

Customer Experience Transformation

A Road Map for SAP CRM Customers

Introduction

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- The customer experience is going through massive changes, requiring a new-generation customer relationship management (CRM) system
 - Many SAP customers running solutions such as SAP CRM want to understand which solution set SAP recommends to embrace this change
 - Following is an overview of how SAP customers can transform their customer experience using SAP C/4HANA as a front-office suite, with the power of the SAP S/4HANA suite in the back-office.
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Five forces transforming the customer experience

Digital first

Global scale and adoption of new digital businesses



Single view of customer

Customer at the center of the business (B2B2C)

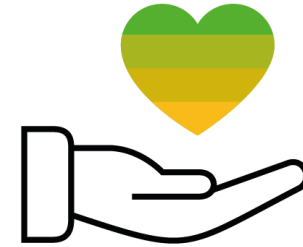


Trusted data

Data necessary for personalization and with data privacy protected

Customers for life

From selling products to subscription services



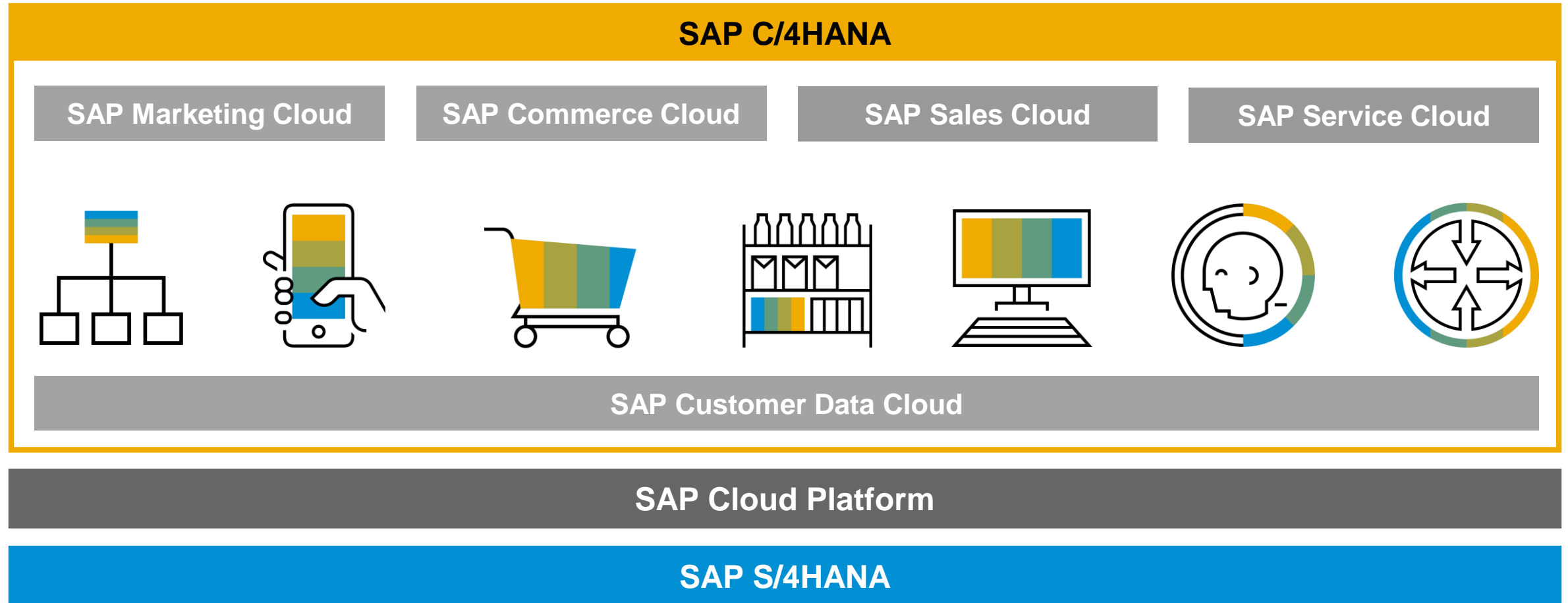
Holistic customer experience

Connecting front and back office

A new-generation CRM is required

	Traditional CRM design	4th generation CRM design
Customer relationship	Transactional, managed by the enterprise	Trust-based, shared with each customer
Customer engagement	Waterfall customer lifecycle	Iterative customer journeys
Business model	Product sales	Service for lifetime customers
Central record	Sales opportunity	Customer profile
Customer data	Owned by the enterprise	Granted by the customer
System architecture	Three-tier, RDBS, analytics, homogeneity	Microservices, Big Data, AI, heterogeneity

Introducing SAP C/4HANA, designed for the new customer experience



SAP Customer Experience solution map

	Marketing	Commerce	Sales	Service	Customer Data
SAP C/4HANA	SAP Marketing Cloud <ul style="list-style-type: none"> • Consumer and Customer Profiling • Marketing Planning • Marketing Assets and Collaboration • Marketing Automation • Marketing Measurement and Optimization • Loyalty Management 	SAP Commerce Cloud <ul style="list-style-type: none"> • Customer Experience Channels • Commerce Mgmt • Product Content Mgmt • Order Management 	SAP Sales Cloud <ul style="list-style-type: none"> • Lead¹ • Opportunity and Sales Force Support¹ • Configure, Price, Quote¹ • Sales Planning and Performance Mgmt • Partner Channel Sales • Customer Master Data Management¹ 	SAP Service Cloud <ul style="list-style-type: none"> • Self-service • Omnichannel Engagement¹ • Service Management¹ • Field Service • Customer Feedback • Analytics 	SAP Customer Data Cloud <ul style="list-style-type: none"> • Customer Identity Mgmt • Enterprise Preference and Consent Management • Customer Profile Mgmt
SAP S/4HANA incl. customer management			<ul style="list-style-type: none"> • Order and Contract² • Billing and Invoicing² 	<ul style="list-style-type: none"> • Service Operations 	

¹ Related capabilities in SAP S/4HANA for customer management, as on-premise alternative

² Related capabilities in SAP Sales Cloud, as a cloud alternative













Scope comparison with SAP CRM

SAP CRM

SAP C/4HANA

SAP S/4HANA







Marketing

	SAP CRM	C/4 + S/4HANA
Consumer & Customer Profiling		
Marketing Planning		
Marketing Assets & Collaboration		
Marketing Automation		
Marketing Measurement & Optimization		
Loyalty Management		


Commerce

Customer Experience Channels		
Commerce Management		
Product Content Mgmt		
Order Management		















Customer Data

Customer Identity Management		
Enterprise Preference & Consent Mgmt		
Customer Profile Management		

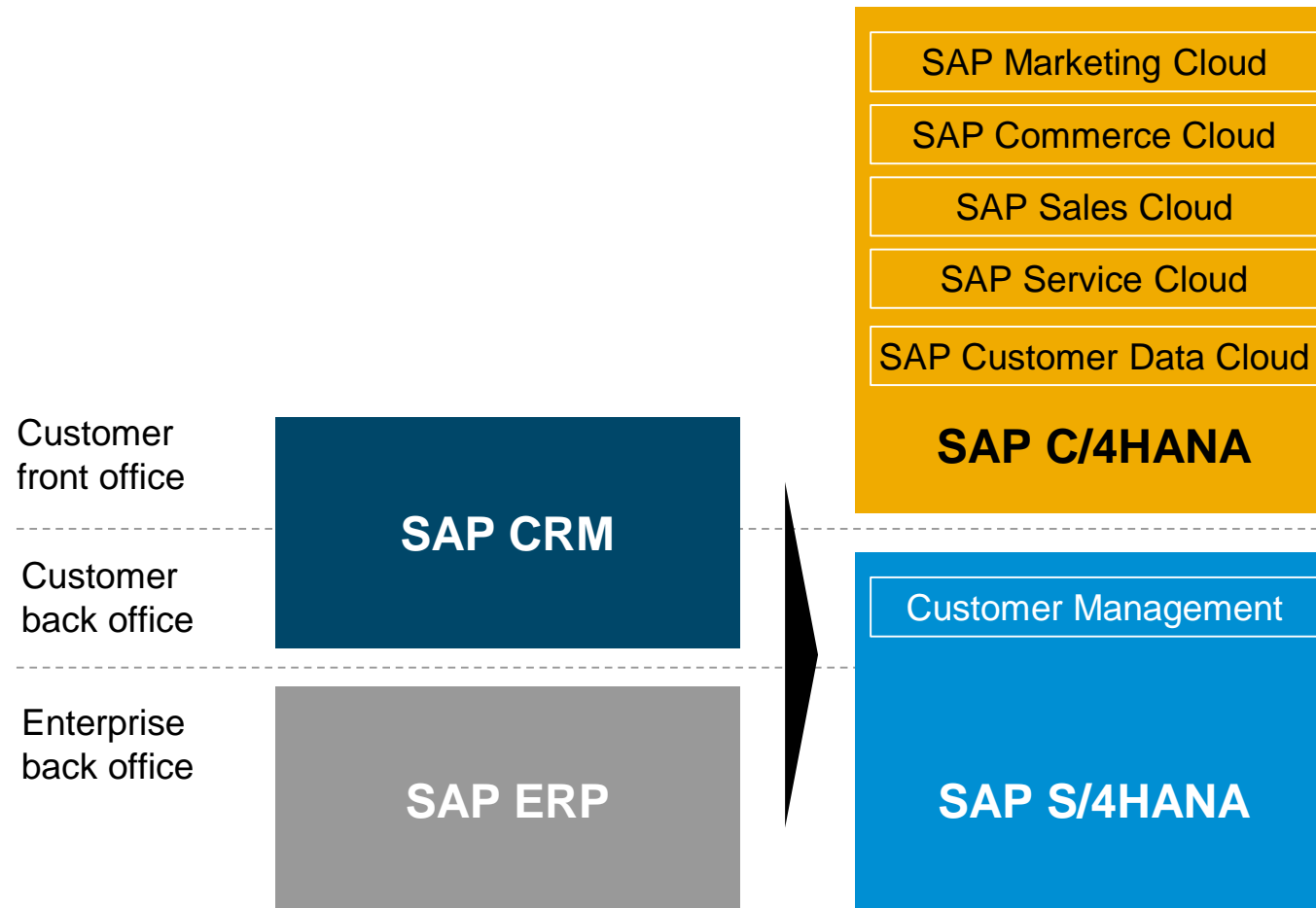
Sales

	SAP CRM	C/4 + S/4HANA
Lead Management		 ¹
Opportunity & Sales Force Support		 ¹
Configure, Price, Quote		 ¹
Sales Planning & Performance Mgmt		
Partner Channel Sales		
Customer Master Data Management		 ¹
Order & Contract		 ²
Billing & Invoicing		 ²

Service

Self-service		
Omni Channel Engagement		 ¹
Service Management		 ¹
Field Service		
Service Operations		
Customer Feedback		
Analytics		

Transformation of SAP CRM



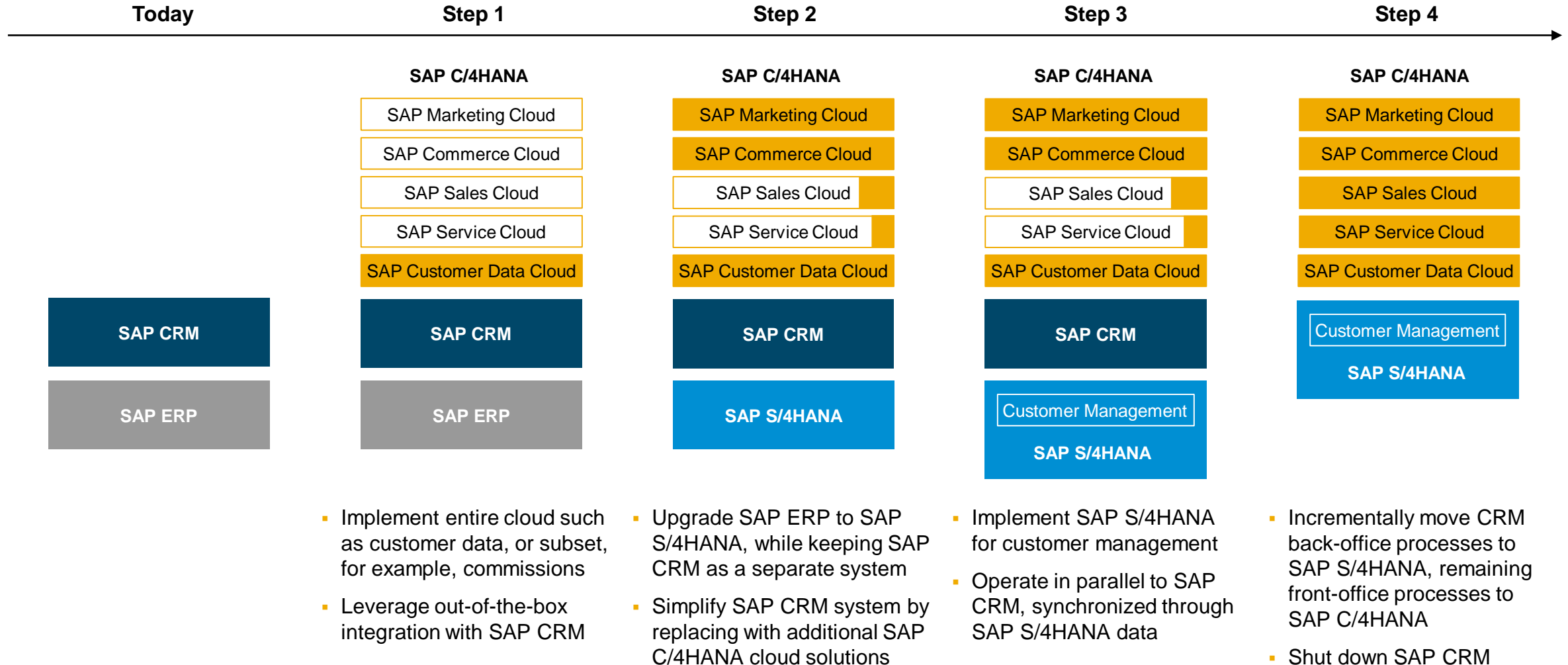
Transform front-office with SAP C/4HANA

- Suite of cloud solutions designed for the new customer era
- Can be used standalone or together for maximum synergies
- Out-of-the-box integration with SAP S/4HANA
- Extensible via SAP Cloud Platform

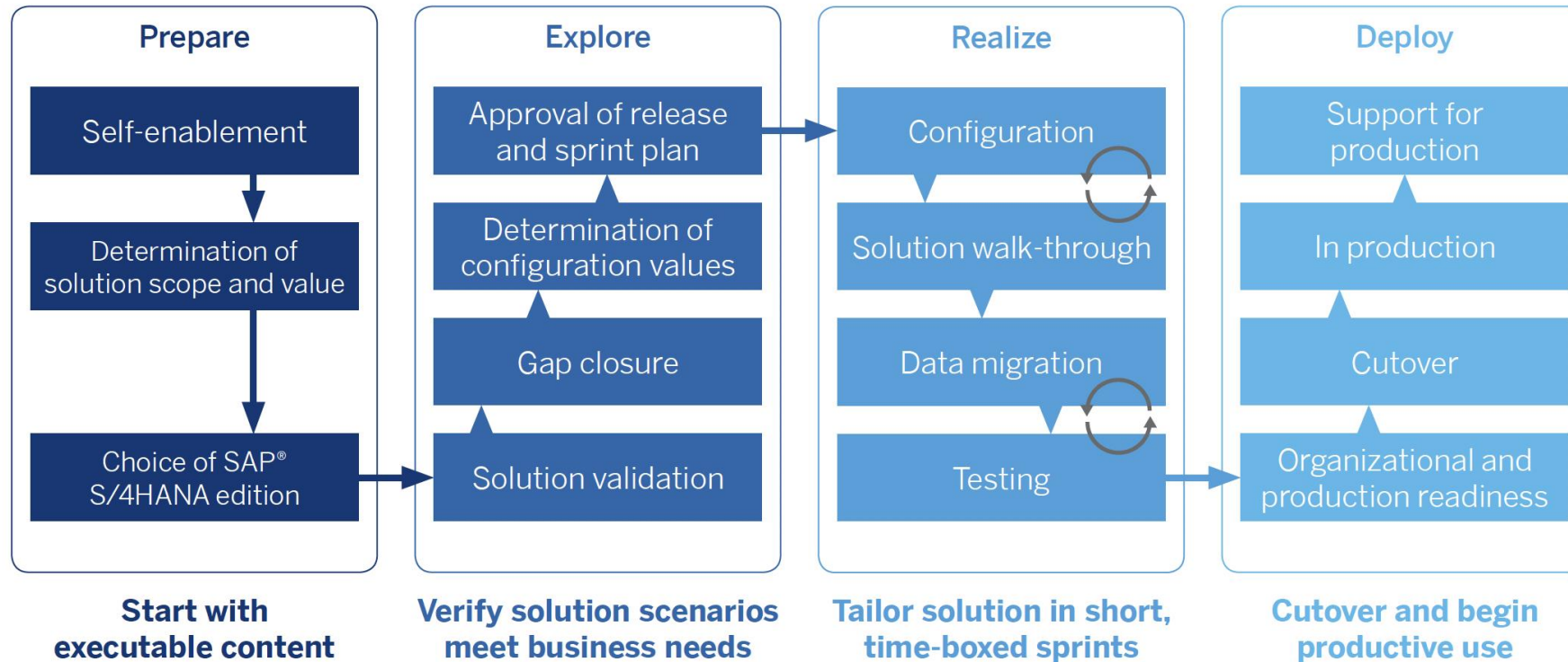
Consolidate back-office onto SAP S/4HANA

- Streamlined operations with harmonized UI
- Reduced TCO: no more middleware
- Powered by SAP HANA
- Ready for cloud

Sample customer transformation path (illustrative)

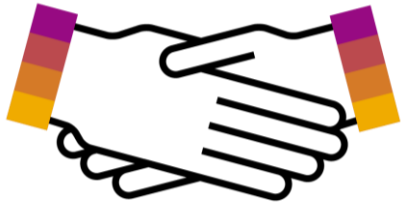


Services to help you transform

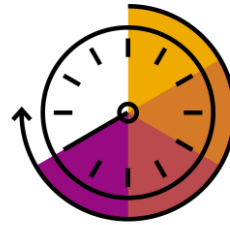


SAP uses the **SAP Activate** methodology, a combination of SAP Best Practices, accelerators, and guided configuration, optimized for cloud solution deployments to shorten implementation times

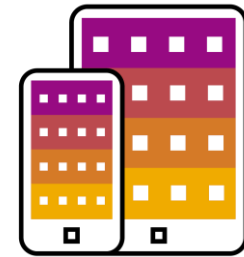
Next steps



Contact your rep



Schedule a workshop



See a demo

Thank you.

Contact information:

F name L name

Title

Address

Phone number

Partner logo

THE BEST RUN 

Appendix

SAP Solution Map for Marketing

	SAP CRM	Recommended Solution
Consumer and customer profiling	Marketing profile	SAP Marketing Cloud
	Real-time prediction and scoring	SAP Marketing Cloud
	Social listening and sentiment analysis	SAP Marketing Cloud
Marketing planning	Planning and program management	SAP Marketing Cloud
Marketing assets and collaboration	Digital asset management	SAP DAM by OpenText
	Marketing collaboration	SAP Marketing Cloud
Marketing automation	Audience targeting	SAP Marketing Cloud
	Customer segmentation	SAP Marketing Cloud
	Campaign management	SAP Marketing Cloud
	Campaign optimization	SAP Marketing Cloud
	Cross-channel engagement	SAP Marketing Cloud
	Marketing recommendations	SAP Marketing Cloud
	Remarketing	SAP Marketing Cloud
	Marketing lead management	SAP Marketing Cloud
	Social campaigns and engagement	SAP Marketing Cloud
	Insights and performance management	SAP Marketing Cloud
	Customer attribution	SAP Marketing Cloud
Loyalty management	Loyalty management	SAP Marketing Cloud ¹

SAP Solution Map for Commerce

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

		SAP CRM	Recommended Solution
Customer experience channels	Omnichannel customer experience		SAP Commerce Cloud
	Omnichannel touchpoints		SAP Commerce Cloud
	Digital merchandizing		SAP Commerce Cloud
Commerce management	Search and navigation	SAP CRM - Web Channel	SAP Commerce Cloud
	Bundling and subscription management	SAP CRM - Web Channel	SAP Commerce Cloud
	Pricing and promotions	SAP CRM - Web Channel	SAP Commerce Cloud
	Cart	SAP CRM - Web Channel	SAP Commerce Cloud
	Checkout and payment	SAP CRM - Web Channel	SAP Commerce Cloud
Product content management	Product content and catalog management	SAP CRM - Web Channel	SAP Commerce Cloud
	Data aggregation and validation	SAP CRM - Web Channel	SAP Commerce Cloud
	Digital asset management	SAP DAM by OpenText	SAP DAM by OpenText
	Localization and internationalization	SAP CRM - Web Channel	SAP Commerce Cloud
	Workflow and collaboration		SAP Commerce Cloud
Order management	Order orchestration and management		SAP Commerce Cloud

SAP Solution Map for Sales 1/3

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

		SAP CRM	► Recommended Solution
Lead	Lead management	SAP CRM - Sales	SAP Sales Cloud ¹
	Lead intelligence		SAP Sales Cloud
Opportunity and sales force support	Activity management	SAP CRM - Sales	SAP Sales Cloud ¹
	Visit planning	SAP CRM - Sales	SAP Sales Cloud ¹
	Opportunity and pipeline management	SAP CRM - Sales	SAP Sales Cloud ¹
	Opportunity scoring		SAP Sales Cloud
	Sales forecasting	SAP CRM - Sales	SAP Sales Cloud ¹
	Retail execution	SAP CRM - Sales	SAP Sales Cloud
	Mobile sales	SAP CRM - Sales	SAP Sales Cloud
	Sales analytics	SAP CRM - Sales	SAP Sales Cloud ¹
	Sales content		SAP Sales Cloud
	Sales collaboration		SAP Sales Cloud
	Customer insights		SAP Sales Cloud
	Productivity and personalization management	SAP CRM - Sales	SAP Sales Cloud ¹

¹ S/4HANA for Customer Management as on-premise alternative

SAP Solution Map for Sales 2/3

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

		SAP CRM	▶ Recommended Solution
Configure, price and quote	Quotation management	SAP CRM - Sales	SAP Sales Cloud ¹
	Product configuration	SAP CRM - IPC	SAP Sales Cloud ¹
	Price management	SAP CRM - Sales	SAP Sales Cloud ¹
	Solution sales configuration	SAP CRM - Sales	SAP Sales Cloud
	Package and solution offering	SAP CRM - Sales	SAP Sales Cloud ¹
	Sales agreement lifecycle management		SAP Sales Cloud
	Signature management		SAP Signature Management by DocuSign
Order and contract Mgmt	Sales order Mgmt and processing	SAP CRM - Sales	SAP S/4HANA SD ²
	Subscription order management	SAP CRM - Sales	SAP Sales Cloud ¹
	Sales contract management	SAP CRM - Sales	SAP S/4HANA SD ²
	Taxes and rebates	SAP CRM - Sales	SAP S/4HANA SD
Billing and invoicing	Sales billing	SAP CRM - Sales	SAP S/4HANA SD
	Subscription billing		SAP Sales Cloud
	Entitlements management		SAP Sales Cloud

¹ SAP S/4HANA SD/for customer management as on-premise alternative

² B2B order management capabilities being developed in SAP Sales Cloud

SAP Solution Map for Sales 3/3

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

		SAP CRM	► Recommended Solution
Sales planning and performance management	Territory management	SAP CRM - Sales	SAP Sales Cloud
	Quota planning	SAP CRM - Sales	SAP Sales Cloud
	Sales planning and monitoring	SAP CRM - Sales	SAP Sales Cloud
	Sales monitoring and analytics	SAP CRM - Sales	SAP Sales Cloud
	Strategic account planning	SAP CRM - Sales	SAP Sales Cloud
	Incentive and commission management		SAP Sales Cloud
	Sales learning		SAP Sales Cloud
Partner channel sales	Partner management	SAP CRM - Sales	SAP Sales Cloud
	Channel sales	SAP CRM - Sales	SAP Sales Cloud ¹
	Channel analytics	SAP CRM - Sales	SAP Sales Cloud
	Partner compensation		SAP Sales Cloud
Customer master data management	Account and contact management	SAP CRM - Sales	SAP Sales Cloud ²
	Account intelligence	SAP CRM - Sales	SAP Sales Cloud
	Sales master data management	SAP CRM - Sales	SAP Sales Cloud ²

¹ Deal registration, partner lead and opportunity management; does not include high tech specific channel management

² S/4HANA for Customer Management as on-premise alternative

SAP Solution Map for Service 1/2

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

		SAP CRM	► Recommended Solution
Self-service	Self-service support portal		SAP Service Cloud
	Communities		SAP Jam Communities
	Chatbots		SAP Leonardo
Omnichannel engagement	Multichannel customer engagement	SAP CRM - Service	SAP Service Cloud ¹
	Knowledge management	SAP CRM - Service	SAP Hybris Knowledge Center by MindTouch
	Inbound/outbound contact centers	SAP CRM - Service	SAP Service Cloud ¹
	Social customer engagement	SAP CRM - Service	SAP Service Cloud ¹
	Service agent motivation		SAP Service Cloud
	Service agent scripting	SAP CRM - Service	SAP Service Cloud ¹
	Service ticket management	SAP CRM - Service	SAP Service Cloud
Service management	Service request and order management	SAP CRM - Service	SAP S/4HANA for CM
	Mobile service execution	SAP Service Manager	SAP Service Cloud
	Channel service	SAP CRM - Service	SAP Service Cloud

¹ SAP S/4HANA for customer management as on-premise alternative

SAP Solution Map for Service 2/2

		SAP CRM	► Recommended Solution
Field service	Scheduling and dispatch		SAP Service Cloud
	Customer-centric field service		SAP Service Cloud
	Service network		SAP Service Cloud
Service operations	Complaints management	SAP CRM - Service	S/4HANA for CM
	Claims, returns, and refund management	SAP CRM - Service	S/4HANA for CM
	Service contract management	SAP CRM - Service	S/4HANA for CM
	In-house repair management	SAP CRM - Service	S/4HANA for CM
	Service billing	SAP CRM - Service	S/4HANA for CM
	Warranty management	SAP CRM - Service	S/4HANA for CM
	Installed base management	SAP CRM - Service	S/4HANA for CM
Customer feedback	Customer feedback management		SAP Service Cloud
Analytics	Service management analytics	SAP CRM - Service	SAP Service Cloud ¹

¹ Service operations analytics as part of S/4HANA for Customer Management

SAP Solution Map for Customer Data

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

	SAP CRM	► Recommended Solution
Customer identity management	Registration management	SAP Customer Data Cloud
	Social login	SAP Customer Data Cloud
	Federation and SSO	SAP Customer Data Cloud
Enterprise preference and consent management	Communications preferences and opt-in management	SAP Customer Data Cloud
	Self-service preference management	SAP Customer Data Cloud
	Consent management	SAP Customer Data Cloud
Customer profile management	Data transformation and unification	SAP Customer Data Cloud
	Automated profile, preference, and consent management	SAP Customer Data Cloud
	Orchestration and governance	SAP Customer Data Cloud
	Customer insights	SAP Customer Data Cloud