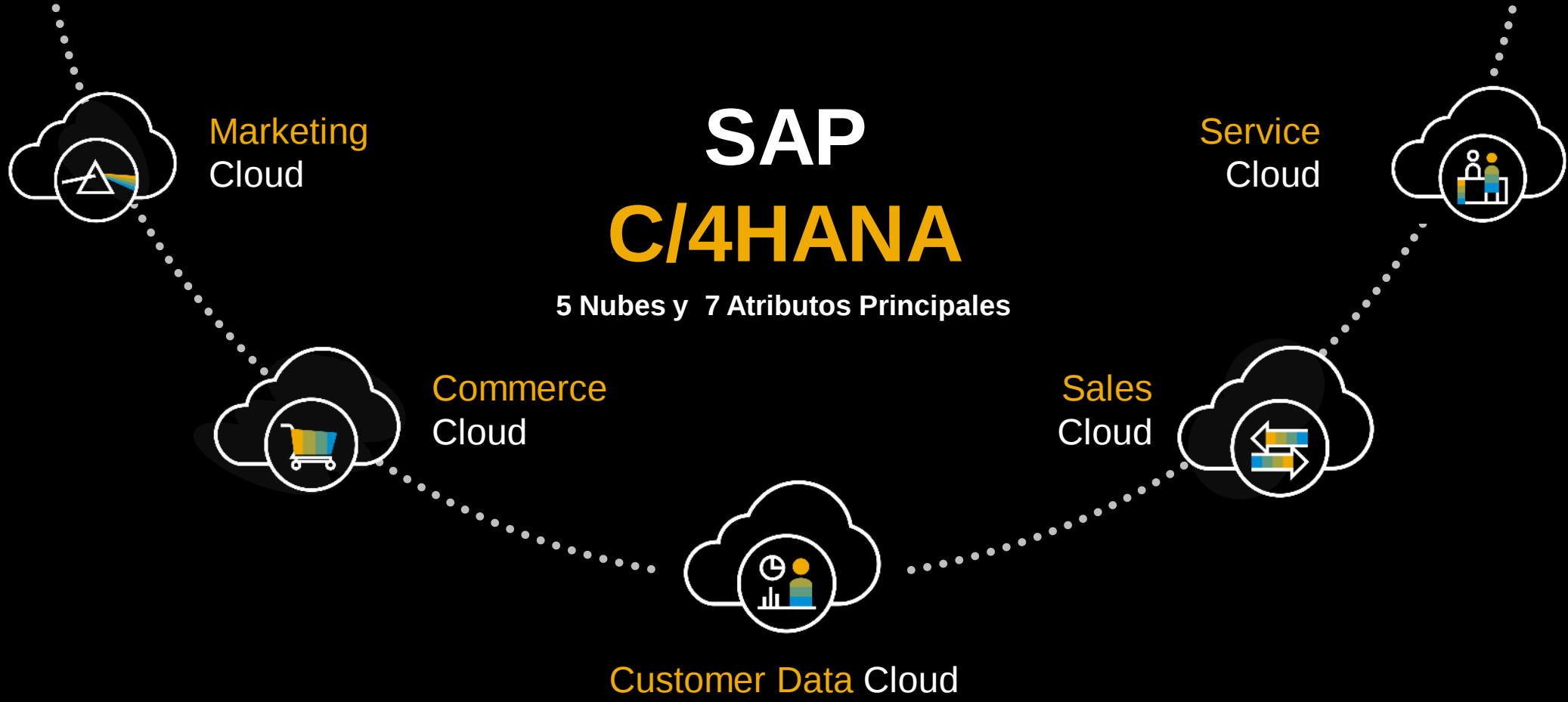
Proveyendo la suite líder mundial en Experiencia de Cliente.

SAP C/4HANA

EL FRONT OFFICE INTELIGENTE

TIEMPO REAL. AUTOMATIZADO. BASADO EN ENTENDIMIENTO. ÁGIL

Potenciado por
SAP® Cloud Platform



SAP C/4HANA en Acción

Offline Demo

SAP CX Live Demo (extended version)

SAP C/4HANA Demo Sapphire 2018



DISRUPCIÓN INMEDIATA

VOZ
¿El nuevo mejor
amigo de sus
Clientes?





IoT
Cuando todo es
inteligente y
conectado

AR/VR

La próxima
frontera del retail
experiencial





BLOCKCHAIN

Más de lo que se
alcanza a ver



Experience Management y la Brecha de Experiencia

80%

**BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE**

80%

**BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE**

8%

**OF THEIR
CUSTOMERS
AGREE**

80%

**BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE**

8%

**OF THEIR
CUSTOMERS
AGREE**

LA BRECHA DE EXPERIENCIA

Experience Management es el **Corazón de la Transformación Digital**

QUÉ
está Pasando?



**Datos
Operacionales**

POR QUÉ
está Pasando?



**Datos de
Experiencia**

Cerrando la Brecha de Experiencia con Experience Management

qualtrics + SAP

Accelerating the new XM category by combining experience data and operational data to power the experience economy



Customer
Experience



Product
Experience



Employee
Experience

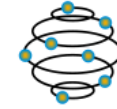


Brand
Experience

DATA MGMT
CLOUD PLATFORM
AI



CRM



ERP



HCM



Spend
Management

X

experience
DATA

⋮

**1.8 BILLION EXPERIENCE
TOUCHPOINTS RUN ON QUALTRICS**

O

operational
DATA

⋮

**77% OF THE WORLD'S
TRANSACTIONS RUN ON SAP**

Innovación en Experiencia de Cliente

SAP Hybris Service Engage x

Secure https://cecenter.us.yaas.io

0 Request Ready

sanjana.reddy@sap.com

Context 1 +

Anonymous

Interaction Log

Enter notes (required)

Actions

Account

- Create Account

Service

- Create Service Ticket
- Search for Service Tickets

Sales

- Create Sales Order
- Search for Sales Orders

Anonymous

Video Subtitulado en Español

Video Subtitulado en Portugués

- Perfecto, gran trabajo Torsten

Anonymous

Photo ID photo Emotion

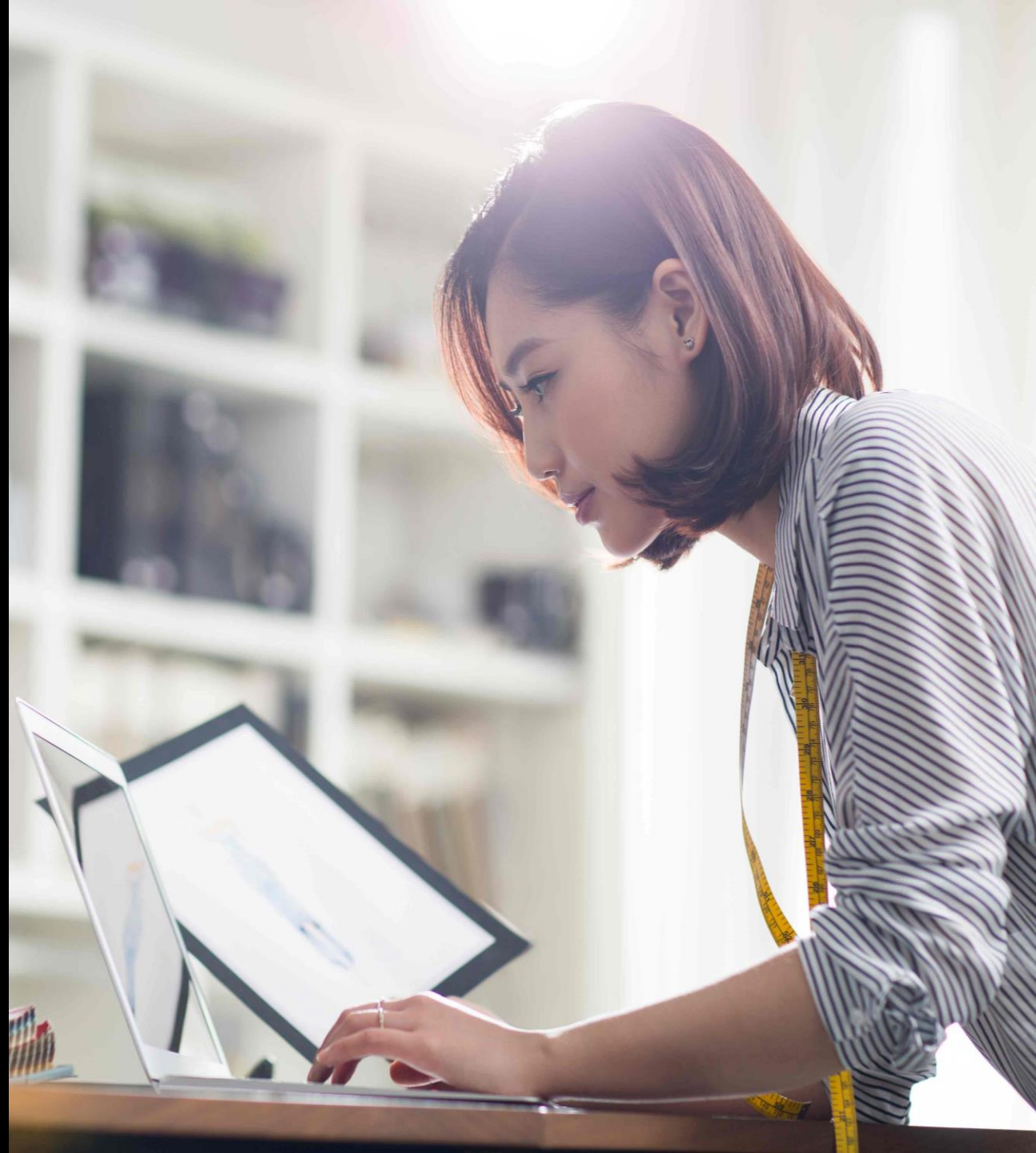
Save and Close (00:00:32) Cancel Hide Chat End Chat Hide Side Panel

¿CÓMO **SAP** PUEDE AYUDAR?

Simplicidad

Entendimiento

Innovación



¡Gracias!

Phil Sebok, Director Regional

Mario Suárez, Especialista de Soluciones

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