



SAP NOW Medellín

Marzo 7, 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



Keeping Up WITH THE Bakers

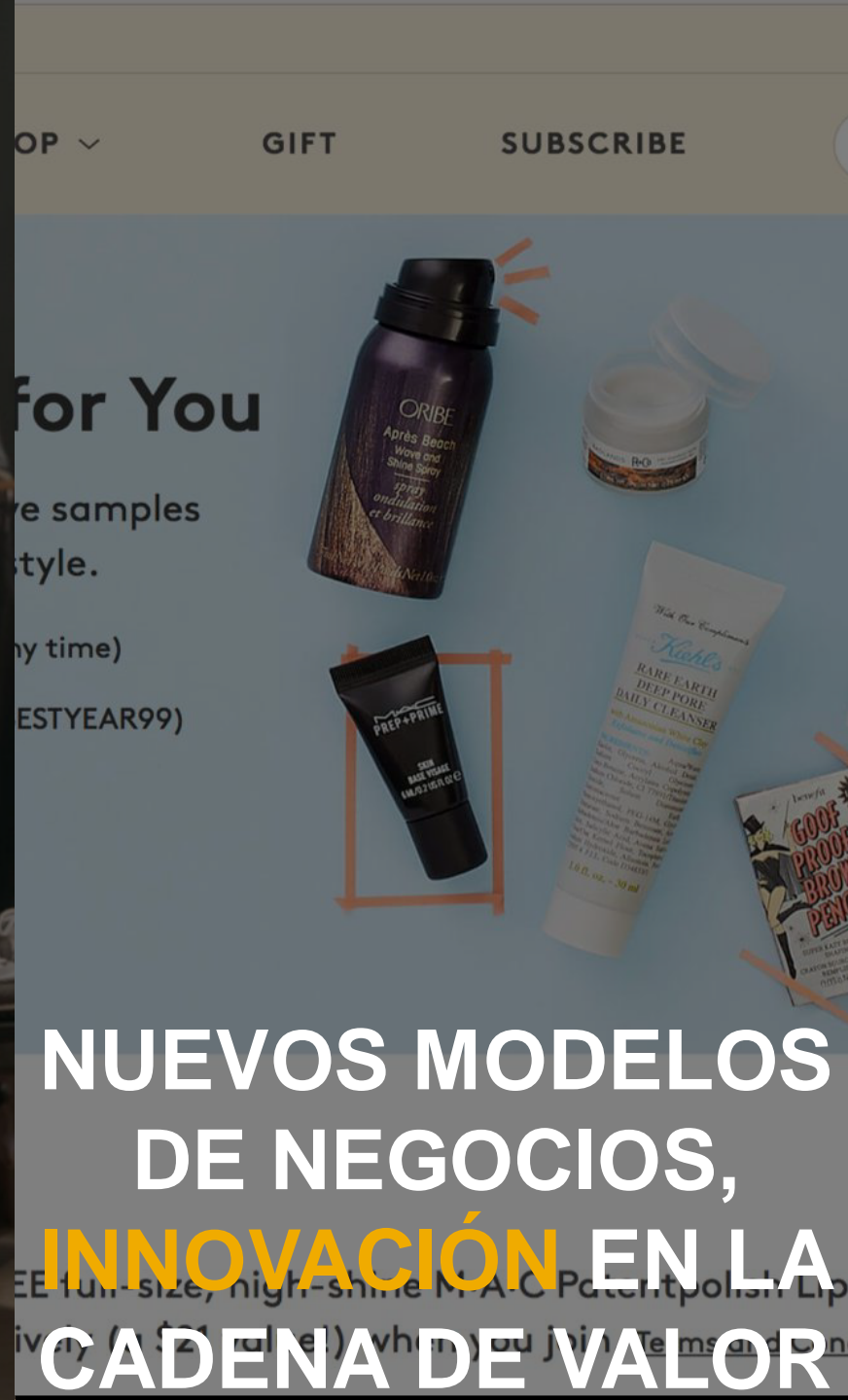
a nosy Neighbour?

Follow the on-screen instructions,
visit tedbaker.com/uk/noseyneighbour
to win a £1,000 shopping spree*
*T&Cs apply

**CONVERGENCIA
DE LO DIGITAL
Y LO FÍSICO**



**POTENCIANDO
PERSONAS**



For You

Free samples
style.
(any time)
(ESTYEAR99)



**NUEVOS MODELOS
DE NEGOCIOS,
INNOVACIÓN EN LA
CADENA DE VALOR**

LO DIGITAL ESTÁ CAMBIANDO TODO

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

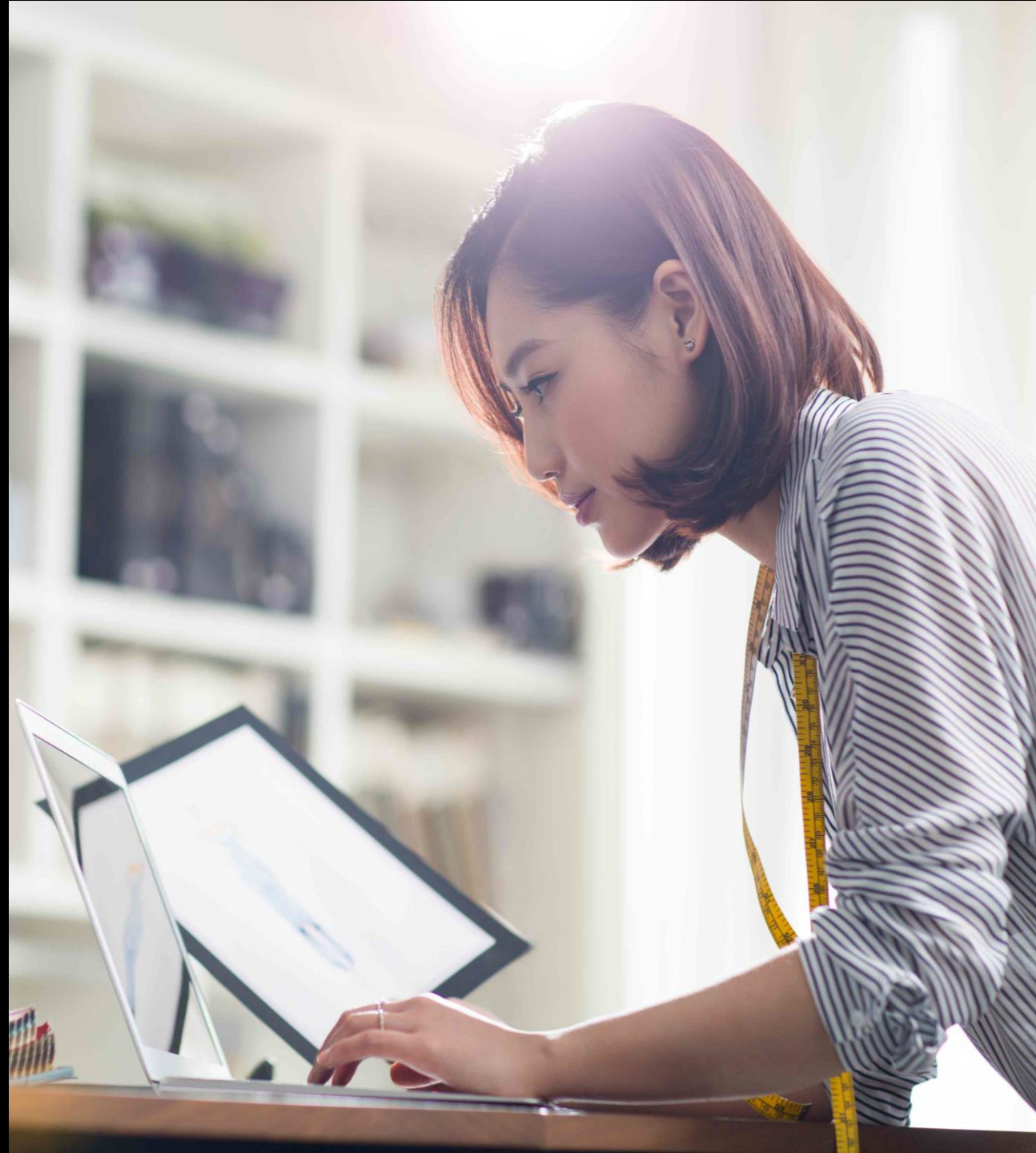


¿CÓMO **SAP** PUEDE AYUDAR?

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

SAP C/4HANA

5 Nubes y 7 Atributos Principales



Marketing
Cloud



Service
Cloud



Commerce
Cloud



Sales
Cloud



Customer Data Cloud



Experiencia de
Usuario Encantadora



Procesos de Punta a
Punta



Servicios de Datos
Maestros y de Negocios



Análíticos e
Inteligencia de
Negocios



Servicios de
Plataforma



Extensibilidad e
Integración



Ecosistema Abierto

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**

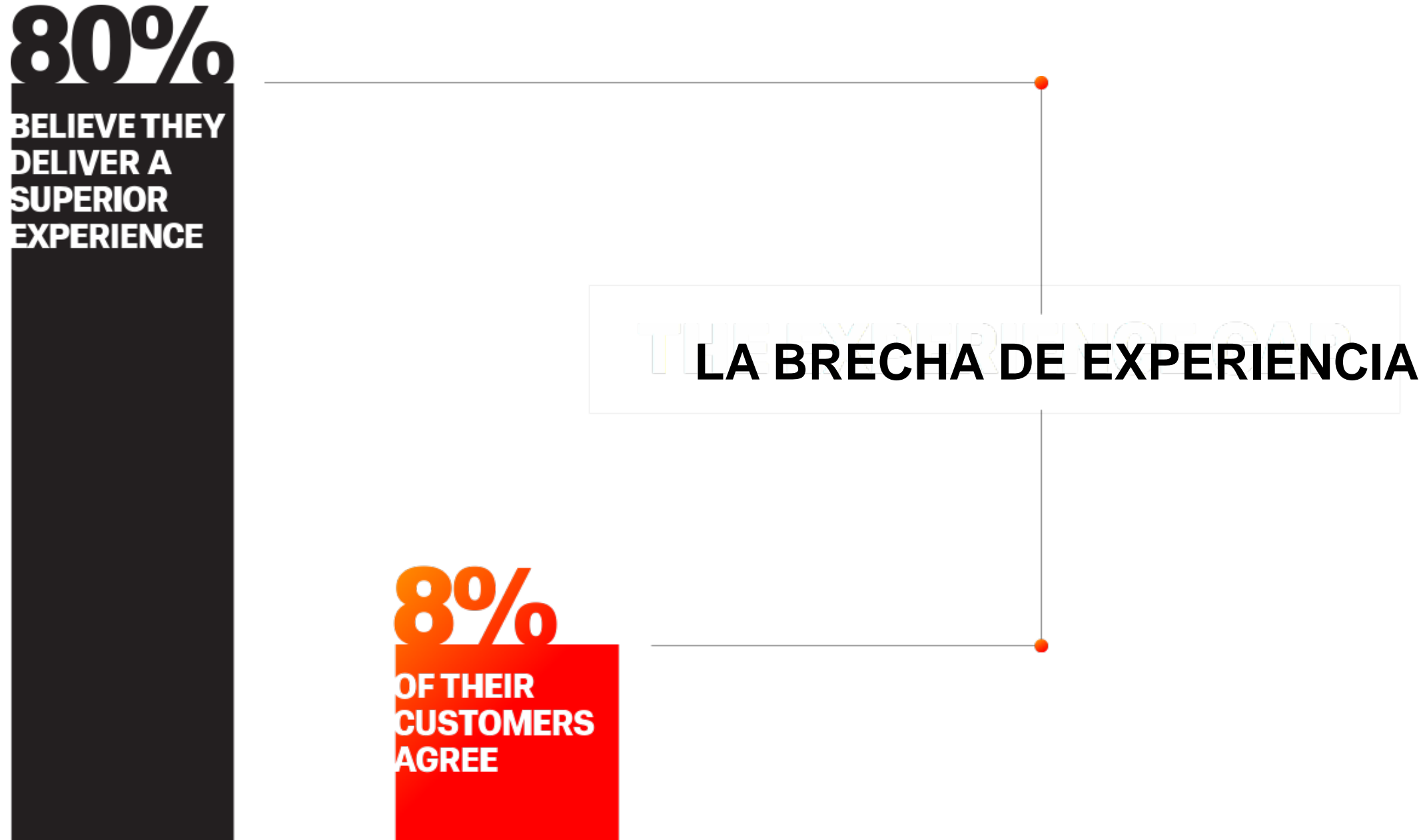
80%

**BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE**

LA BRECHA DE EXPERIENCIA

8%

**OF THEIR
CUSTOMERS
AGREE**



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

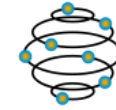


Brand Experience

DATA MGMT
CLOUD PLATFORM
AI



CRM



ERP



HCM



Spend Management

X

experience

DATA



1.8 BILLION EXPERIENCE TOUCHPOINTS RUN ON QUALTR

WORLD CLASS
DRINKS



O

operational

DATA



77% OF THE WORLD'S TRANSACTIONS RUN ON SAP

SAP C/4HANA en Acción

SAP Customer Experience

¡Gracias!

Laura Lames, Gerente de Territorio

Mario Suárez, Especialista de Soluciones

SAP Customer Experience

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