PowerPack for SAP CX
For smooth implementations and a comprehensive marketing approach

Event:

Solution platform:

Partner:

SAP Customer Experience Summit

**Meet expectations today.
Exceed them tomorrow.**

May 11, 2021
10:00–14:30 CET
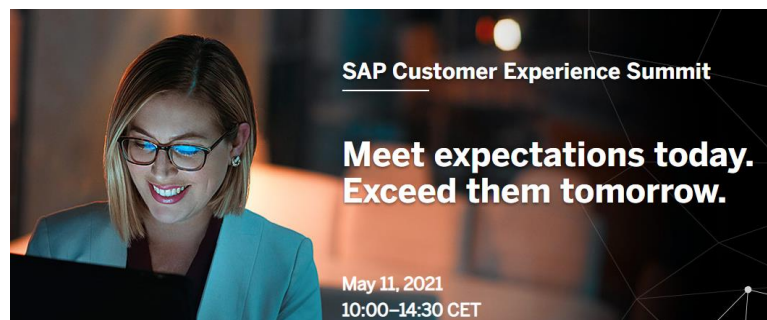
SAP Customer Experience

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SAP Gold Partner

SAP Slovenia **Cloud Partner** award 2020
SAP CEE **Cloud Focus** award 2020

www.frodx.com

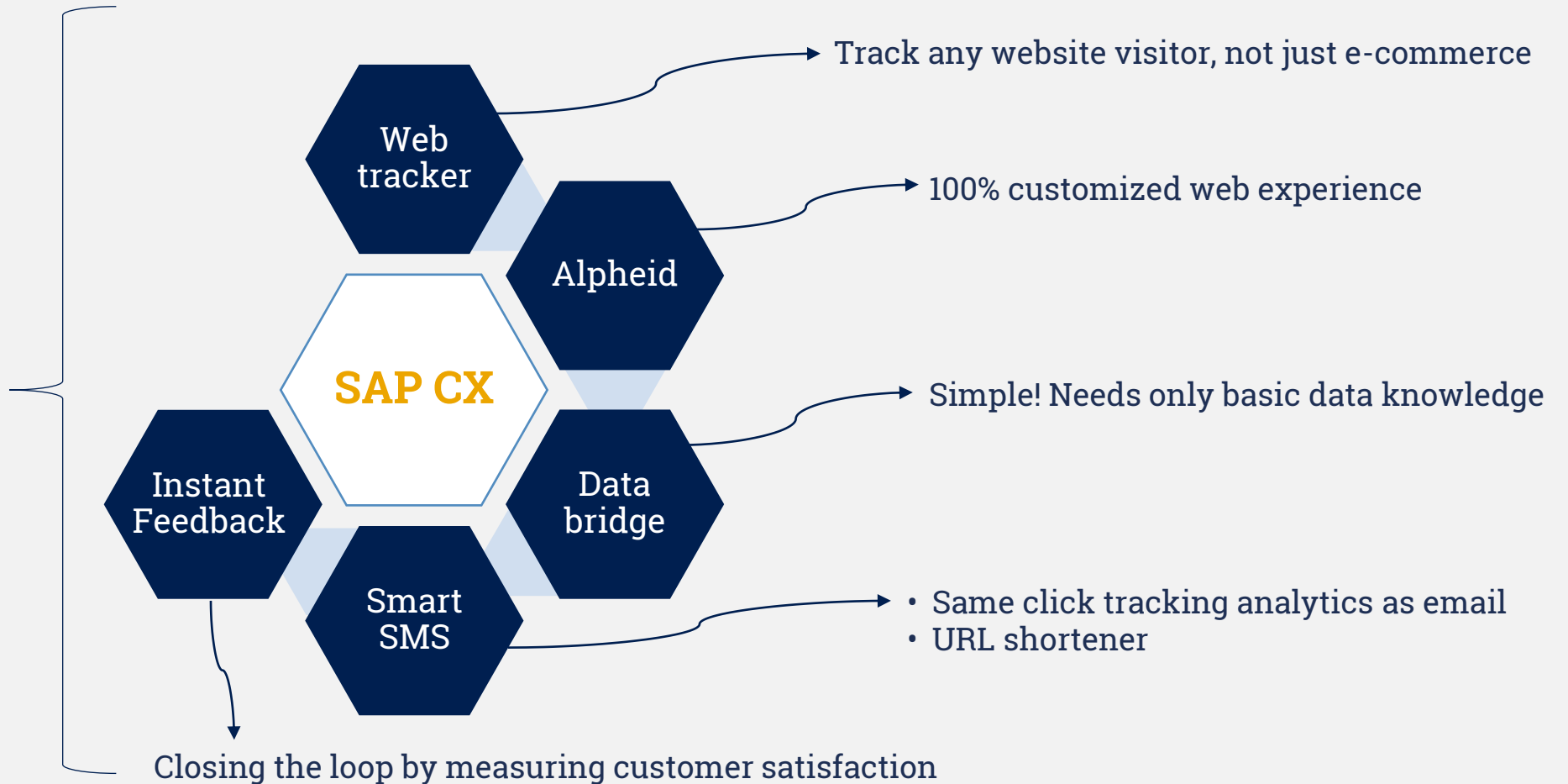# Do you think SAP CX implementations could be different? Could they . . .

- Run smoothly and predictably?
- Demand fewer resources?
- Be shorter and cheaper?

This could become your reality! →   if you had all the building blocks that:
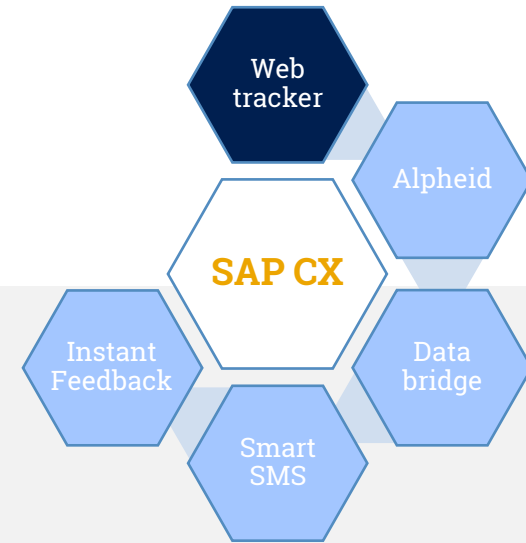
✓ Allow easy implementation,

✓ Represent a holistic marketing experience

✓ Have been tested multiple times in real life.

Actually, this is already a reality.

PowerPack for SAP CX

- Web tracker
- Alpheid
- **SAP CX**
- Data bridge
- Smart SMS
- Instant Feedback

Track any website visitor, not just e-commerce

100% customized web experience

Simple! Needs only basic data knowledge

- Same click tracking analytics as email
- URL shortener

Closing the loop by measuring customer satisfaction

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Web tracker

Able to track not only Commerce Cloud but also **all other webpages**

- Automatically track website visit activity and website video views for any website, not just e-commerce

- Enrich contact data for better insight

- Enable form prefill and progressive profiling on any website form

- **OUTCOME:** Use website visit activity in segmentations, campaigns, and scoring for an even more personalized customer journey

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Alpheid

Web tracker

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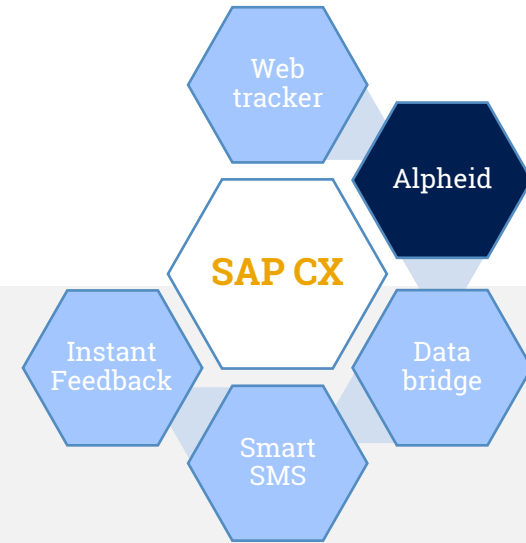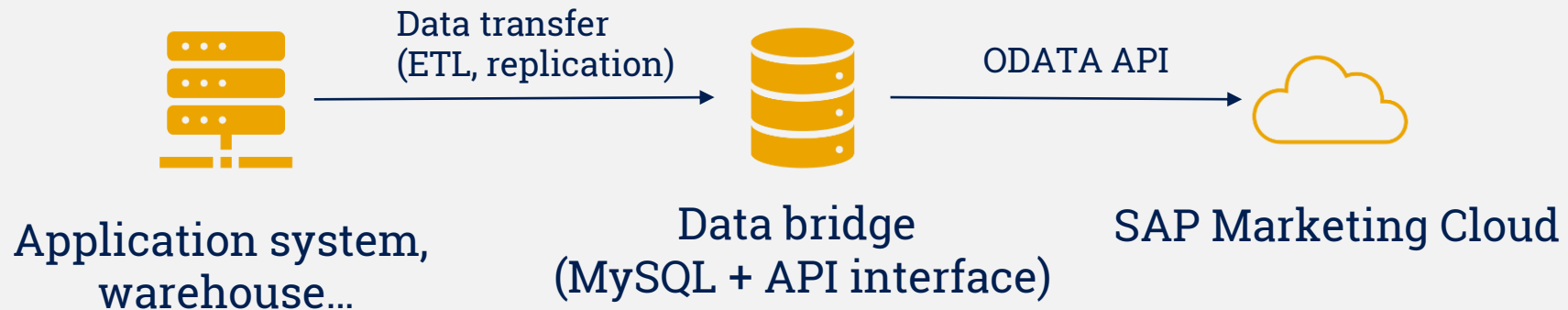
Reaching **the right audience** with Alpheid:

- Reach your website visitors with the right message at the right moment the right way.

- Add personalized popups to your website or commerce platform (use popup for newsletter signup but do not display it to contacts that are already subscribed)

- **OUTCOME:** Go beyond personalized products and offer recommendations with customizable personalized website blocks

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Data bridge
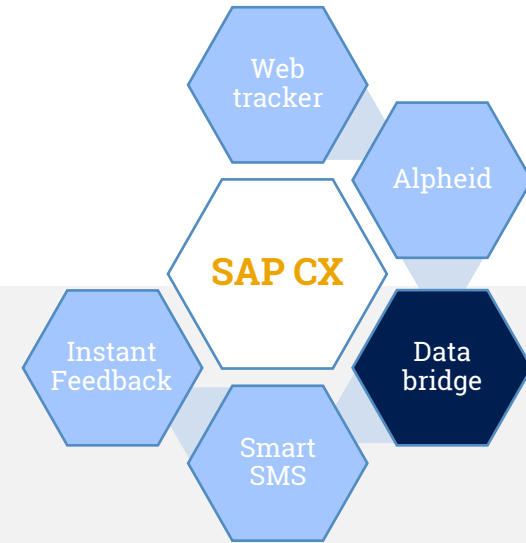
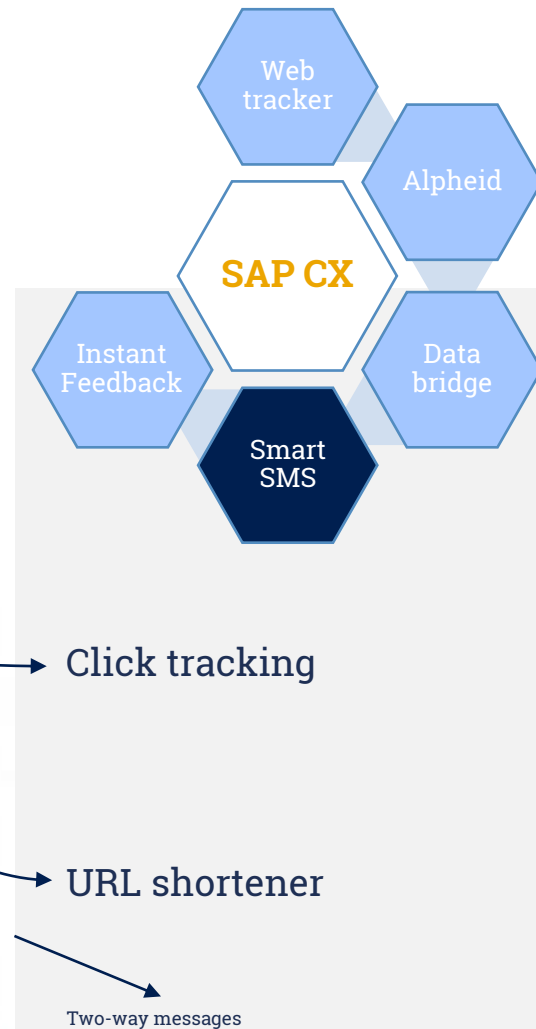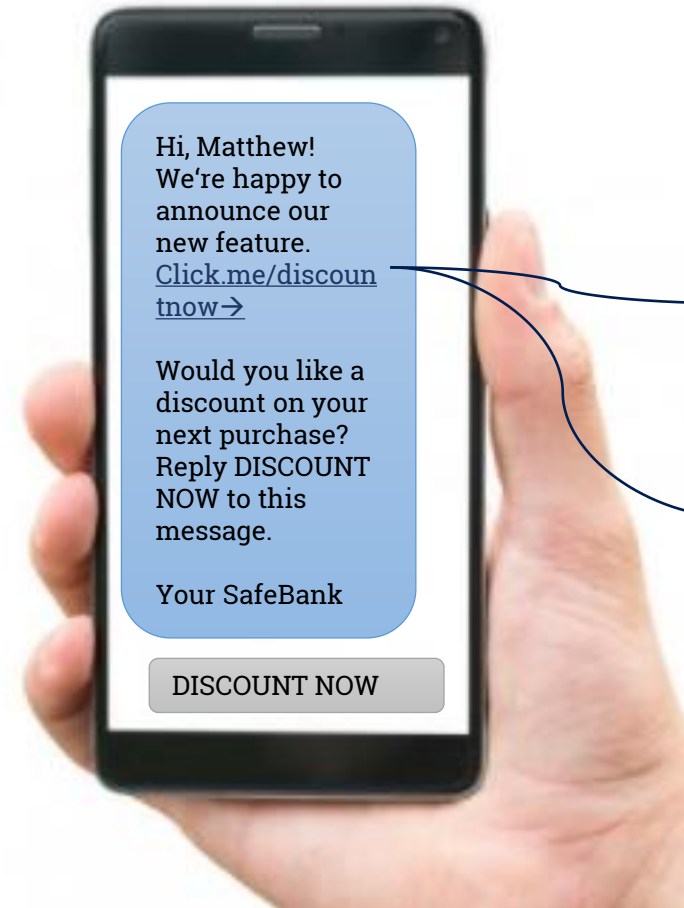**Simple integration** without requiring too many resources:

- Integrate data from your system with SAP Marketing Cloud
- Integration is built and maintained using SQL views that are used to transform and map source information to marketing cloud entities and fields
- Let the data expert build and maintain the integration, and free up your developers
- **OUTCOME:** No need for Cloud Platform Integration

Web tracker

Alpheid

SAP CX

Instant Feedback

Data bridge

Smart SMS

Data transfer
(ETL, replication)

ODATA API

Application system, warehouse…

Data bridge
(MySQL + API interface)
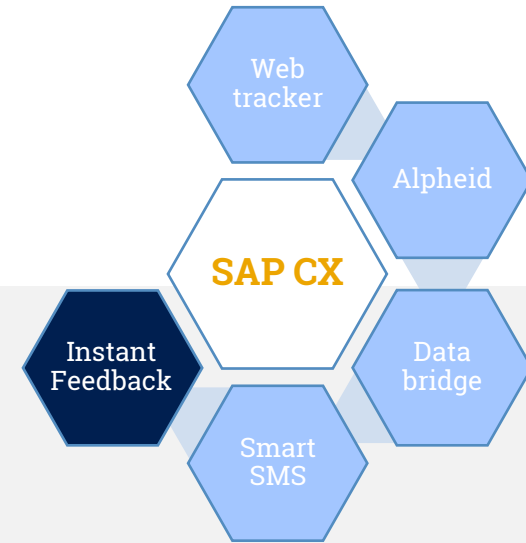
SAP Marketing Cloud

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Smart SMS

Smart SMS has a **great advantage** over the majority of other SMS tools:

- Transforms links to **track clicks**

- URL shortener makes a message short and concise

- Allows receiving answers (two-way messaging)

- **OUTCOME:** Effortless attractive, short SMS messages

Web tracker

Alpheid

SAP CX

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Smart SMS

Hi, Matthew! We're happy to announce our new feature. Click.me/discountnow →

Would you like a discount on your next purchase? Reply DISCOUNT NOW to this message.

Your SafeBank

DISCOUNT NOW

Click tracking

URL shortener

Two-way messages

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InstantFeedback

Web tracker

Alpheid

SAP CX

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Data bridge

Smart SMS

Get **instant feedback right after** the customer's experience:

- Send requests for NPS measurements directly from Marketing Cloud after any relevant inbound interaction
- Receive NPS score into Marketing Cloud
- **OUTCOME:** Use contact NPS score to launch a recommendation campaign for satisfied contacts or create a CX officer task for unsatisfied contacts

| SMS, What's up, Viber | E-mail | App | Website | Chatbot | Office/info point |

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The PowerPack for SAP CX offers you:

✓ A shorter time to market

✓ Cheaper implementation

✓ Less chance of something going wrong

✓ A comprehensive ready-made solution

✓ A tested and continuously improved product

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Would you like a customized presentation for your company/industry?

Let's talk!

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