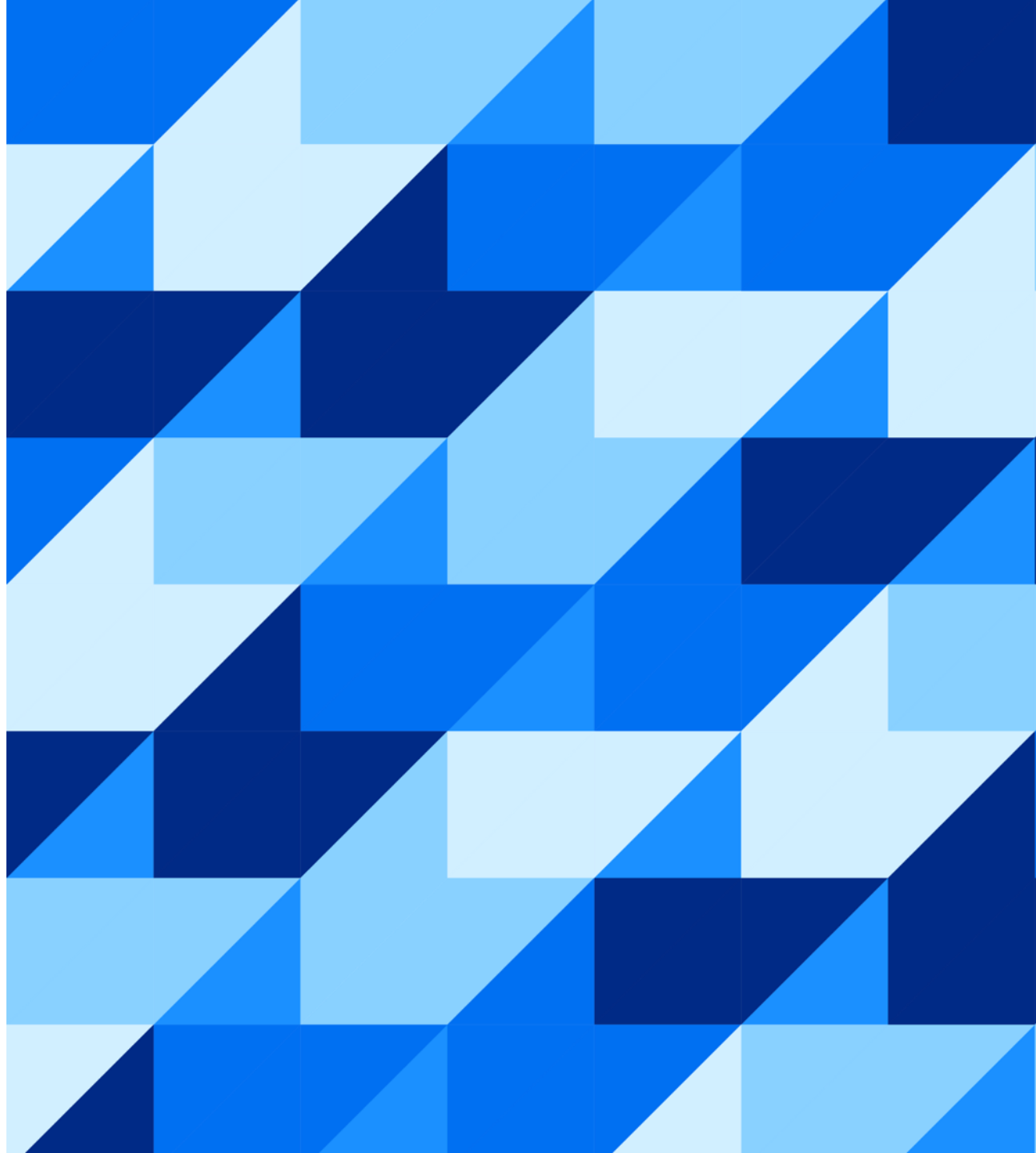




Future-Proofing your Business: Seamless CRM Modernization with SAP

Torsten Zang - SAP SE
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PUBLIC



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Agenda

- 1** Introduction SAP Customer Evolution Program
- 2** How to kick start your Transformation: SAP CX Evolution Kit
- 3** Next Steps / Q&A



SAP CUSTOMER EVOLUTION PROGRAM

“YOUR JOURNEY TO
WHAT’S NEXT WITH SAP”

OUR VISION & MANDATE

- We help existing SAP customers define and realize the next steps in their business and IT evolution
- Jointly with our ecosystem, we drive a tailored & accelerated journey to the intelligent, sustainable enterprise through supporting existing customer engagement models and orchestrating end-to-end SAP Customer Evolution framework
- We commit to leave no installed base customer behind on their innovation path

SAP CX Customer Evolution Program - CRM Transformation Challenges

- 01** Huge Enhancements in the current CRM onPrem System
- 02** Complex system landscape
- 03** Hard to get business stakeholder buy-in
- 04** Fear of big bang approach
- 05** Complex processes
- 06** Customer resources are busy with S/4 Transformation /Rise

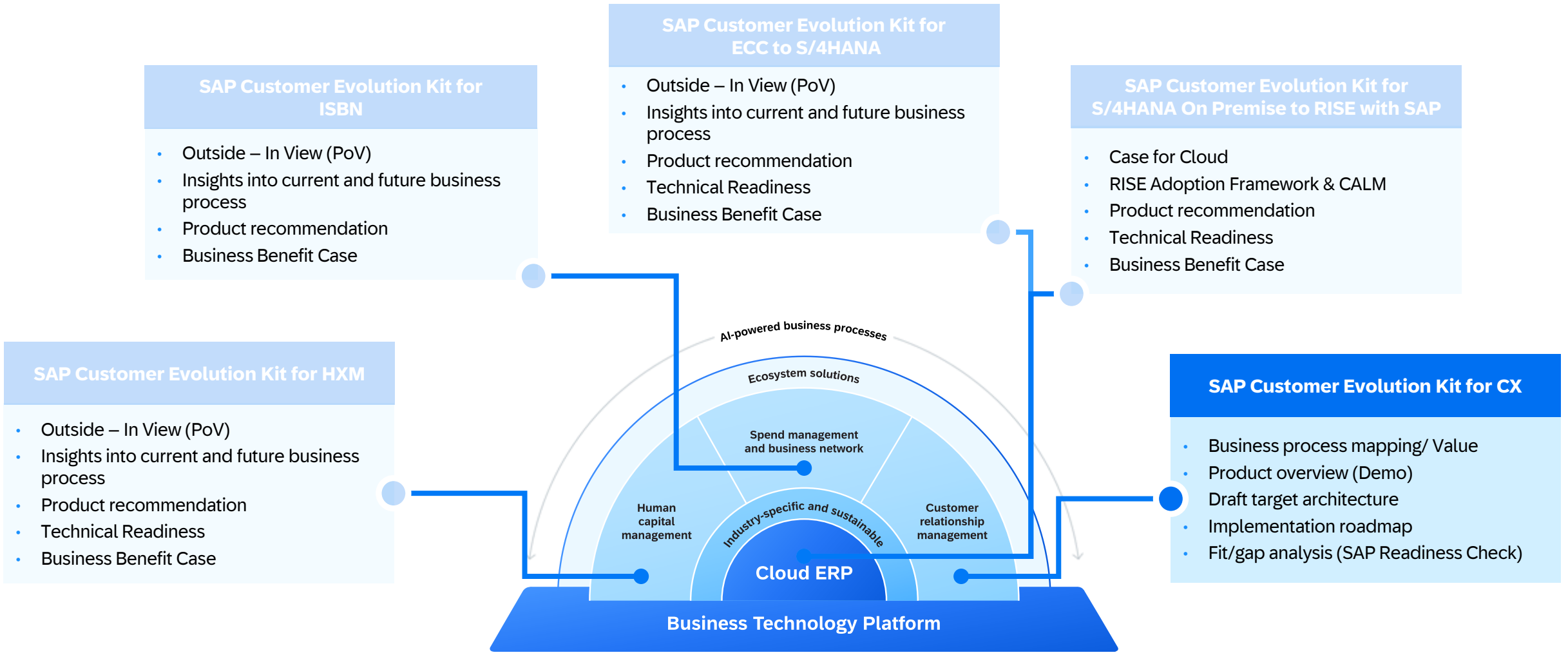


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Customer Evolution Kit Solution Areas in scope



SAP CX Customer Evolution Program - Why SAP Customer Evolution Kit for CX?

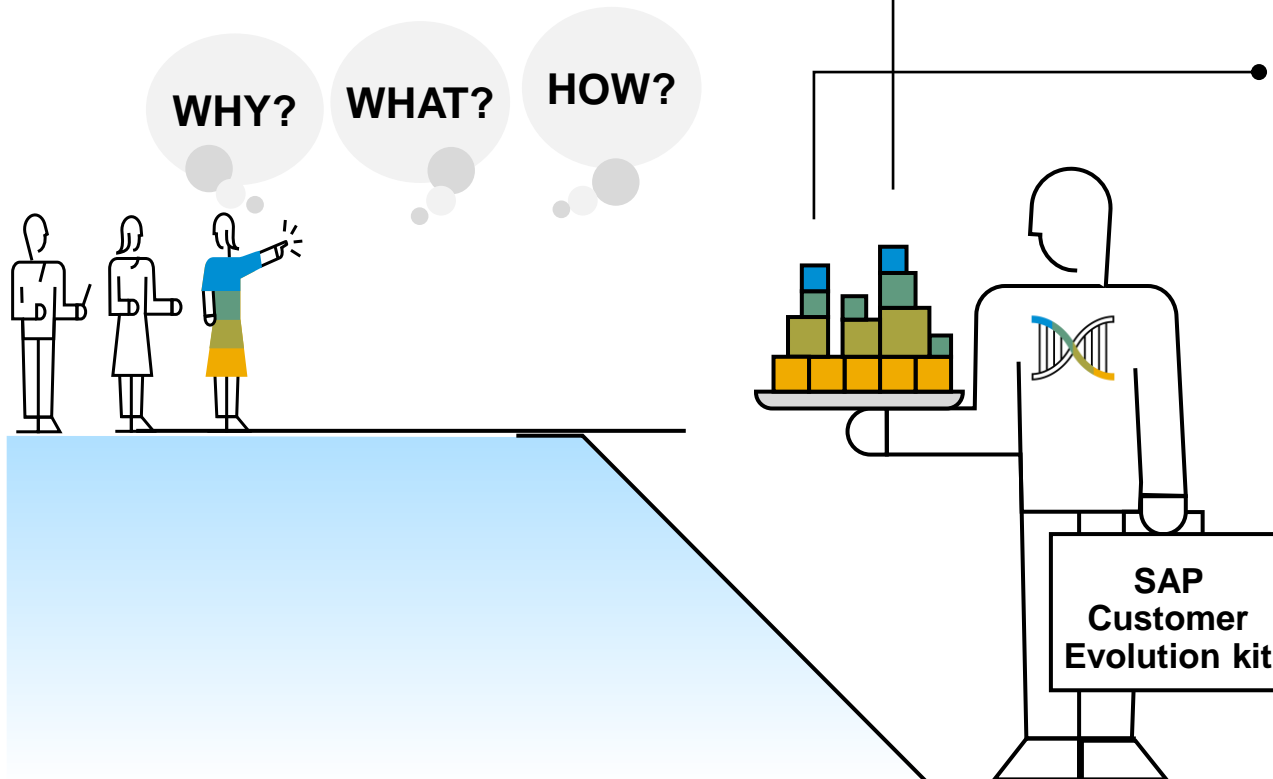


What is unique about it?

- High touch and time efficient engagement helping customers to overcome CRM transformation challenges

What makes the difference? This program ...

- ... **cuts down the workload** on customer side
- ... is provided at **no additional costs**
- ... delivered **remotely** via **1:1 sessions** by SAP CRM Experts
- ... show the added value of transforming to cloud applications from a business outcome perspective.
- ... generates **customer specific** and actionable **Transformation Plan**



SAP CX Customer Evolution Program - SAP Customer Evolution Kit – Approach

Customer Preparation & Information Call

Provide more details about the SAP Customer Evolution kit such as approach, focus and responsibilities for the engagement.

Prerequisites

Readiness Check

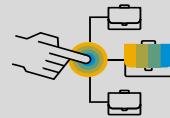
Survey



EvoKit

Free of charge for SAP CRM customers

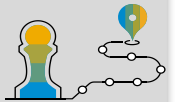
Solution Demo



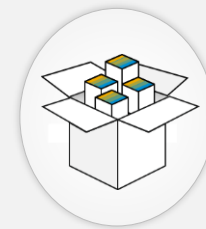
Interview Sessions



Final Session Handover



- Business process mapping
- Value drivers & Benefits
- Target architecture draft & product map
- Implementation roadmap
- Bill of Material*
- Rough order of magnitude*



*on request

SAP Customer Evolution Kit for CX - What is covered?

Overview of topics for the individual days

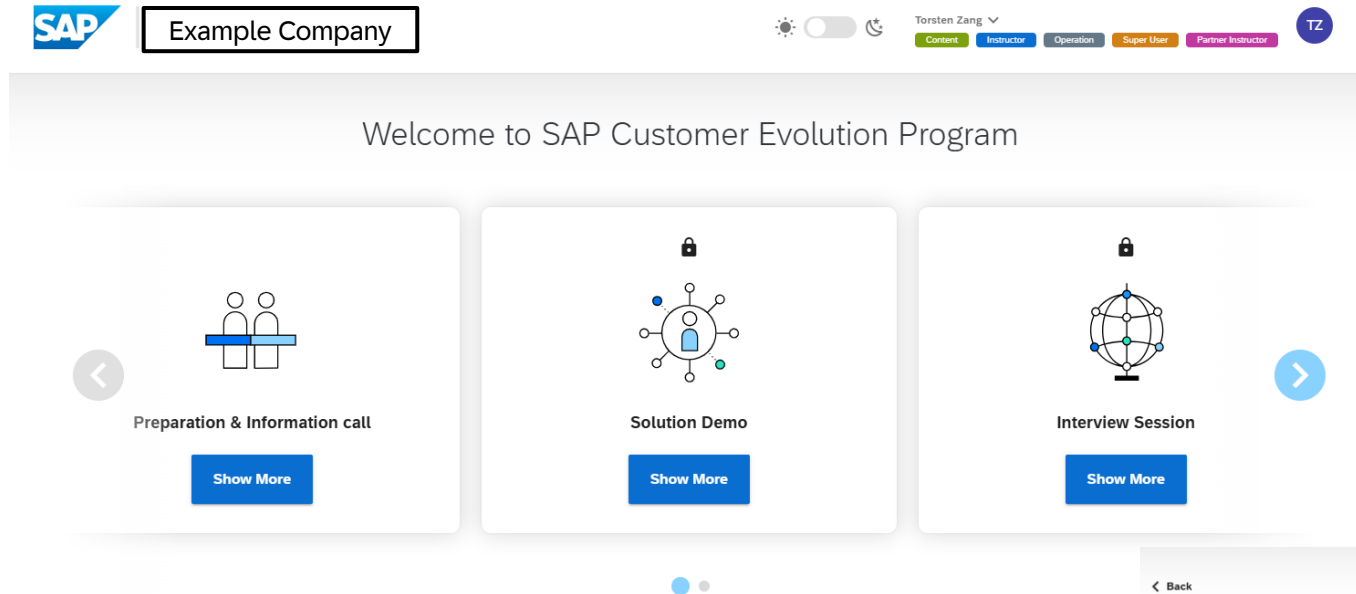
1 st half day	2 nd half day	3 rd half day
<p>Session 1: Solution Demo</p> <p>In this session we will discuss the move option to SAP CX & SAP S/4HANA. This is followed by several solution demonstrations.</p> <div style="display: flex; justify-content: flex-end; gap: 10px;">    </div>	<p>Session 2: Interview Session</p> <p>For each process we need to run 1-3 hours workshop to understand the end-to-end process as well as the current challenges business users have today.</p> <div style="display: flex; justify-content: flex-end; gap: 10px;">   </div>	<p>Session 3: Final Handover Session</p> <p>In the final session we will review the result document which includes:</p> <ul style="list-style-type: none"> • Business process mapping • Value drivers & Benefits • Target architecture draft & product map • Implementation roadmap • Optional: <ul style="list-style-type: none"> • Bill of materials • Rough order of magnitude <div style="display: flex; justify-content: flex-end; gap: 10px;">    </div>

 **Business**

 **IT**

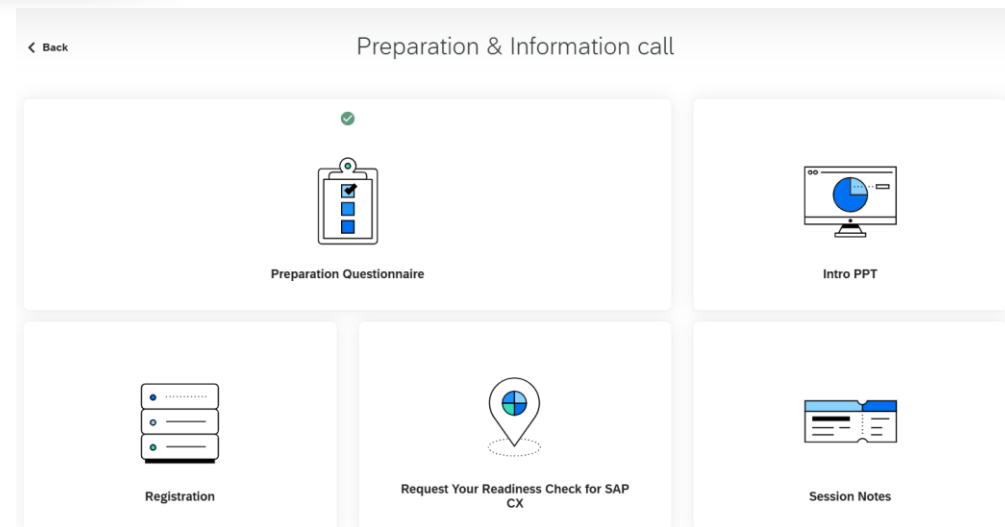
 **Stakeholders**

Delivered virtual – Content Portal

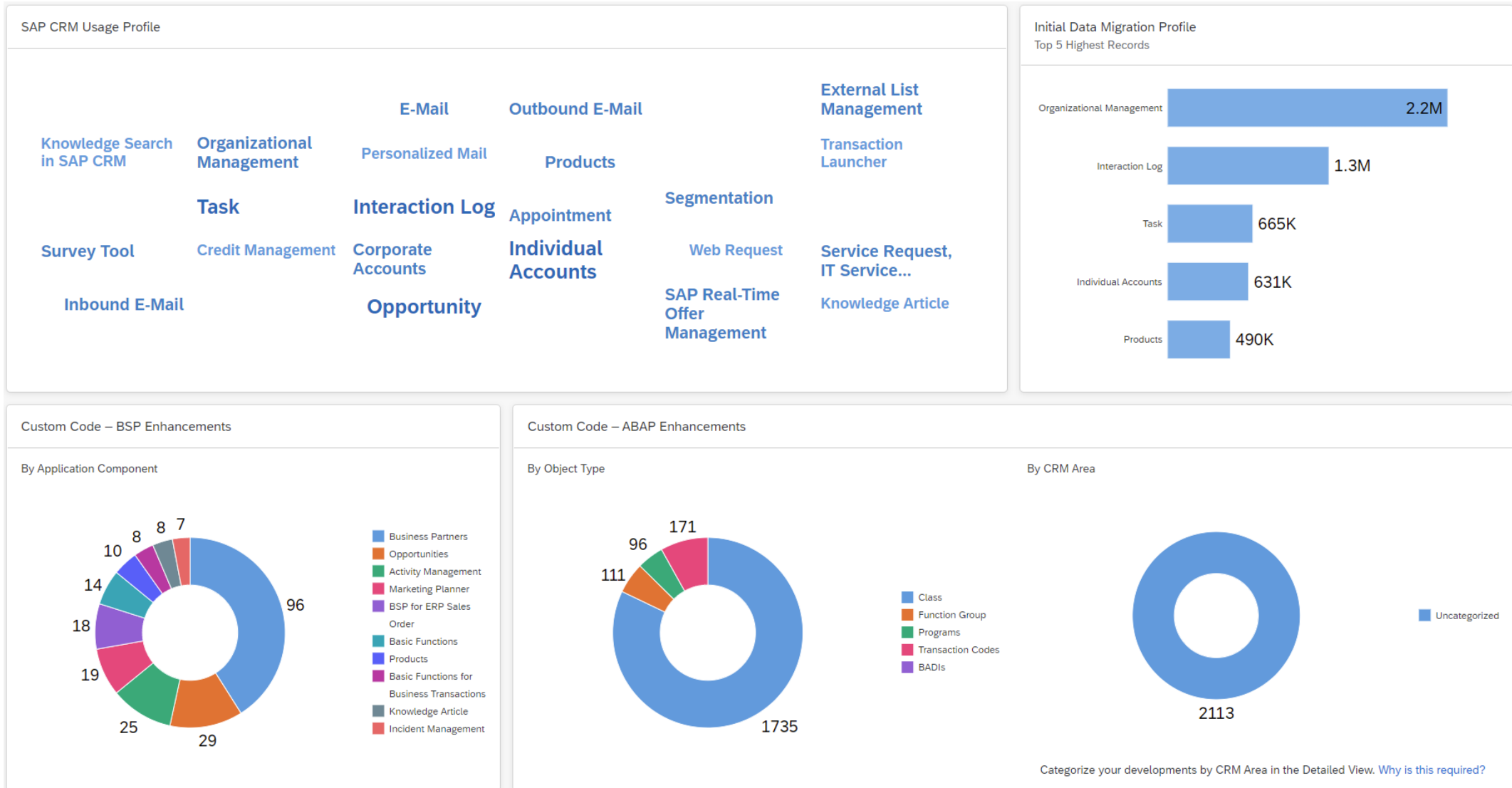


- Globally available
- Supported languages:
 - German
 - English
 - French
 - Spanish






- 👍 All assets in one place
- 👍 Recordings available for each session
- 👍 Support via AI Chat
- 👍 Private Log In and Data Protection



Example Readiness Check Report

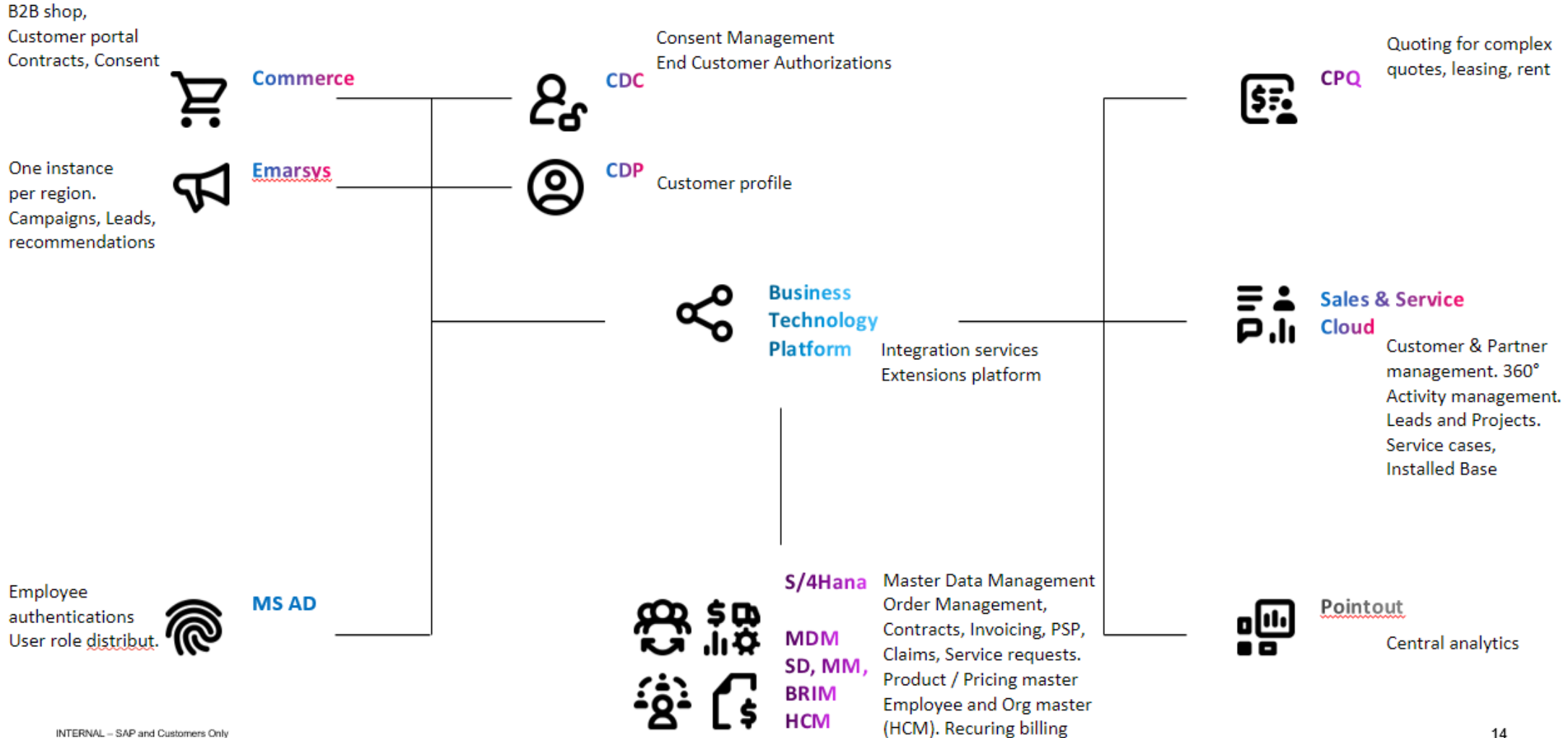


Example Business Process Findings & Recommendations

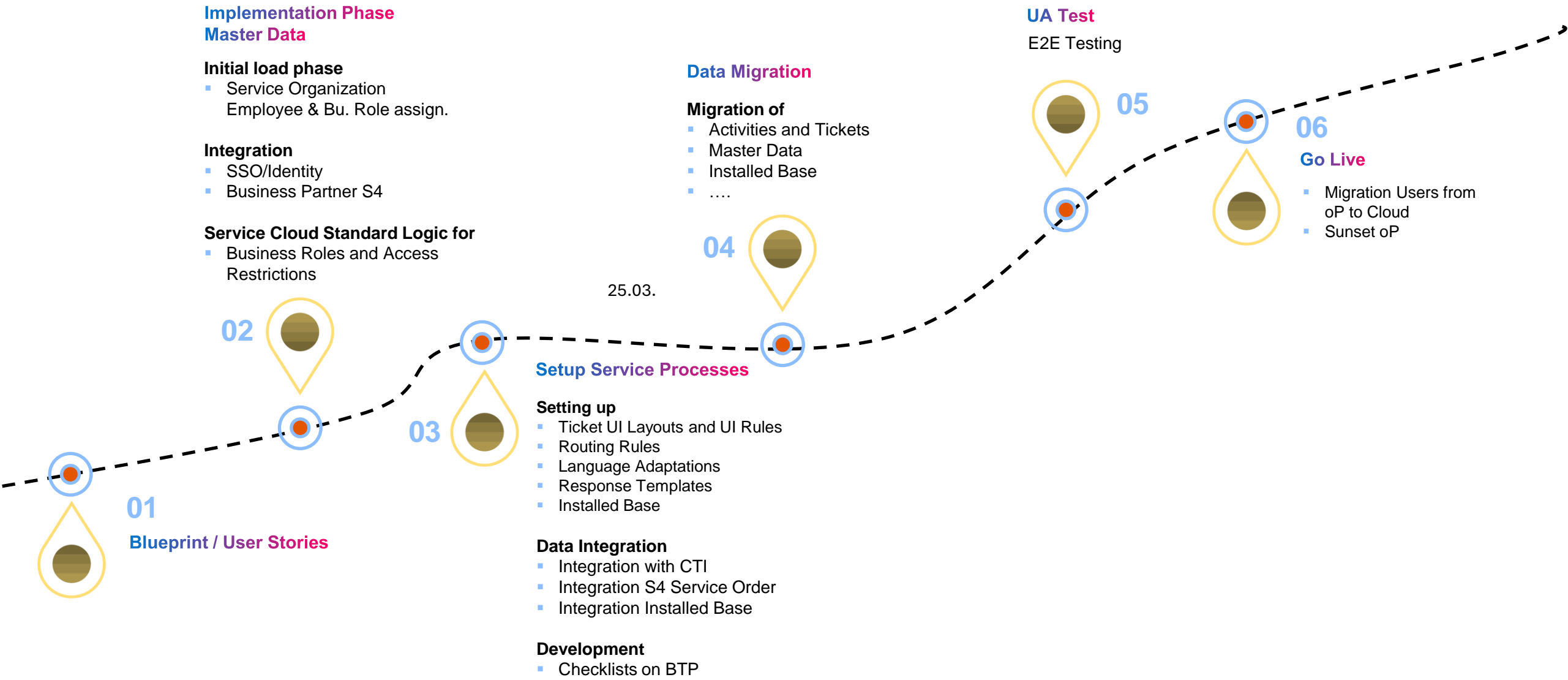
Business Process	Key Pain Point / Findings	Recommendations	Fit to Standard	Recommended Target Solution/process
Service	Template based responding and signature assignment. Many emails are also generated by workflows	You are able to create response templates, which can be used in Emails from agents or automatically generated by workflows.		SAP Service Cloud
	Knowledge Base	(optional) Consider of using KBs to increase quality and speed of service.		Nice
	Installed Base - Extensively in use. All replicated from ERP. All lines are set up as IB and an IB has all the "products" - like station, ticket machine etc. and their precise location.	We can support the process in the same way.		SAP Service Cloud
	Checklists in use for determining next best actions based on questions to the agents. For ex. is the vehicle able to drive, or need a tow, or is anyone insured (yes/no) - based on the answers different check boxes on the ticket UI are selected, which as follow up trigger further actions - follow up Email, quote, order, etc.	Sales Cloud offers surveys out of the box, however the complexity of the requirement requires custom development for automatic triggering of follow up actions and set checkboxes on the UI.		SAP Service Cloud in combination of Sap Build Process Automation
	Service Quote For ex. in a case of an vehicle accident, there needs to be a quote for the repair and for that the system is triggering in ERP a follow up quote, which is then completed in backend. After accepting by the insurance company then it is released as an order for the repair shop.	We can support the process in the same way. You can raise follow up sales quotes in S4. However any automation needs to be set up as custom code or implemented via BTP Process Automation		SAP Service Cloud

Example Target Architecture

To-be Target Architecture L0



Example Implementation Roadmap



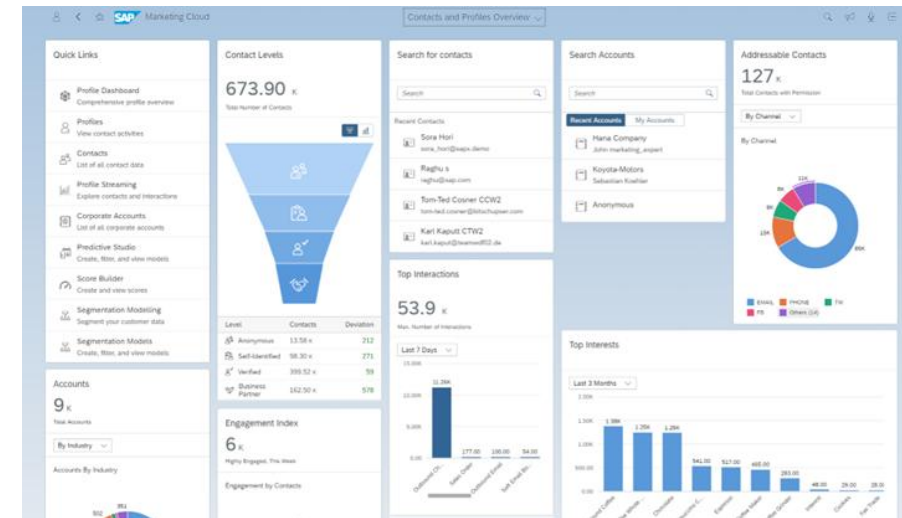
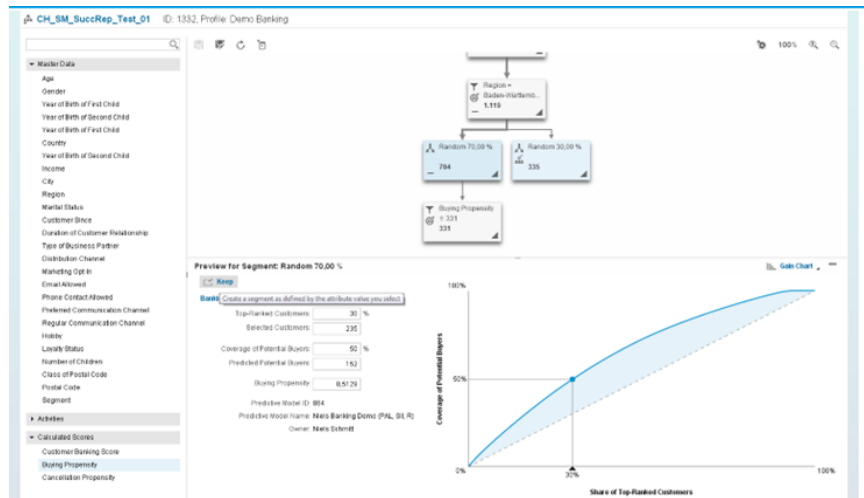
Example Value Driver & Benefits

Transform your Commerce

with best-in-class business processes, enabled by the cloud ERP and LoB Solutions



Challenges	Key Capabilities	Value Drivers	Benefit Range	Proof Points	SAP Products
Limited access to real-time customer data hinders personalized and relevant shopping experiences	Contextual Real-Time Personalization (Emarsys) - Deliver real-time, one-to-one personalization with every interaction	Improve customer satisfaction	15%-40%	10% Faster to resolve service tickets - Goodyear Dunlop (Read More)	<ul style="list-style-type: none"> SAP Emarsys Customer Engagement SAP Customer Data Cloud SAP Customer Data Platform
Challenges in real-time data activation limit data utilization across channels	Customer Profile Management (CustData CLD) - Power trusted digital experiences with first-party data	Reduce cost of digital channels content management	3%-15%	-	
Challenges in integrating customer data impact cross-channel interaction visibility	Enterprise Preference and Consent Management (CustData CLD) - Enable customers to control their profile, preference and consent data with a self-service preference center.	Reduce customer churn	1%-20%	-	



Customer Reference **Bosch Automotive Aftermarket**



BOSCH

Industry

Automotive

Region

Karlsruhe, Germany

Company Size

13,000 employees

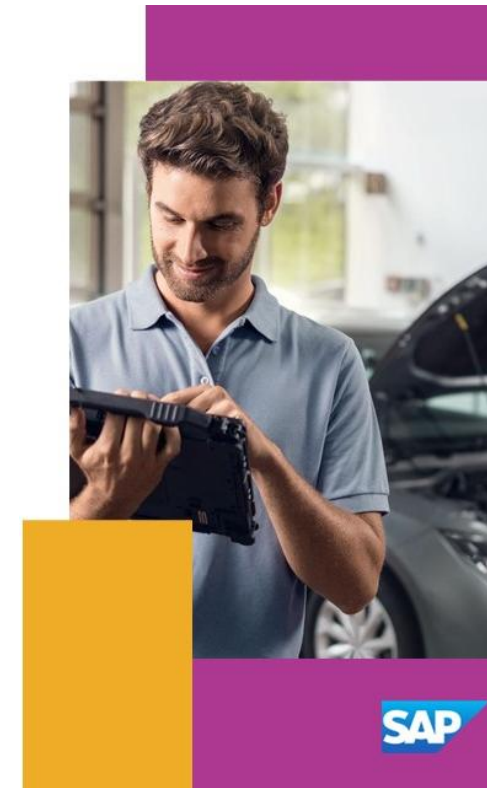
Project Details:

SAP ECC & SAP CRM 7 **moved to** SAP CX Sales & Services

Business Targets:

- Establishing a **single repository** for customer service management data
- Improving **efficiency and visibility** to deliver outstanding service
- Becoming **more competitive** by improving the customer experience

[Discover the full story here](#)



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Start your transformation to SAP CX now!

Register today for your individual SAP CX EvoKit:

SAP Customer Evolution Kit

Solution Demo



Interview Sessions



Final Session Handover



Deliverables:

Business process mapping

Value drivers & Benefits

Target architecture draft & product map

Implementation roadmap

Optional:
Bill of materials
Rough order of magnitude

Key values:

- Cost free engagement
- Time efficient (8-10 hours total investment)
- Delivered virtually by SAP Customer Experience Experts
- E2E process consideration (incl. SAP S/4HANA)

What you bring:

- Time and business stakeholders
- Readiness Check
- Survey

Time is running. Sign up now!



<https://events.sap.com/customer-evolution-kit/en/sapcx>

Q&A



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