



# SAP NOW

## Quito

Marzo 12, 2019



SAP Customer Experience

# **SAP Customer Experience**

## **Re imaginando la Experiencia de Cliente**

Laura Llames, Gerente de Territorio  
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







## **ECONOMÍA DEL AHORA**

Sus Clientes  
Hacen las Reglas



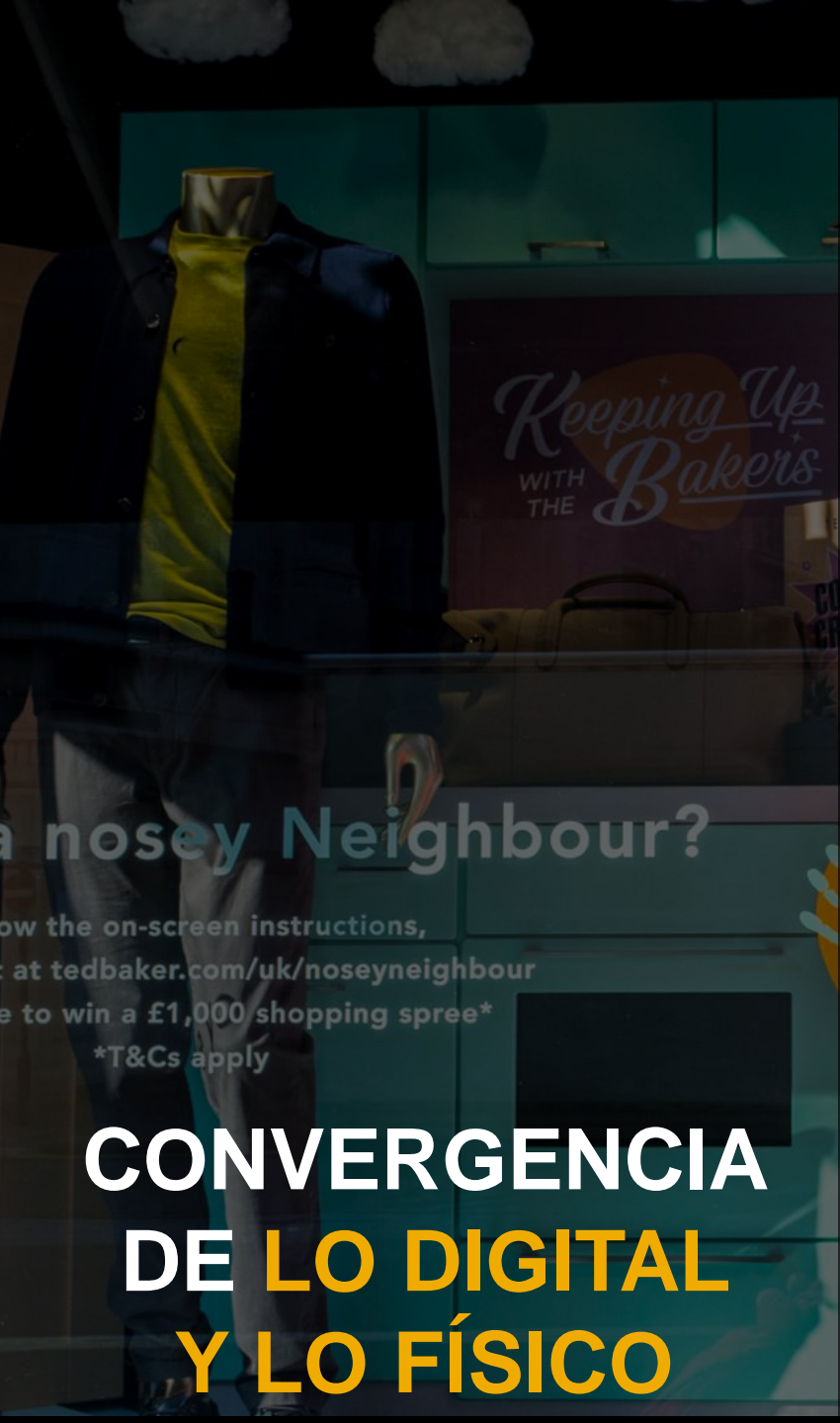
## **MÓVIL**

Experiencia en  
Cualquier Lugar



## **PERSONALIZACIÓN**

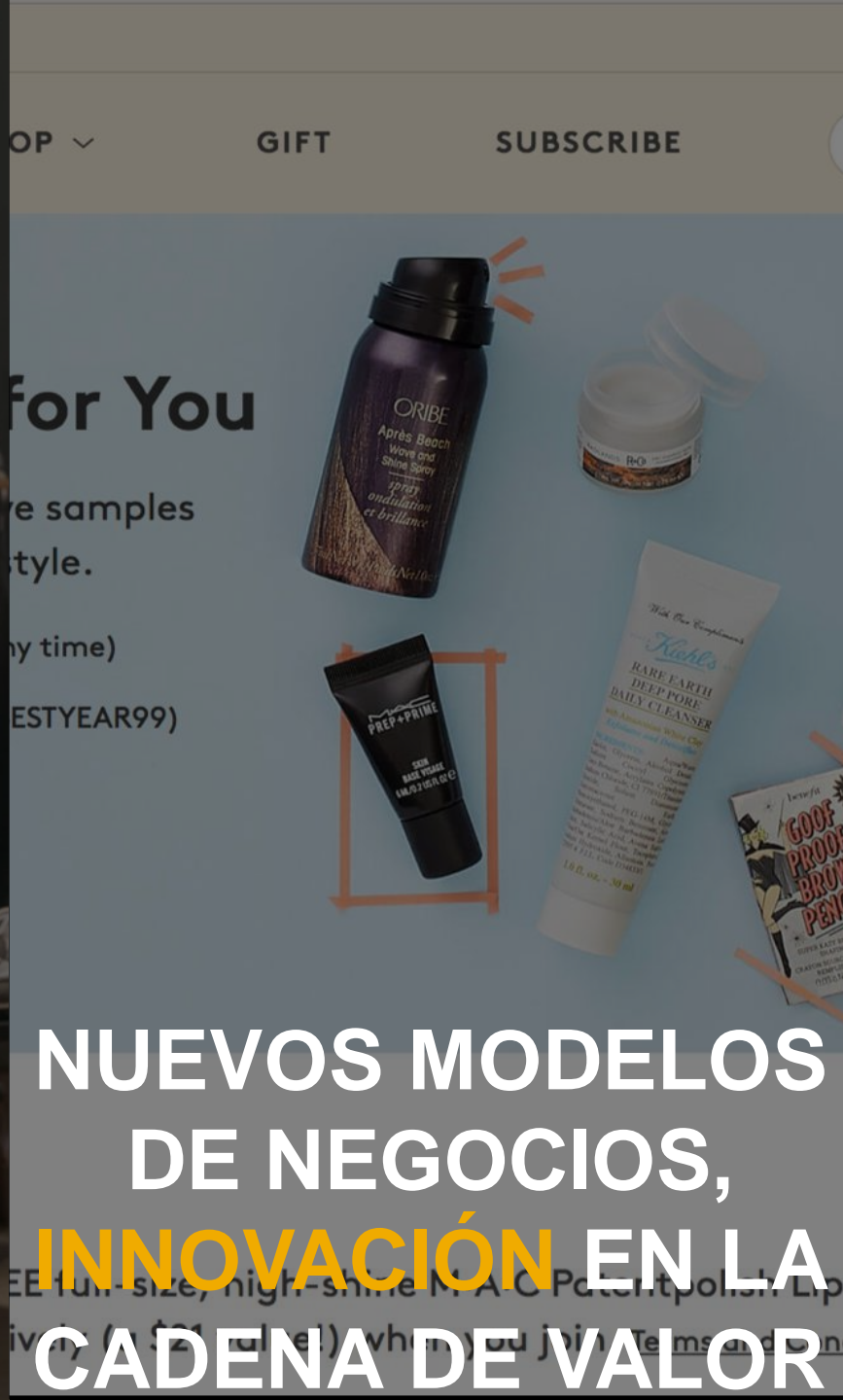
Transparencia  
Privacidad  
Confianza



CONVERGENCIA  
DE LO DIGITAL  
Y LO FÍSICO



POTENCIANDO  
PERSONAS



NUEVOS MODELOS  
DE NEGOCIOS,  
INNOVACIÓN EN LA  
CADENA DE VALOR



# LO DIGITAL ESTÁ CAMBIANDO TODO

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



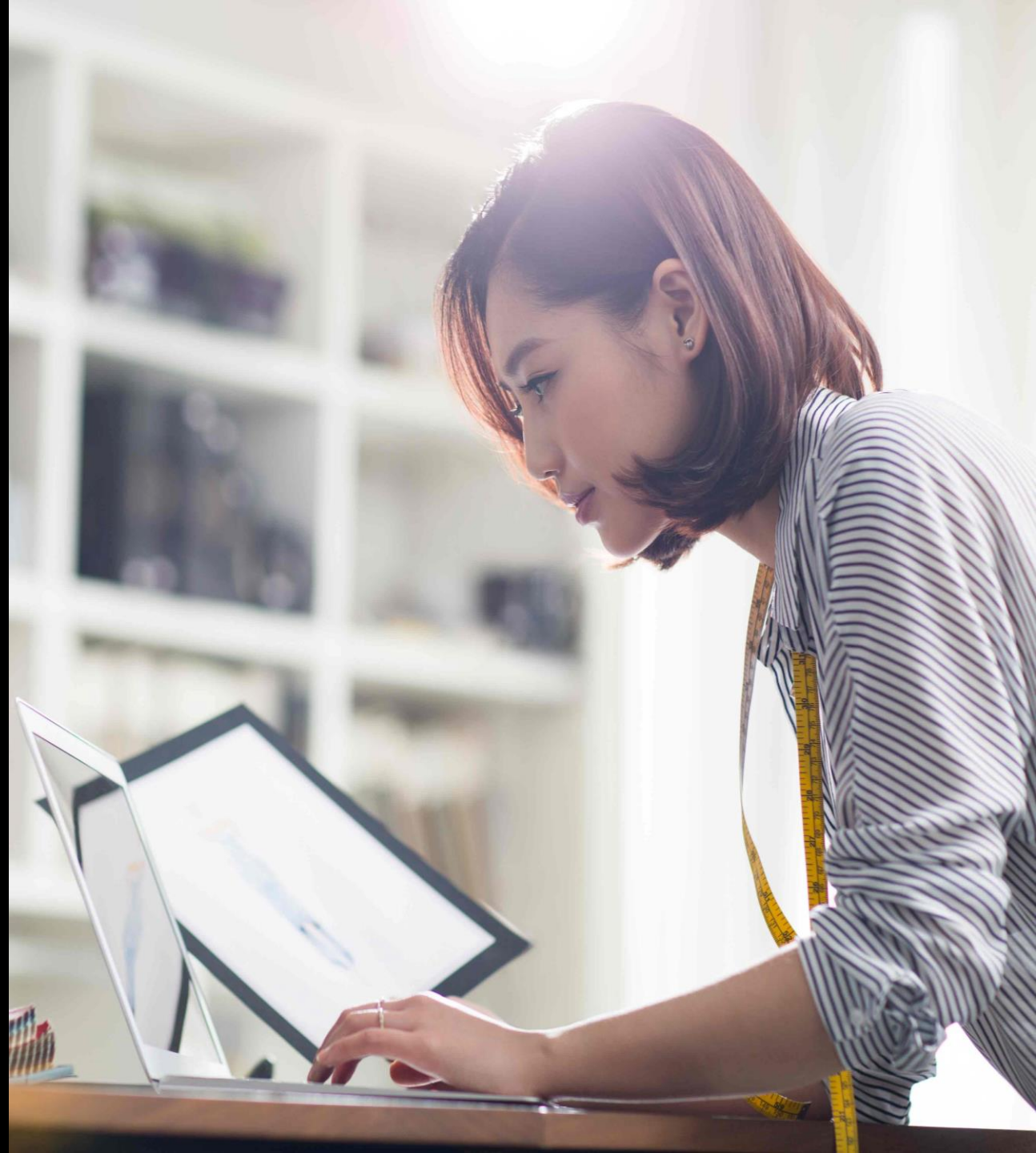
# ¿CÓMO **SAP** PUEDE AYUDAR?

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**Simplicidad**

**Entendimiento**

**Innovación**





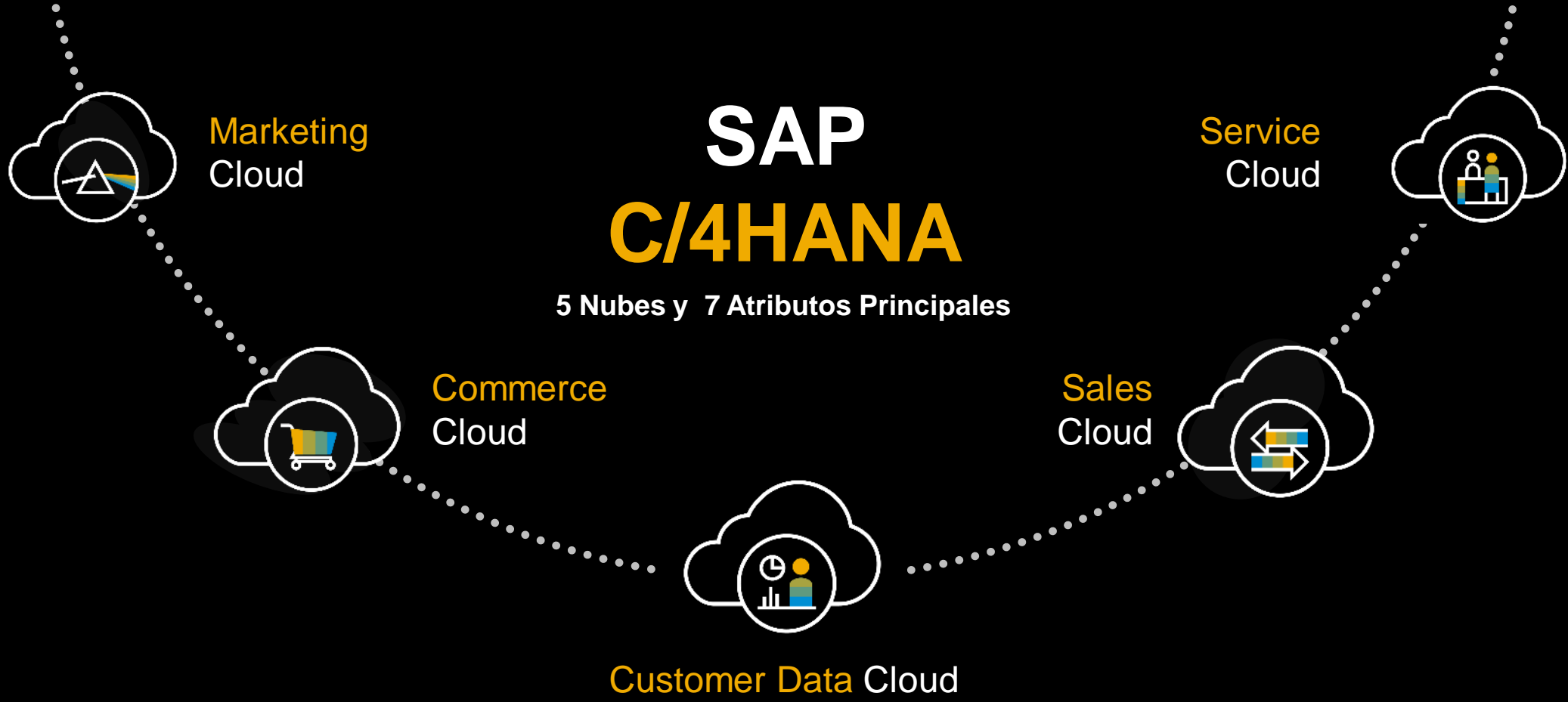
# Brindando la suite líder mundial en Experiencia de Cliente.

 **Customer Experience**  
**EL FRONT OFFICE INTELIGENTE**

TIEMPO REAL. **AUTOMATIZADO.** BASADO EN ENTENDIMIENTO. **ÁGIL**



Potenciado por  
**SAP® Cloud Platform**





# **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**

# 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

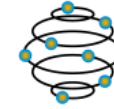


Brand  
Experience

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**

# SAP C/4HANA en Acción

# ¡Gracias!

Laura Llames, Gerente de Territorio

Mario Suárez, Especialista de Soluciones

SAP Customer Experience



## SAP Customer Experience

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