



SAP Customer Experience

La Economía de la Experiencia

La Revolución Ya Llegó

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THE BEST RUN 

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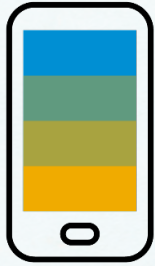
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5 FUERZAS

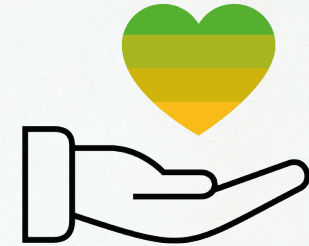
PRIMERO DIGITAL

Escala global y adopción de nuevos negocios digitales



CLIENTES DE POR VIDA

De vender productos a ofrecer servicios de suscripción



DATOS CONFIABLES

Los Datos son necesarios para la Personalización, pero no a cualquier costo

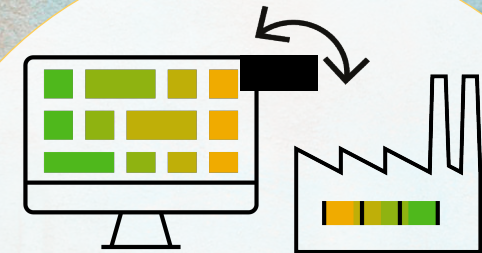


VISTA COMPLETA DEL CLIENTE

El Cliente en el centro del negocio (ME2B)

EXPERIENCIA DE CLIENTE HOLÍSTICA

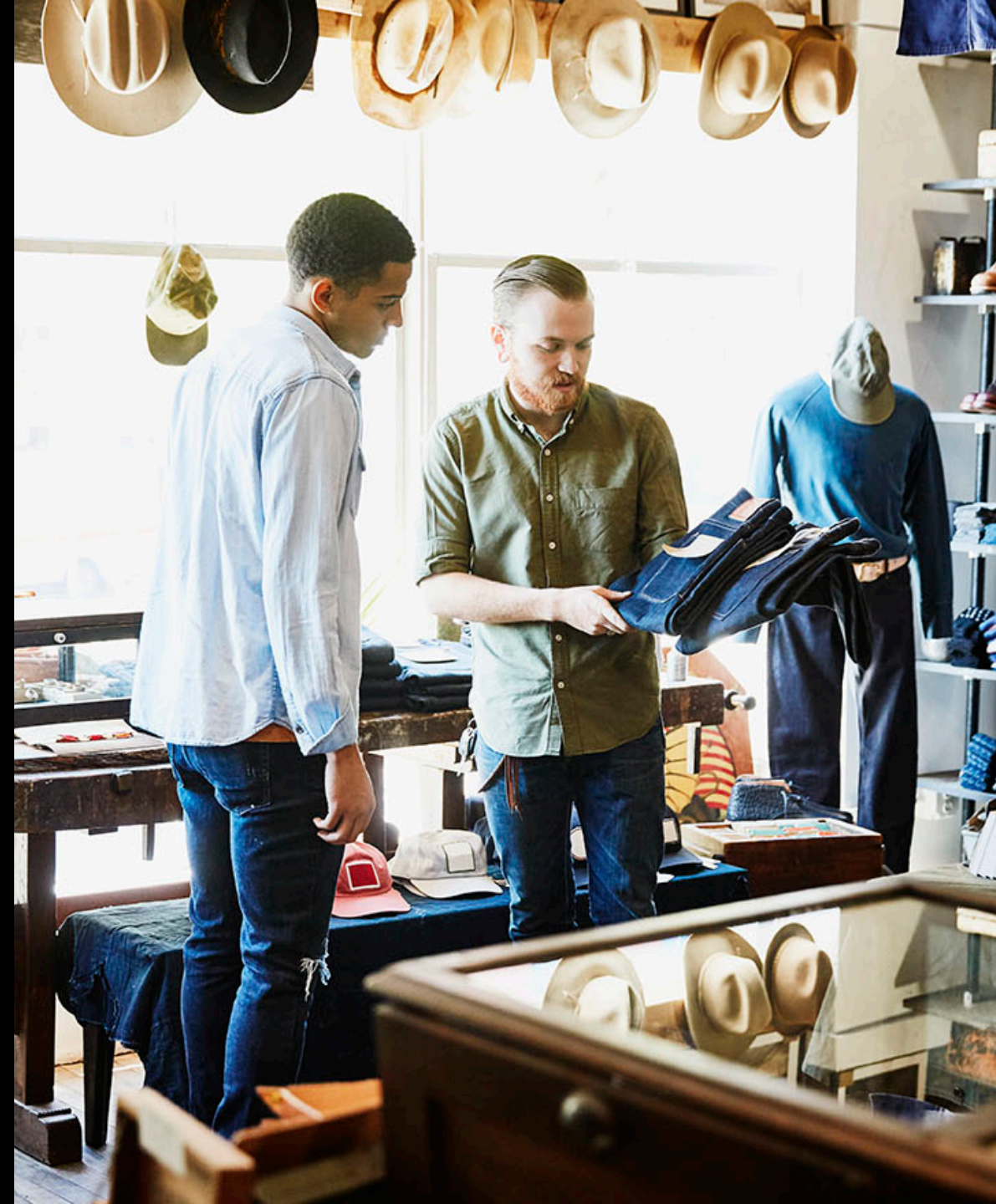
Requiere conectar el front con el back office



Los Clientes que están altamente comprometidos con una marca

- ▶ Compran **90% más frecuentemente**
- ▶ Y **gastan 60% más** en cada transacción

Rosetta Consulting via Marketing Land: <https://marketingland.com/making-mistake-focusing-new-customers-223791>





**Incrementar las
tasas de retención en 5%**

**Puede incrementar
las ganancias hasta un 95%**

Rosetta Consulting via Marketing Land: <https://marketingland.com/making-mistake-focusing-new-customers-223791>

80%
de los CEOs
creen
que están
entregando una
experiencia
superior...



8%
de los **clientes**
están de acuerdo





La Brecha de la Experiencia

► **Experiencias de
Cliente Rotas**

► **Sistemas
Aislados**

► **Datos de
Experiencia
Faltantes**

En la Economía de la Experiencia, **los clientes esperan más**



► **ENTENDER**

► **CONECTAR**

► **ENTREGAR**

Conectando las X's y las O's

eXperiencia

Por qué las cosas están pasando

Operacional

Qué está pasando

El factor humano:
retroalimentación,
emociones, y
sentimientos.



X-data ayuda a descubrir lo que
realmente importa a los clientes y
empleados.

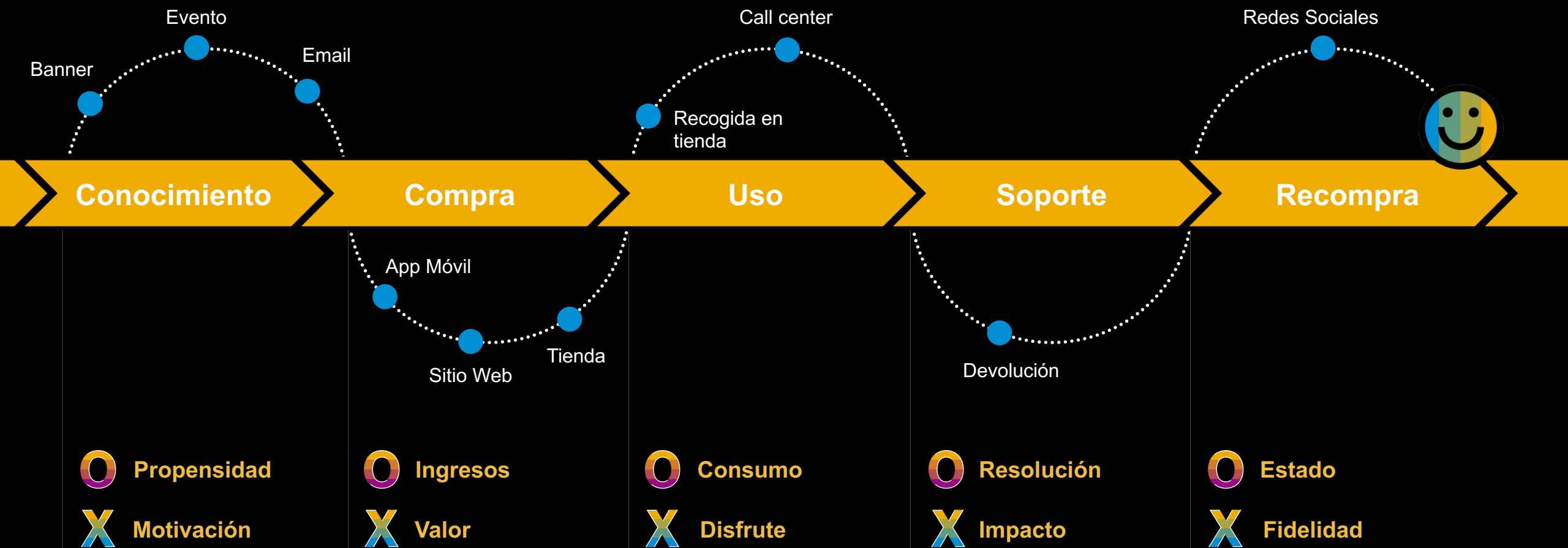


Entendimiento de sus
operaciones diarias, como
las ventas, finanzas, tasas de
victoria, tiempo de venta.

O-data ayuda a
operar su negocio.



Un ejemplo de un Customer Journey



Conectando las X's y las O's

eXperiencia

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Qué está pasando



SOLUCIONES DE SAP CUSTOMER EXPERIENCE

SAP Marketing
Cloud

SAP Sales
Cloud

SAP
Litmos

SAP Customer
Data Cloud

SAP Commerce
Cloud

SAP Service
Cloud

SAP Sales
Performance
Management

SAP Field Service
Management

ENTENDER

CONECTAR

ENTREGAR

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Operacional

Qué está pasando





La Plataforma de Gestión de la Experiencia





La Plataforma de Gestión de la Experiencia



Medición Omnicanal



Retroalimentación “In-App” y en Sitio Web



Reportes / Analíticos /
Tableros de CX



Gestión y Seguimiento
de Casos



Integración con
Soluciones de CX



Compromiso con el
Empleado



Retroalimentación 360
del Empleado



Encuestas de
Entrenamientos



Entrevistas de Salida



Antes de la
Contratación y Durante
el Ingreso



Reconocimiento de
Marca



Valor de Marca



Pruebas de
Publicidad



Investigación de
Estrategia de Marca



Segmentación y
Posicionamiento



Pruebas de Concepto



Investigación de
Precios



Experiencia de Usuario



Análisis de Mercado



Análisis Conjunto

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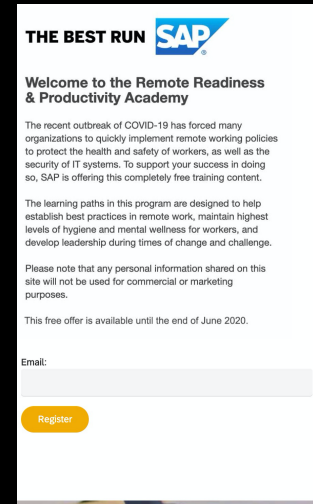
O-data ayuda a
operar su negocio.

Trials de Soluciones de SAP CX



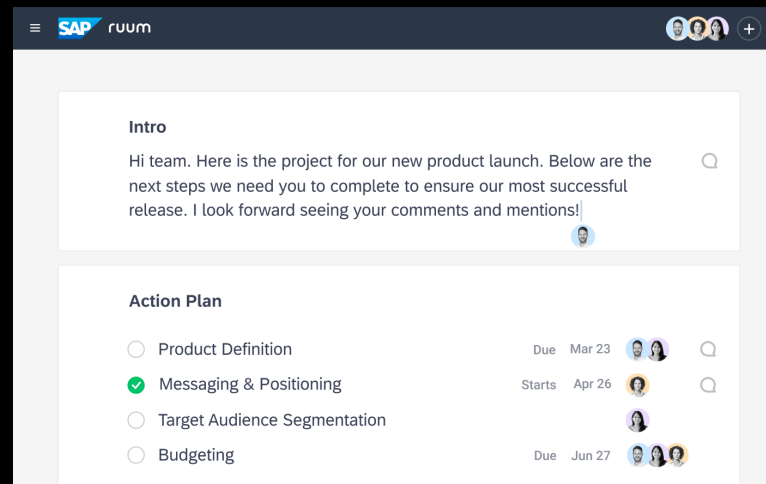
Qualtrics Customer Confidence Pulse

https://www.qualtrics.com/back-to-business-customer/?utm_lp=homepage-banner-customer-confidence-pulse



Litmos Remote Readiness & Productivity Academy

<https://remote-readiness-now.litmoseu.com/global-signup>



SAP ruum

<https://open.ruumapp.com/auth/signup>



EXPERIENCE MANAGEMENT

Your customer knows best. The best run SAP.

Convertir clientes en **fanáticos**

► **ENTENDER**

Recolectar datos de experiencia de clientes y empleados en cada punto de contacto relevante.

► **CONECTAR**

Las causas operacionales raíz.
Encontrar tendencias ocultas y realizar recomendaciones automáticamente sobre qué hacer con ellas.

► **ENTREGAR**

Reducir las brechas de experiencia.
Tomar los datos X y O de los sistemas operacionales y procesos de negocios para crear contactos atractivos para los clientes.

productos en **obsesiones**
empleados en **embajadores**
y marcas en **religiones**

Gracias

Contact information:

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SAP Customer Experience

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