SAP Customer Experience

SAP Innovation Day for CX

SAP Intelligent Customer

Experience and Business AI

Alex Timlin

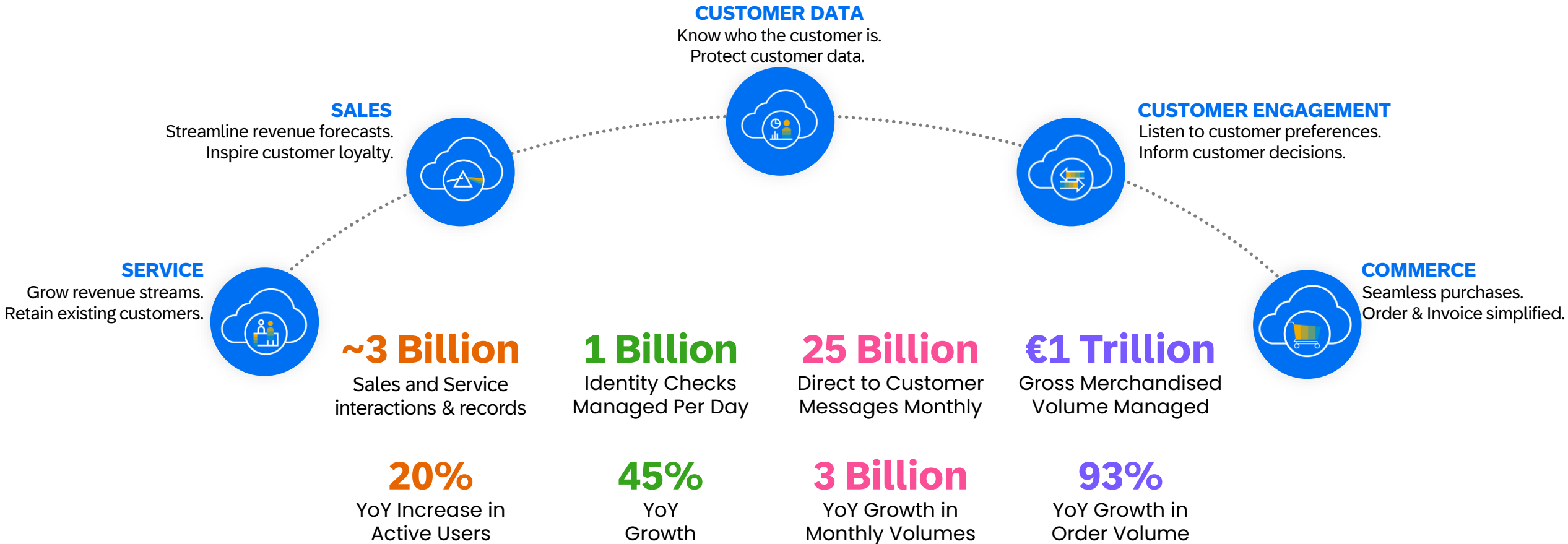*SAP Global Chief CRM and
Customer Experience Expert*

Payal Hindocha

*SAP Global Centre of Excellence
Customer Experience Strategy Lead*

SAP Customer Experience | Our Growth Together

CUSTOMER DATA
Know who the customer is.
Protect customer data.

SALES
Streamline revenue forecasts.
Inspire customer loyalty.

CUSTOMER ENGAGEMENT
Listen to customer preferences.
Inform customer decisions.

SERVICE
Grow revenue streams.
Retain existing customers.

COMMERCE
Seamless purchases.
Order & Invoice simplified.

~3 Billion
Sales and Service
interactions & records

1 Billion
Identity Checks
Managed Per Day

25 Billion
Direct to Customer
Messages Monthly

€1 Trillion
Gross Merchandised
Volume Managed

20%
YoY Increase in
Active Users

45%
YoY
Growth

3 Billion
YoY Growth in
Monthly Volumes

93%
YoY Growth in
Order Volume

ENTERPRISE GRADE | 240 STANDARD INTEGRATIONS | E2E OPTIMISED FRONT TO BACK OFFICE | BEST IN CLASS

Gen AI application across 13 business functions

Engineering/R&D

Software Development

IT Department

Finance

Supply Chain

Security

Human Resources

Marketing
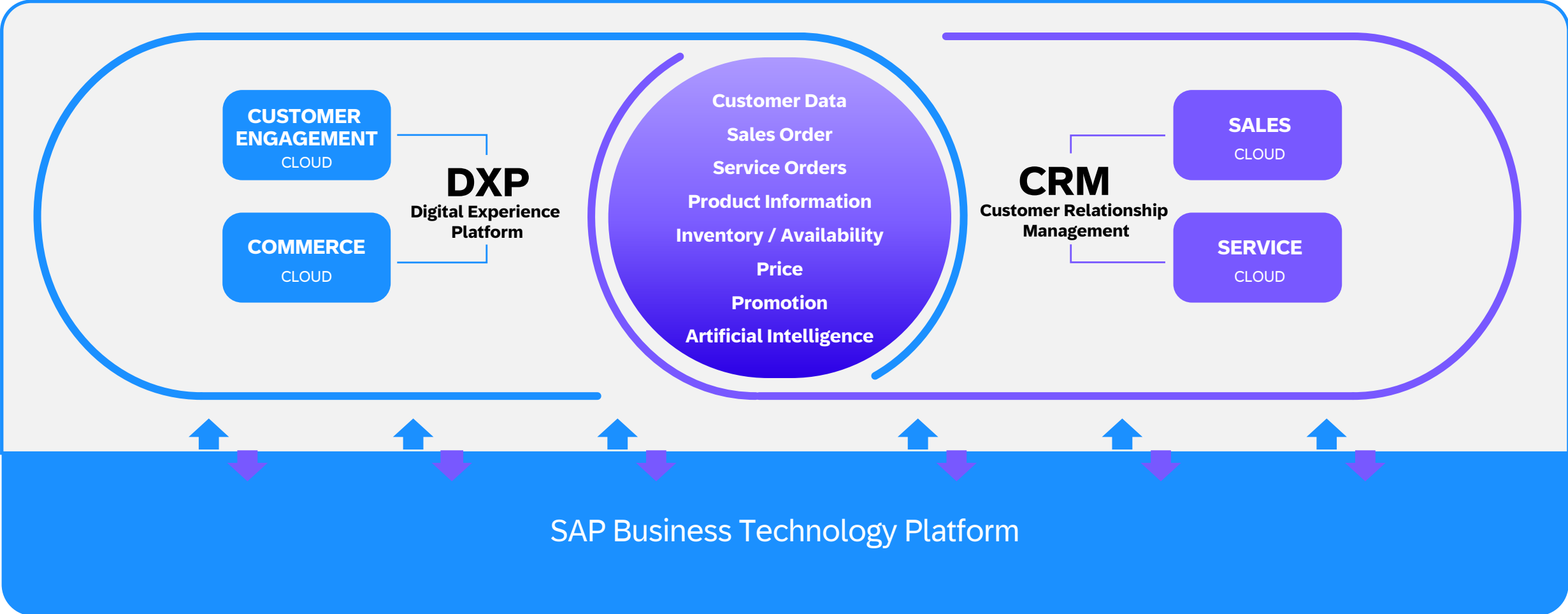
Sales

Facilities

Legal

Customer Service

Procurement

Digital Transformation driven by Gen AI is AUTOMATION of Low Value Tasks and PERSONALISATION of High Value Tasks
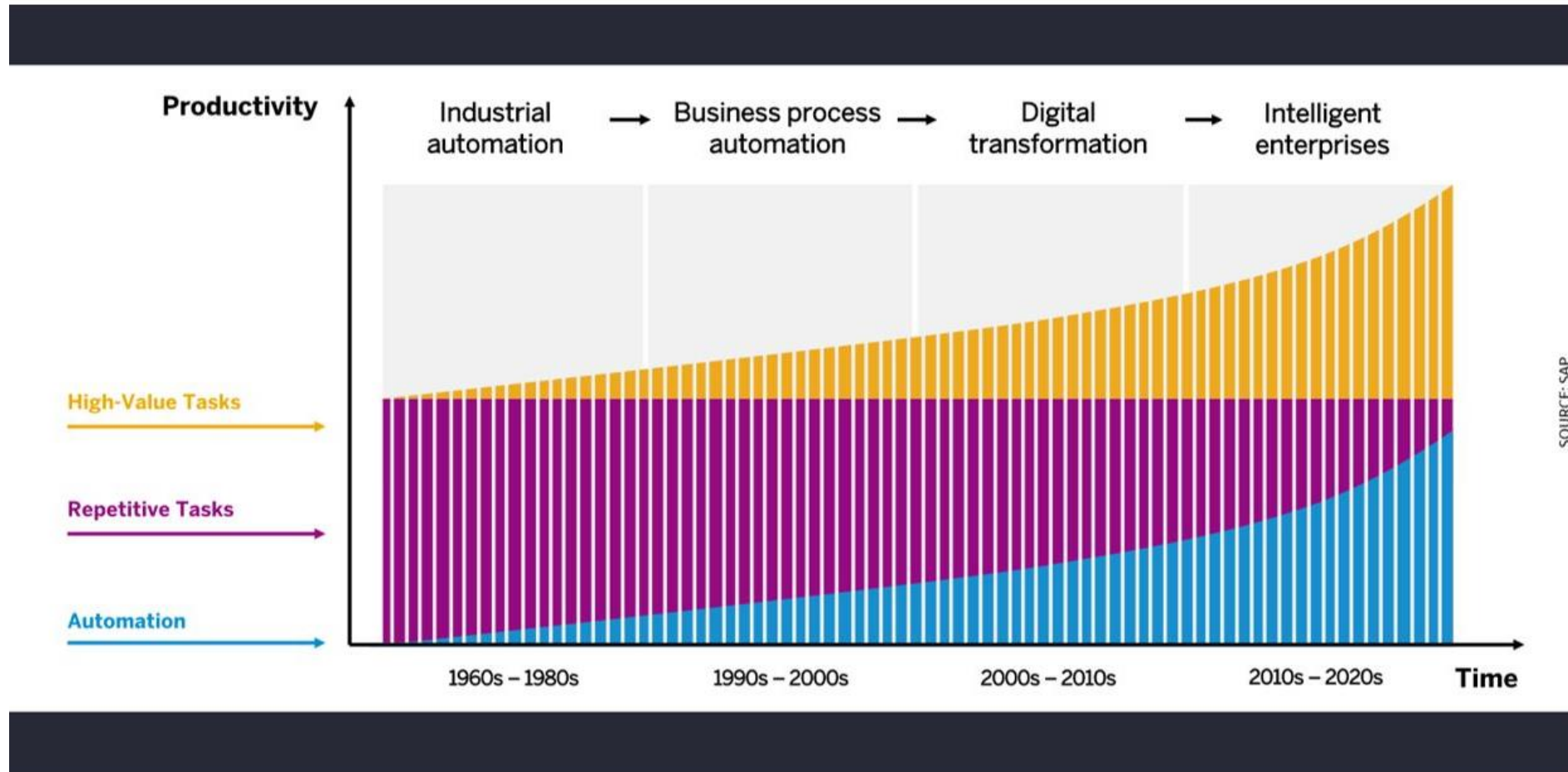
Fully Align Front-To-Back Office Business Processes to Deliver Seamless End-To-End Experiences

Intelligent Self-Serve Digital Experiences for Customers

Intelligent Sales and Service Engagements with Customers

CUSTOMER ENGAGEMENT
CLOUD

COMMERCE
CLOUD

DXP
Digital Experience Platform

Customer Data
Sales Order
Service Orders
Product Information
Inventory / Availability
Price
Promotion
Artificial Intelligence

CRM
Customer Relationship Management

SALES
CLOUD

SERVICE
CLOUD

SAP Business Technology Platform

McKinsey Put AI as a potential $4.4bn Market Opportunity for Customers

Core business processes such as Lead to Cash and Issue to Resolution still have a dependency on manual, human effort at the beginning of a process for most customers. To execute against this growing digital opportunity SAP Customers must identify new ways of working of optimizing their legacy businesses with AI business processes

Creating a quote

Placing an order

Checking on a delivery status

Querying an invoice

Raising a contract

Adjusting an order

Raising an issue

Addressing FAQ's

Standardised deals can be in >90% of cases be captured digitally and error free with Digital Customer Experience Platforms.

Manual effort replaced with Digital Business to:

- Increased deal velocity

- Increase delivery to promise success rate and CSAT score

- Reduce cost to serve and invoice disputes

*McKinsey Stakeholder and performance expectations 2023

The impact of Gen AI on Automation to Improve Efficiency

Overall Predication %
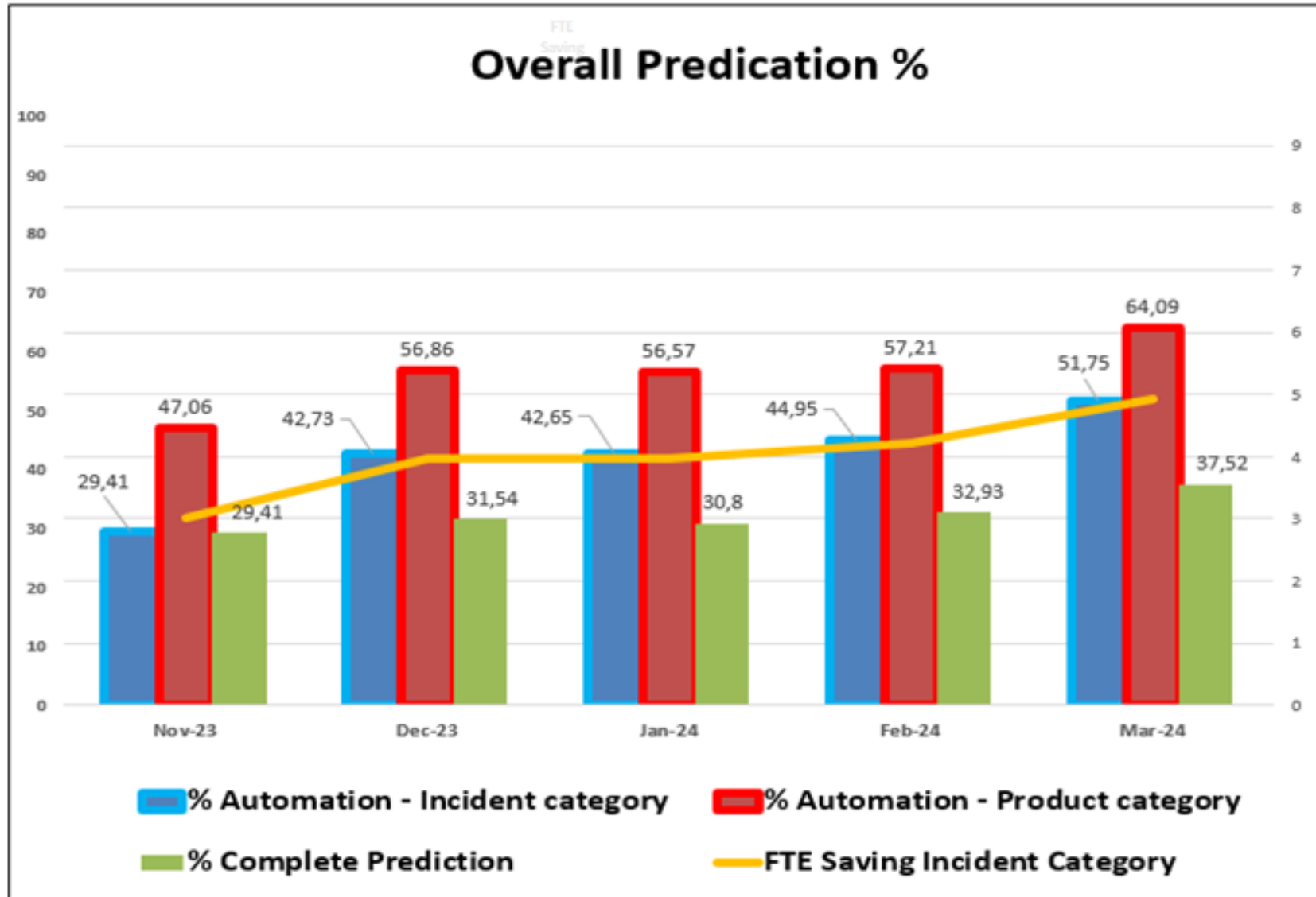
SAP's Intelligent CX Suite offers more personalised experiences across more channels of interaction than any other vendor

BUSINESS USERS

Digital Team

Sales Team

Support Team

END USERS

Web Push

Website

NEW ARRIVALS
Get 200 POINTS on your second purchase!
Shop now!

Direct Mail | LinkedIn | TikTok | WhatsApp | Chat | In-App | Web Push | SMS | Web | Email
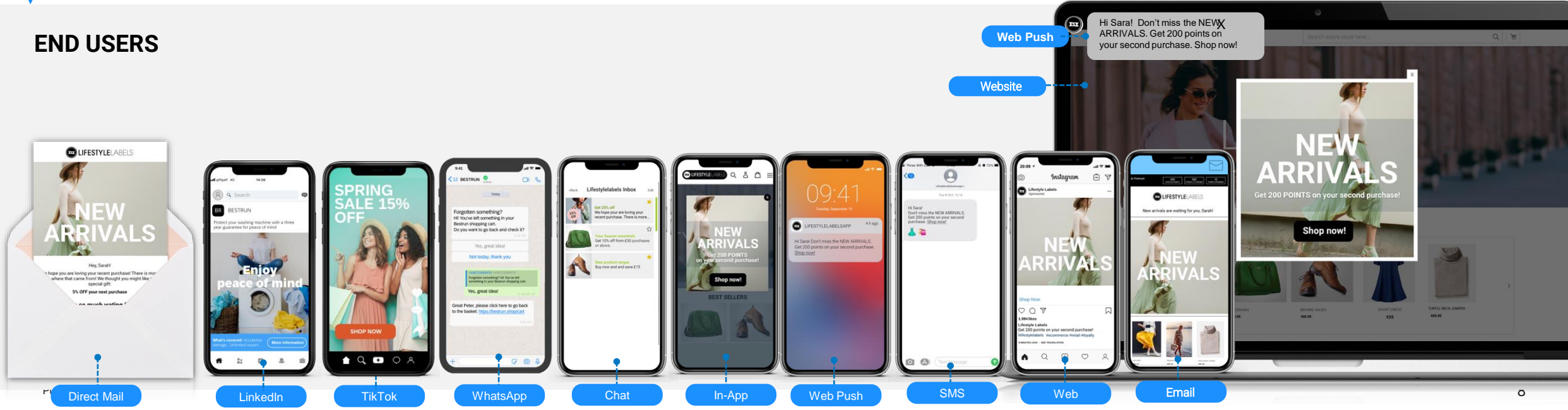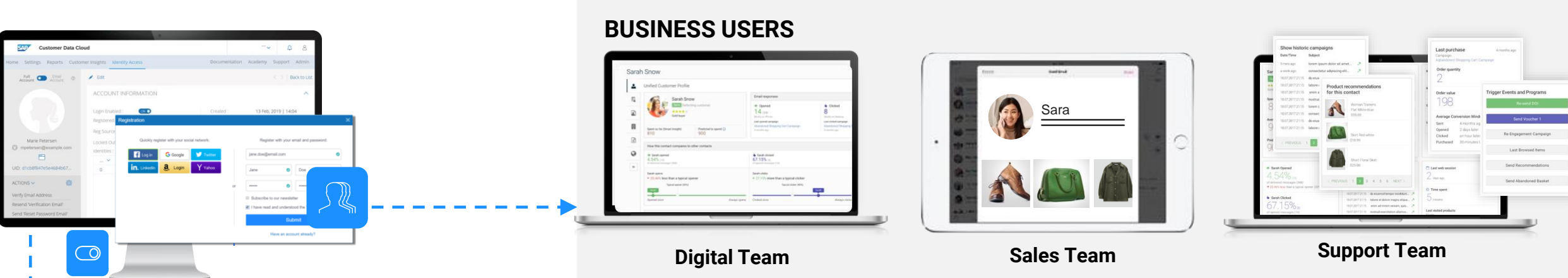
Connected end-to-end Digital and Human Interactions with AI

WITHOUT AN INTEGRATED LEAD TO CASH
The averages sales or account manager spends **3 hours per day on admin for customers**.

Customer needs to email
or call to ask for any information

Customer needs to email
or call to change order, delivery...

Seller has to do many manual tasks
that can't easily be done on the go

Sellers, Service Agents, Operations Teams
all have to look up many systems and rely on other departments
to provide the visibility they need to serve a customer

WITH AN INTEGRATED LEAD TO CASH
The average **sale cycle length is 7 weeks faster**.
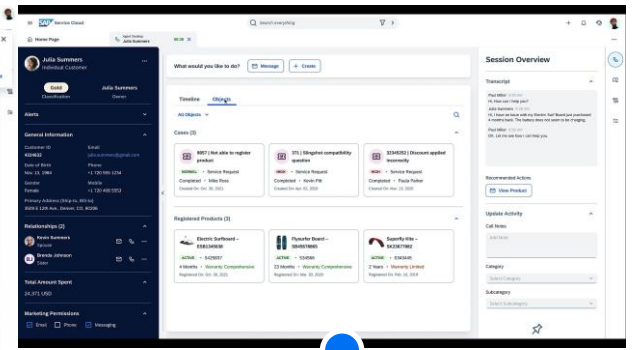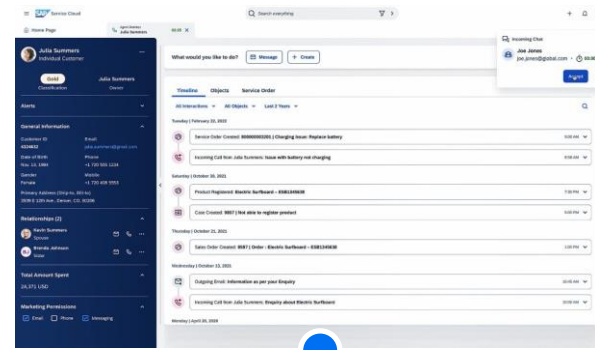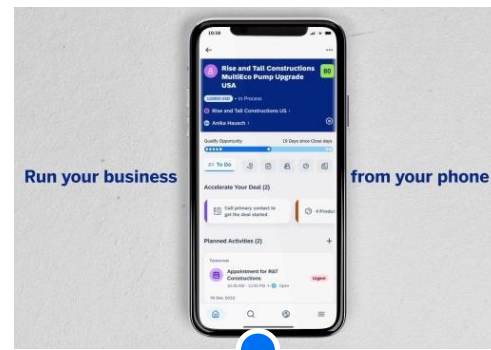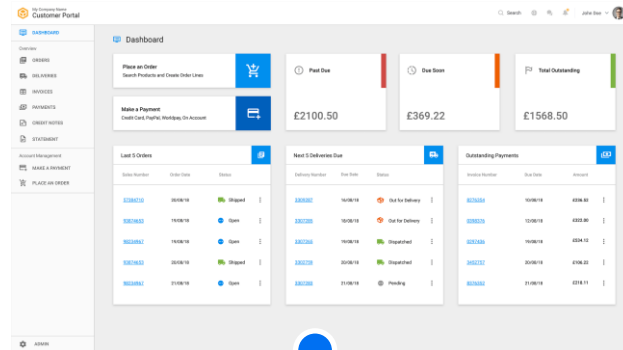
Customer can self-serve without relying on
someone to view or edit order, deliveries,
invoices, payments, contracts, quotes...

Sellers know who to visit, who to call, create quotes
and update contracts automatically and update
forecasts and progress deals automatically

Sellers, Service Agents, Operations Teams all
have access to real-time events streaming
between S/4HANA, CX and third party solutions

Service agents can rapidly and seamlessly move
from Digital Interactions to Human Interactions
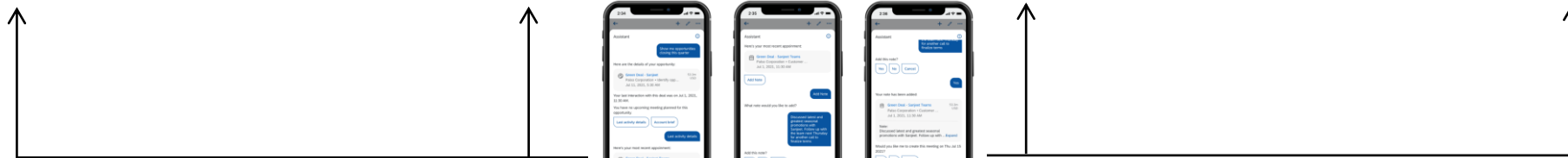
WITH EMBEDDED AI
Intelligent decisioning for
human or self-service interaction

**Conversational AI with across
Customers, Sales, Service, Operations**

Our top 25% customers gained:

-7weeks
on average
Sales Cycle Length

+85%
on average
Demand Forecast Accuracy

<3 days
on average
Dispute Resolution Time

>90%
on average
Cashflow Forecast Accuracy
(-9%) Order Entry Error Rate

-25%
on average
Service Centre Calls

+20%
on average
Online Orders

Joule for CX AI Toolkit is our answer to Business AI

Work faster with an AI copilot that truly understands your business

Benefit from smarter insights and quick answers on demand

Achieve better outcomes when creating content, code, and more

Maintain full control over decision-making and your data privacy
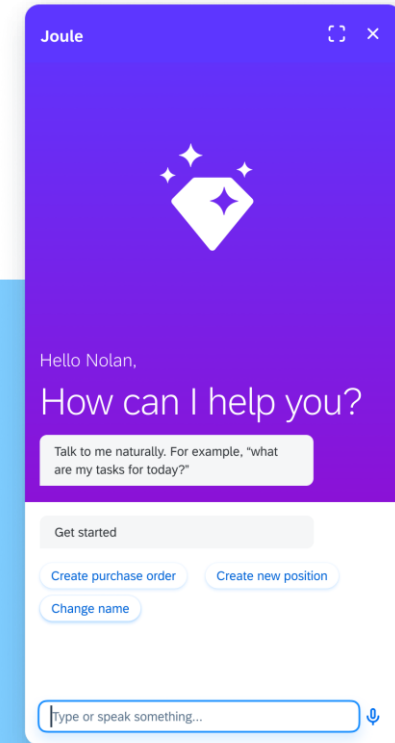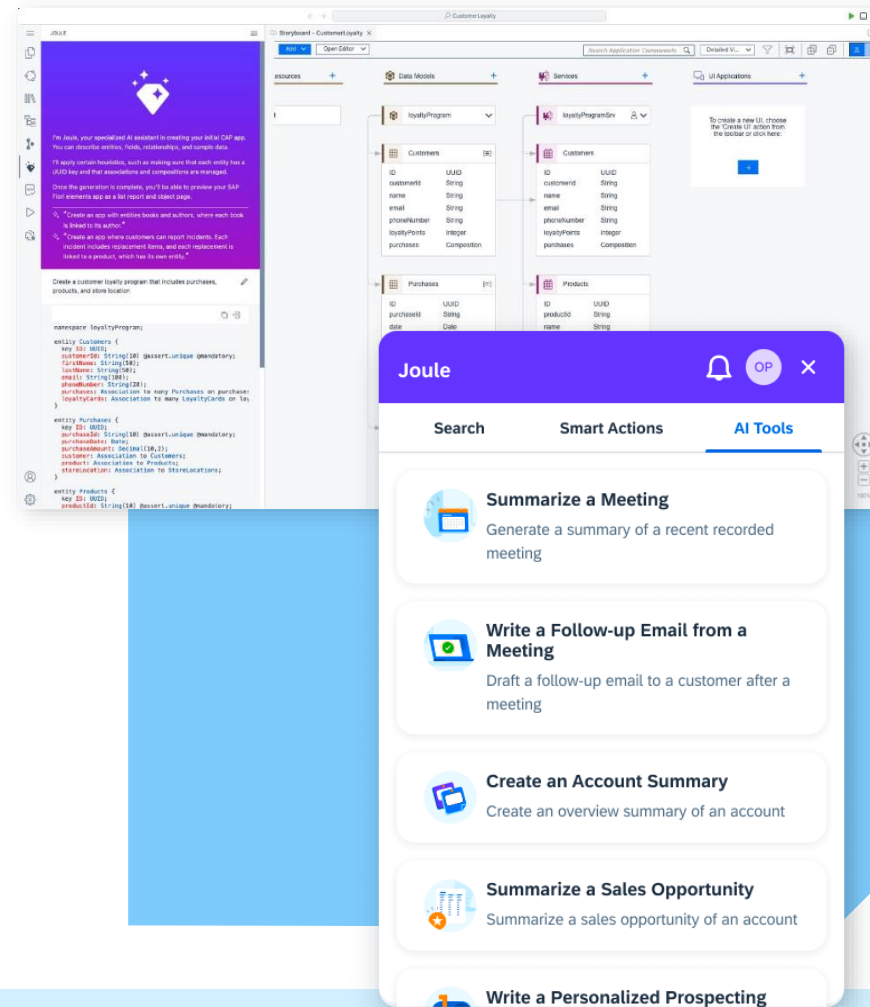
Introducing, CX AI Toolkit for Joule

Web Application | **Chrome Extension** | **Embedded Experiences**

CX AI Toolkit

| Product Discovery Improvement | Customer Insight Generation | Productivity Boosting Tools | Intelligent Customer Experiences |

| Contextual Knowledge Delivery | Custom Tool Builder |

AI Services

Integration | Security | Data Privacy | Ethics

Data Sources

SAP Commerce Cloud   **SAP** Sales Cloud   **SAP** Service Cloud   **SAP** Customer Data Platform   Microsoft   Custom Data Source

How will AI drive **Intelligent Customer Experience**?
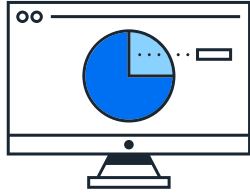
Product Data
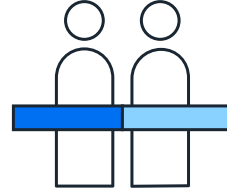
Customer Data
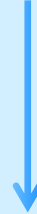
Business Data

Joe Wills

Joe Wills is a 36-year-old male from Dallas, Texas. They work for Cbont Industries and have placed 2 orders with a total spend of $50,539.79. Their segments include High Spender, Gold, 10% off, and High Case Activity.
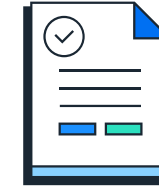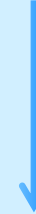
Credit Check
SUCCESSFUL

Overall Discount
15,722 USD

- 1 item's shipment is delayed by one week.
- All other ordered items are **on time**. We're striving to **expedite the delivery** of the remaining items. Check ATP for more info
- **Bill of Materials (BoM)** has been **expanded** for **3 products.**
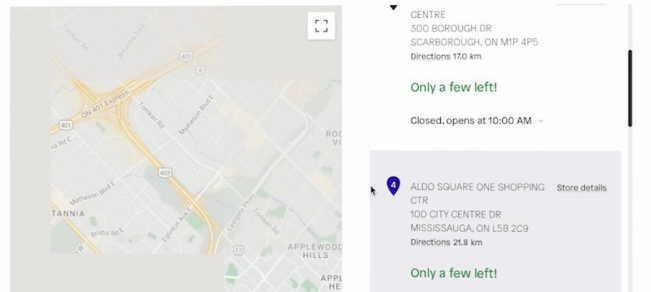
Composable Commerce and Customer Engagement for Aldo

1 •With **1,500 stores in 100 countries** ALDO Group envisions a unified commerce experience in which e-commerce, in-store point-of-sale (POS), and ordering solutions act as one.

2 **360-degree view of customer** across channels, demand forecasting to help optimize shopper experiences, and customer insights to personalize marketing

3 **Increased agility with a unified content** and UI framework for marketing campaigns with Contentful, Commerce and Customer Engagement allowing Aldo to create personalized experiences, create A/B tests and optimizations and move into new digital channels.

4 **In-store inventory connected to mobile** and web experiences and online inventory made available in-store to cover omnichannel use cases: BOPIS, Ship from Store, Return to Store in a unified commerce experience.

ALDO GROUP

"*SAP Commerce Cloud, SAP Customer Activity Repository, and SAP Emarsys Customer Engagement are helping us improve the shopping experience and grow loyalty so we can walk the walk to deliver what the consumer expects.*"

Gregoire Baret
Vice President, Digital Product and Experience, ALDO Group Inc.

How Warburtons digital transformation **improved product and customer service efficiency.**

667 hours

Saved in customers service effiency and order taking
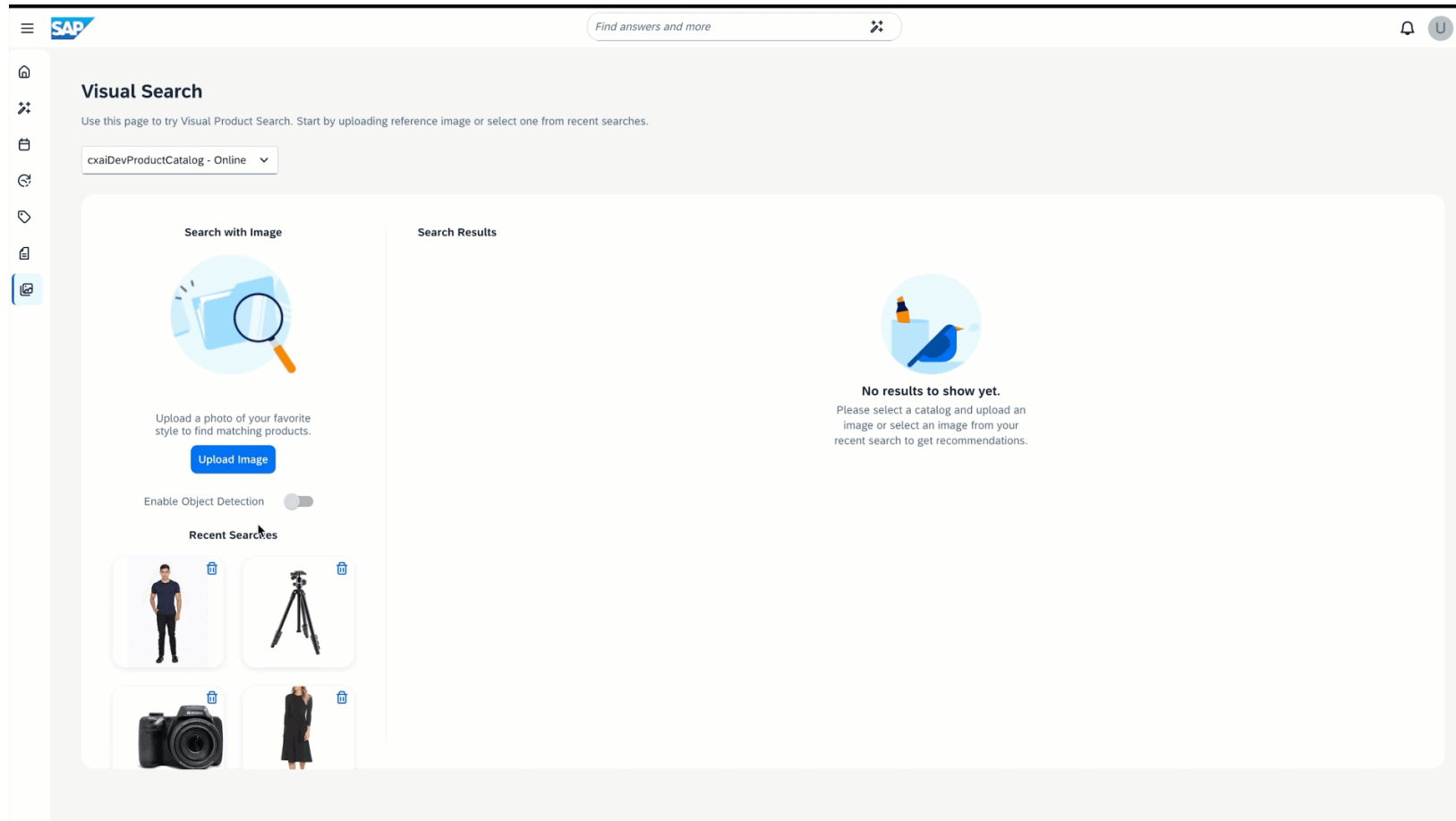
>95% order adjustments

Made online via tablet or by PC by
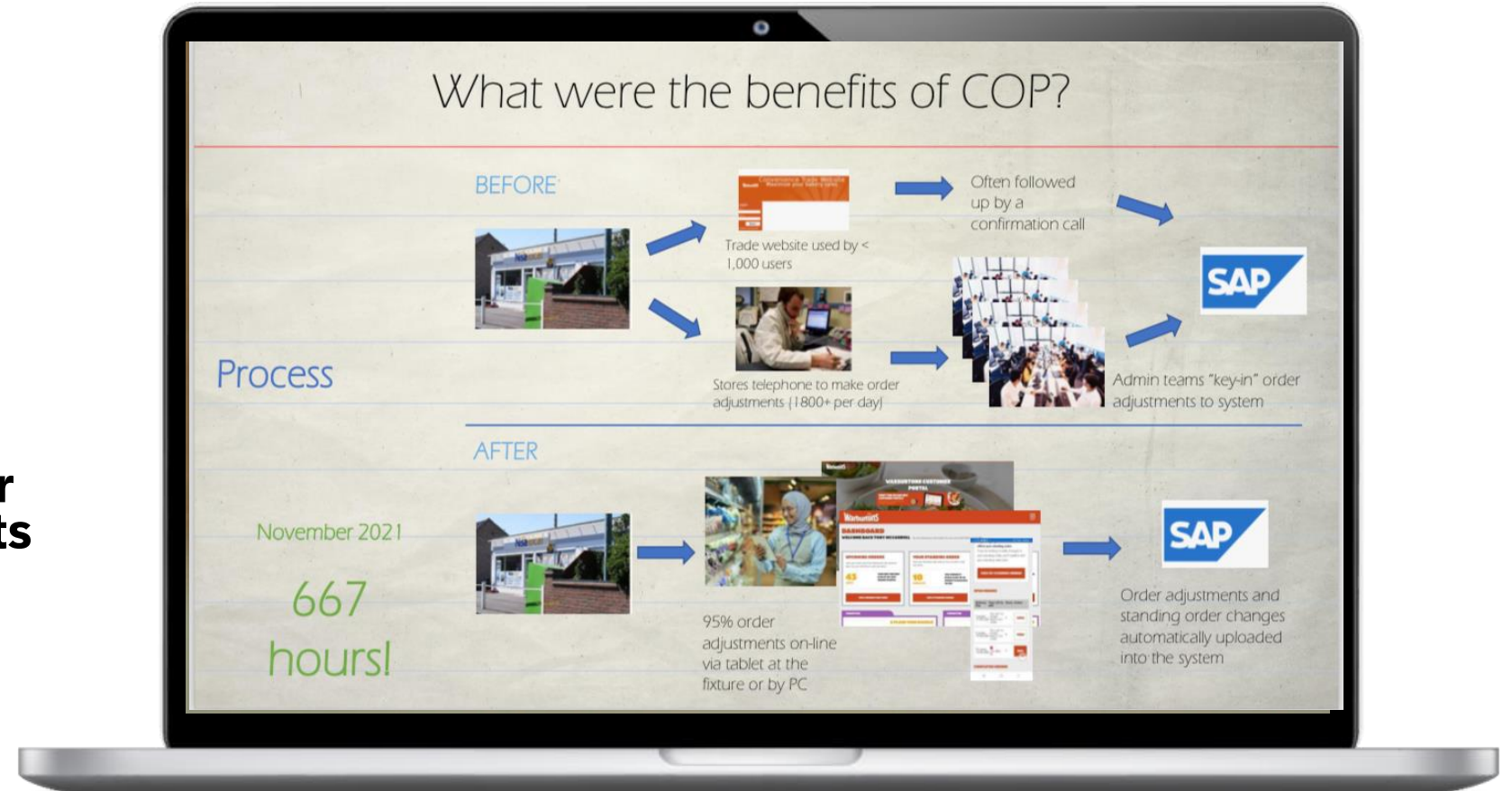
Business AI for Digital Product Experience
Understand Products, Enrich Product Data and Create Digital Experiences with Visual AI

Business AI for Merchandising and Marketing – Use Cases

Understand Products, Enrich Product Data and Create Digital Experiences with Visual AI

Consumers can identify where to buy what an influencer is wearing and how to buy it and things like it from you

Customers and Partners can identify what they're looking at, how to fix it and how to buy replacements

Business AI for Digital Experience Creation

Give your teams to tools to create Digital Content across Marketing, Sales, Service across Channels

Business AI for Digital Experience Creation – Use Cases

Give your teams to tools to create Digital Content across Marketing, Sales, Service across Channels
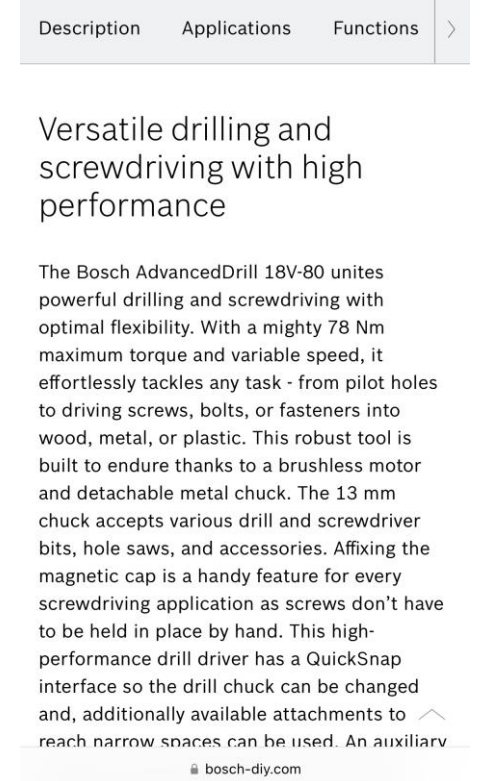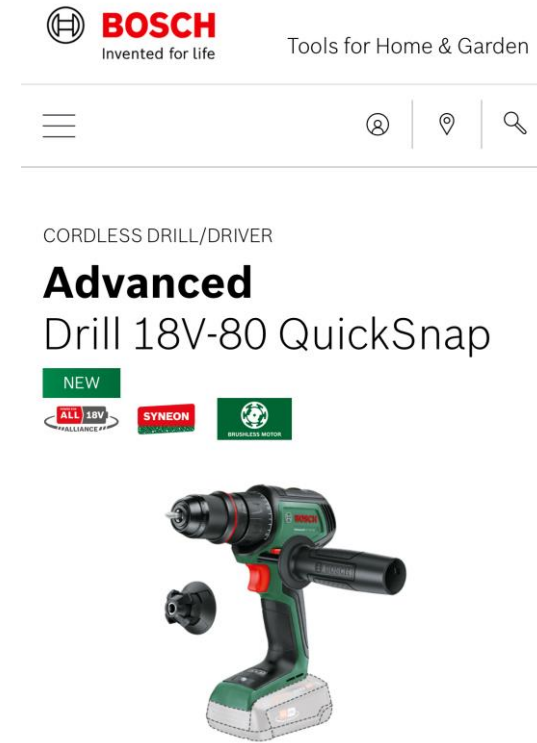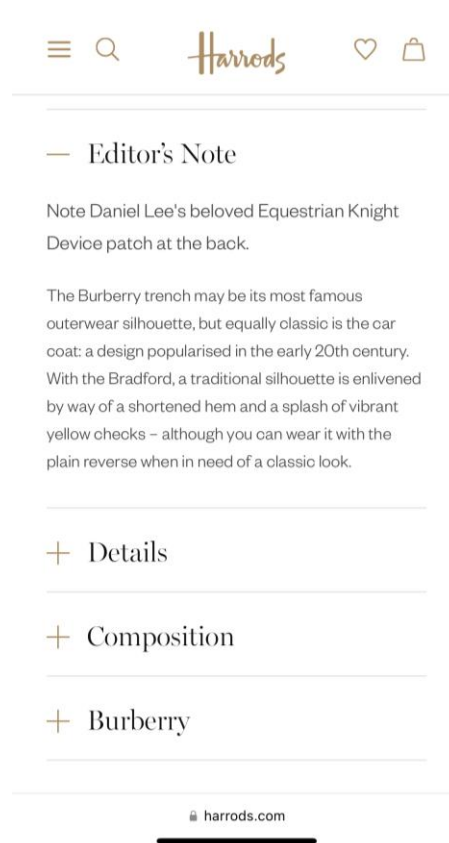
Create SEO friendly Blog Posts, Social Media Campaigns, Email Content and Product Marketing Content for Web and App to improve conversions, create digital FAQ's and reduce your digital content costs – ACROSS ANY MAJOR LANGUAGE

Business AI for Digital Experience Optimisation

Conversational AI for all documentation and product information – "Just Ask"

Business AI for Merchandising and Marketing – Use Cases
Understand Products, Enrich Product Data and Create Digital Experiences with Visual AI

Consumers can now ask about the product, it's materials, it's care, it's repair and where it's in stock and when it can be delivered

Customers and Partners ask what product suits what job, what it accessories it works with, how to care for it, how to fit it and where it's available to rent or buy.

Only SAP CX can optimise the Lead to Cash Process with AI

Lead to Cash

CAMPAIGN
On new customer offers

Marketing-Sales

ENGAGEMENT
Customer registers, gives consent

LEAD
Is captured and scored

OPPORTUNITY
Sales rep is assigned

Sales-CPQ

CONTRACT
Negotiates, finalizes terms

Sales - S/4

QUOTE CREATION
Price, recommendation, predictive

QUOTE
Is requested by customer

CATALOG
Customer guided configuration

Sales-DocuSign

SIGNATURE
Online, order created

Sales – S/4

ORDER
Includes products, services

CONFIRMATION
Product is delivered

Service-FSM-S/4

INSTALLATION
Product, technician confirms

SAP ERP	Marketing (Emarsys)	Customer Data	Sales	Service	Commerce	SAP Solutions

Differentiated Value and AI Adoption with SAP Customer Experience

COMMERCE	SALES CLOUD	SERVICE CLOUD	CUSTOMER DATA
• Generate Product Banner Text	• Generate Questions for a Discovery Call	• Create Knowledge Base Article	• Automated Threat Detection and Resolution Recommendation
• Create Social Media Posts	• Write a Personalized Prospecting Email	• Write a Customer Service Response	• Churn Profiles
• Generate a Blog Post	• Summarize a Sales Opportunity	• Write a Case Overview	• Customer Lifetime Value
• Managing Product Attributes Values	• Create an Account Summary	• Create an Account Summary	• Propensity to Buy
• Generate Product Descriptions	• Write a Follow-up Email from a Meeting	• Write a Follow-up Email from a Meeting	
• Backoffice Visual Product Search	• Summarize a Meeting	• Summarize a Meeting	**EMARSYS**
• Intelligent Selling Services for Product Recommendations	• Smart Scheduling Assistant	• Smart Scheduling Assistant	• Marketing Tactic Recommendation
	• Lead Scoring		• Generative AI Email Creation
	• Opportunity Scoring		• Customer Segmentation
	• Product Recommendations		• Content Recommendation
			• Product Affinity
			• Revenue Prediction

1,000
Sales Cloud Customers with AI

500
Service Cloud Customers with AI

1,000
Emarsys Customers with AI

SAP CX AI Toolkit: 1 AI Solution for the whole CX portfolio

SAP CX AI Toolkit
A True Gen AI Swiss Army Knife

Multiple User Interface Support
- Web App
- Chrome Extension
- Chrome Email Extension

Multiple Product Value Maximisation - One Service works across one or all CX Suite Products

SAP Sales Cloud Supported Features	SAP Service Cloud Supported Features	SAP Commerce Cloud Supported Features
• Generate Questions for a Discovery Call	• Create Knowledge Base Article	• Generate Product Banner Text
• Write a Personalised Prospecting Email	• Write a Customer Service Response	• Create Social Media Posts
• Summarize a Sales Opportunity	• Write a Case Overview	• Generate a Blog Post
• Create an Account Summary	• Create an Account Summary	• Managing Product Attributes Values
• Write a Follow-up Email from a Meeting	• Write a Follow-up Email from a Meeting	• Generate Product Descriptions
• Summarise a Meeting	• Summarise a Meeting	• Backoffice Visual Product Search
• Smart Scheduling Assistant	• Smart Scheduling Assistant	

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SAP Bring out your best.