

digital evolution

INFORMÁTICA

El Corte Inglés

Venta guiada en escenarios B2B  
SAP Hybris



01

CONTEXTO B2B

02

RETOS

03

CAPACIDADES SAP Hybris

04

EVOLUCIÓN CONTINUA

# El cliente se ha empoderado





## El cliente ha cambiado



Y además, existe un gap tecnológico



*Nuevo Cliente*



*Viejo ERP*

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CONTEXTO B2B

02

RETOS

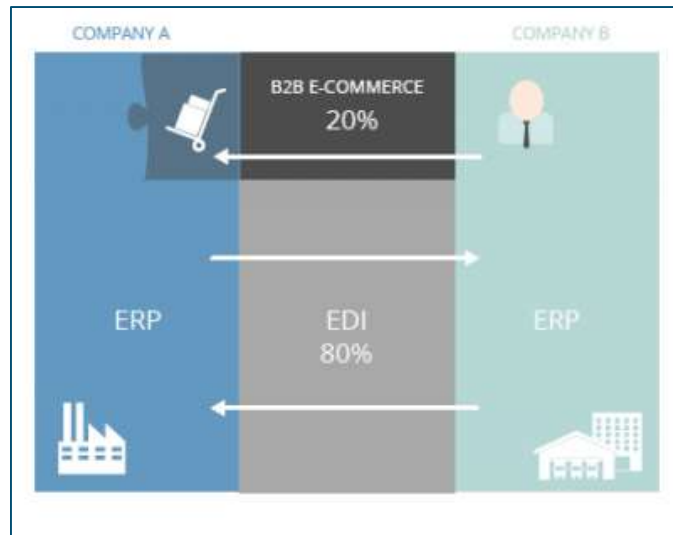
03

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EVOLUCIÓN CONTINUA

# ¿Dónde jugamos?



**Nueva Propuesta de Valor para superar el enfoque tradicional**

**Experiencia de usuario  
profesional B2B  
comparable a la de un  
consumidor final**





**Estrategia de posicionamiento que permita alcanzar resultados con pocas búsquedas y baja competencia**



**Escucha personalizada  
con la marca, más allá de  
una herramienta de  
aprovisionamiento**



**Promoción de productos  
que permita influir en la  
compra del cliente**



# Venta Guiada



AUTO-DESCUBRIMIENTO

SEARCHANDIZING

CHATBOTS

CO-BROWSING

01

CONTEXTO B2B

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# Experience Management

Commerce



Marketing



Service



Sales



Identity  
Management



Data Management  
Customer | Product

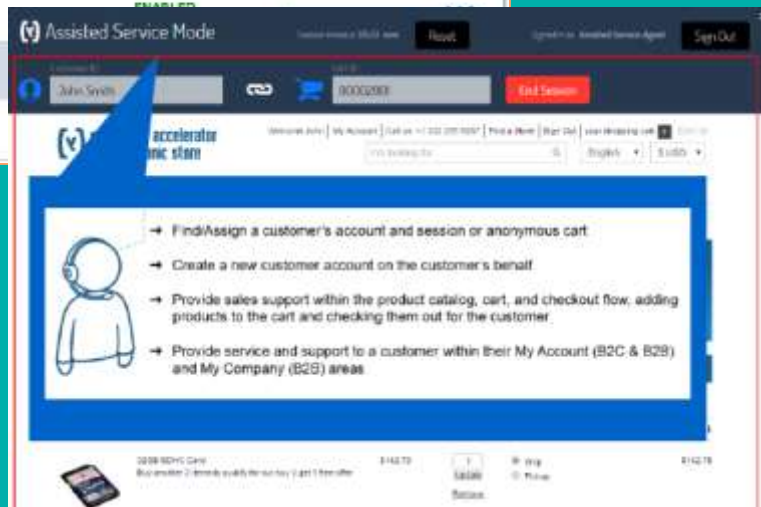
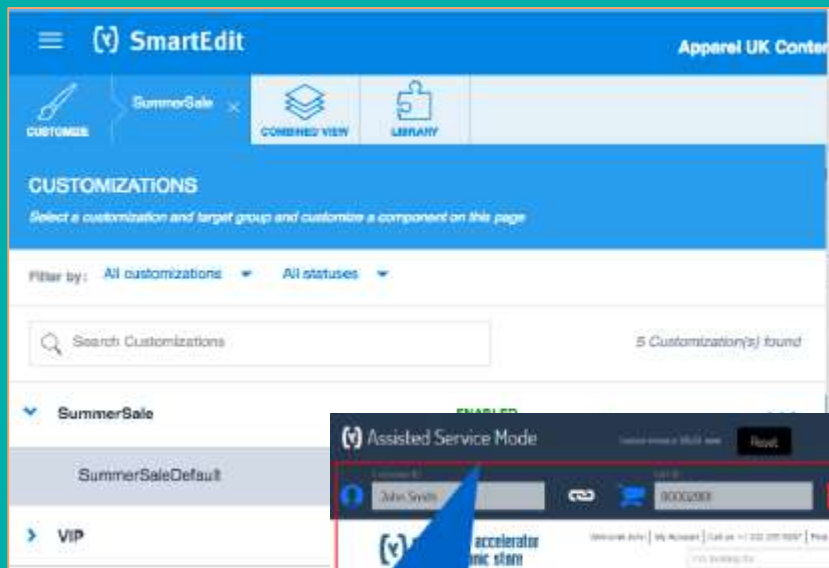
Platform, Infraestructure, Integration



IECISA apuesta por  
SAP Hybris como  
solución integral al  
reto presentado

# Enfoque de Proyecto





## Experiencia de usuario e Interactuación



Frequently Asked Questions FAQ Page - APP-S  
(APP-S)

**General** ▲

Name:

Page Title:  ⓘ

Page Template:  + ✎

Catalog Version:  ▼

**Label:**  ⓘ

Is default page:  yes  no

Homepage:  yes  no

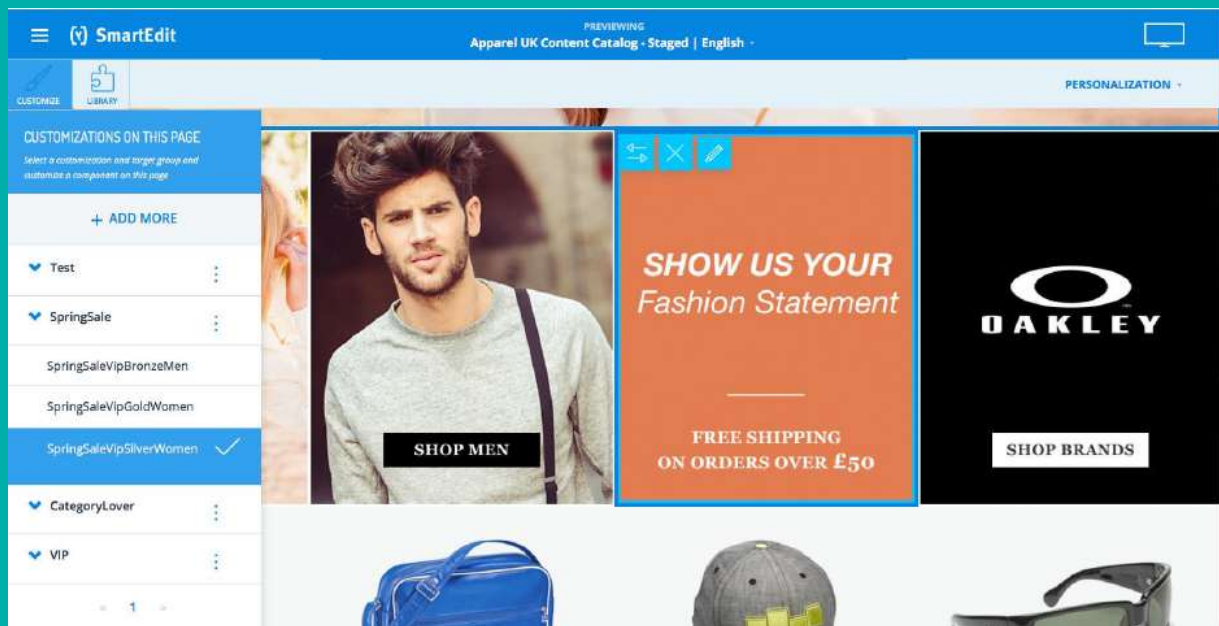
All changes are saved automatically.

**Context Visibility** ▼

**Administration** ▼

Optimización de  
búsqueda long-tail





Contenidos personalizados según estrategia de posicionamiento y compra





Commerce Ataphe Search






Search profile context: Category/Item/Apparel - Category/Item: Global / Categories

Search in category: Global / Categories

Language: English Currency: Pound

1 row 100 rows per page

Default

6.09		Tabloid Jacket Women academy M	£105.26
6.09		Tabloid Jacket Women academy XL	£105.26
6.09		Twe Such A Deal Parc youth flint & stripe M	£56.66
6.09		Theory Jacket Women true black dotcom M	£80.06
6.09		Theory Jacket Women true black dotcom XL	£89.06

Navigation Context

Index Configuration

Apparel UK Solr Index

Index Type

apparel-uk/ProductType

Catalog Version

Apparel Product Catalog: 01

Search Profile

Category/Item/Apparel - Catalog

Categories

- Global
- Collections
- Categories
- Brands

FACTS - BOOST TERMS - NEXT RULES

CONFIGURATION

Add facets

after interested

Itemwood

- Price
- Stars
- Class reaction

Default

- Size 100
- Brand 100
- Category 100
- Class reaction

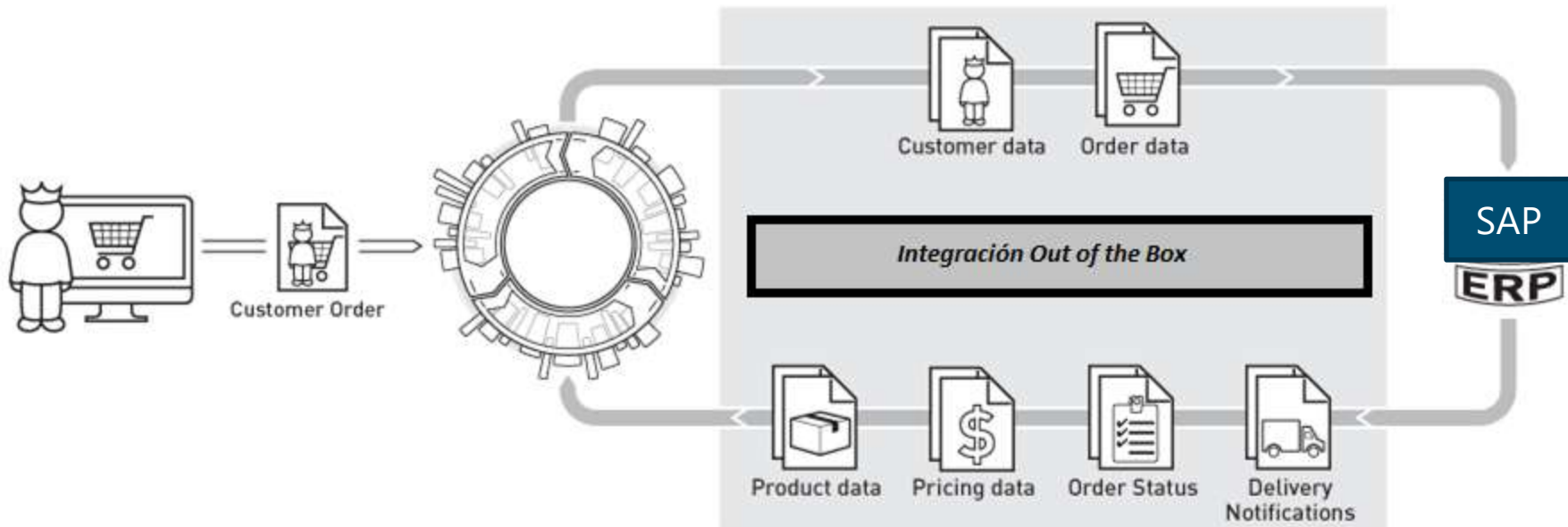
Excluded

- gender
- Class reaction

## Searchandizing



# Sin olvidar la integración nativa con el ERP



A grayscale photograph of two men in a modern office setting. One man is standing and pointing at a computer monitor, while the other is seated at the desk. The monitor displays a colorful diagram with various labels. The background shows office shelves and a window.

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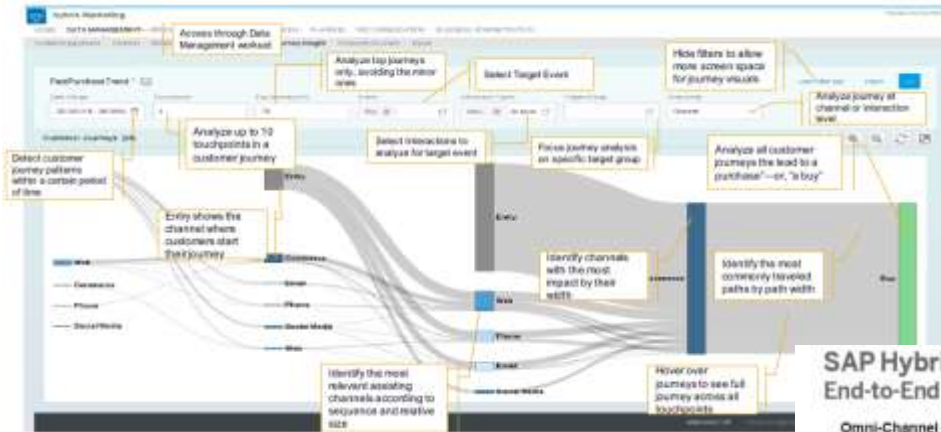
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**EVOLUCIÓN CONTINUA**

# SAP Hybris Marketing & SAP Services Cloud



• **Conversión de centros de costes en centros de beneficios**

• **Account Based Marketing para identificar decisores**

## SAP Hybris Cloud For Service End-to-End Holistic Customer Service

### Omni-Channel Service

- Email
- Phone (CTI)
- Chat
- SMS/Chat bot
- Embeddable Widgets
- Self-Service
- Branded communities (SAP Jam)
- Social Media (Twitter, FB, Youtube, Instagram)

### Analytics

- Real-time service performance with pre-built dashboards
- Embedded reports: response times, handle times, priority and escalation trends

### Personalization

- Flags
- Tags
- Shell
- Quick Creates
- User-Defined Fields
- Favorites

### Collaboration

- Contextual social collaboration with integrated feed
- Real Time Communicator

### Solution Finder

- SAP Hybris Knowledge Central by MindTouch
- SAP Jam
- Integrate with existing knowledge base
- Context-sensitive recommendations
- Easily share content with customers

### Productivity

- Service Request Management
- E-mail Response Management
- Routing and escalation rules
- Approval, Workflow, Notification
- Follow-up (Quote opportunity...)
- Skill Based Resource Scheduling
- Field Service Execution

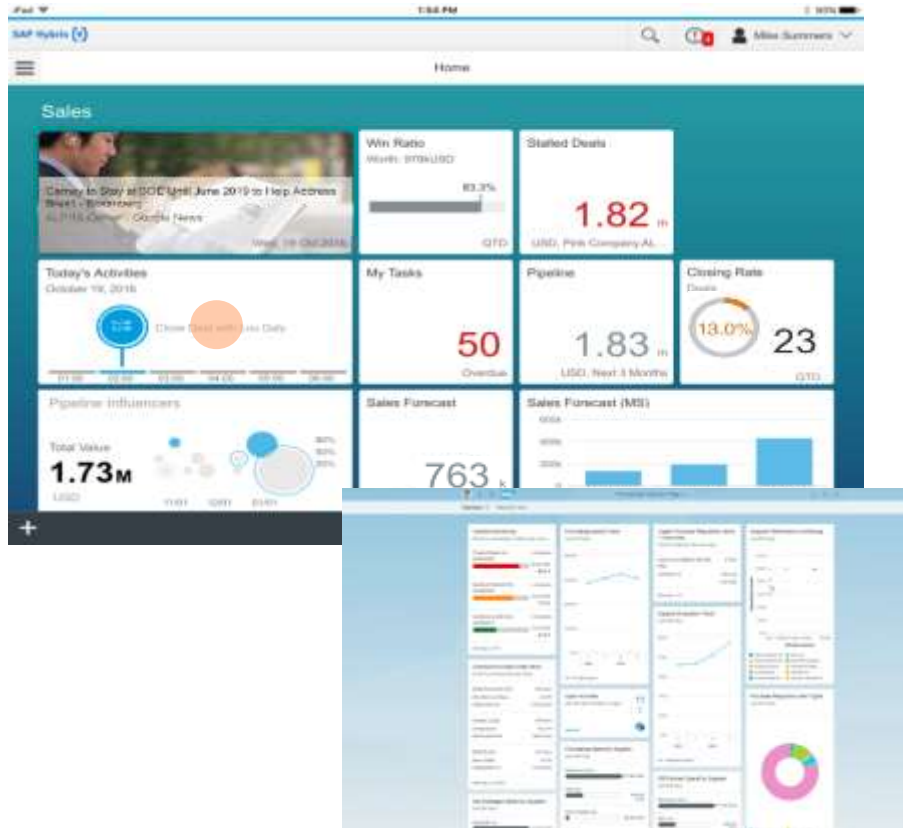
### Mobility

- Manage service & work requests on mobile devices—anytime, anywhere, online, offline

### Integration

- Native integration with SAP solutions
- OData Open API

# SAP Sales Cloud & SAP S/4HANA



- **Reducción de costes de venta y costes de inventario**

- **Integración en tiempo real a través de SAP Cloud Platform**



# Beneficios de **SAP Hybris** como herramienta de venta profesional



**Experiencia de usuario omnicanal**



Time to Market reducido



Soporte para procesos E2E *Market to Order*

digital **evolution**

[www.iecisa.com](http://www.iecisa.com)

**INFORMÁTICA**

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*El Corte Inglés*

