

SAP Innovation Day for CX

Harrods

KPS

sinch





Transforming Customer Experience with AI-Driven Omnichannel Service and Support



Fireside chat

- **Karolina Wilczek**, Harrods
- **Teemu Niskanen**, KPS
- **Sunny Sangha**, Sinch



Harrods



- Harrods is an iconic luxury department store located in London.
- Founded in 1834, with a rich history and heritage.
- Renowned for its high-end products and exceptional customer service
- Attracts millions of visitors annually, including celebrities and royalty
- Recent focus has been on expanding the Single View of Customer area and building an omnichannel experience between the store, website and our new mobile app.



Karolina Wilczek
Digital Product Owner



- KPS is the leading SAP implementation partner for retail and a top global partner for SAP Customer Experience
- Leading consulting partner for digital transformation
- Founded in 2000, leading to 20+ years of trusted customer relationships
- 1,200 experienced consultants on their own fields
- Strong European presence with 13 regional offices
- 370+ successful projects



Teemu Niskanen
Senior Manager



- Sinch, the Customer Communications Cloud, directly powers and simplifies customer connections at every step of their journey, on their favorite channels.
- Founded in 2008
- 4,000+ employees, 60+ countries
- \$2.7bn annual revenue, profitable since start
- Publicly listed on NASDAQ Stockholm
- 150,000+ customers, including 8/10 largest tech companies
- 700bn+ interactions per year, 200bn+ messages per year, 390bn+ emails delivered per year



Sunny Sangha

Director of Sales
Enablement &
Partnerships UKI



Transforming Customer Experience with AI-Driven Omnichannel Service and Support



Fireside chat

- **Karolina Wilczek**, Harrods
- **Teemu Niskanen**, KPS
- **Sunny Sangha**, Sinch

