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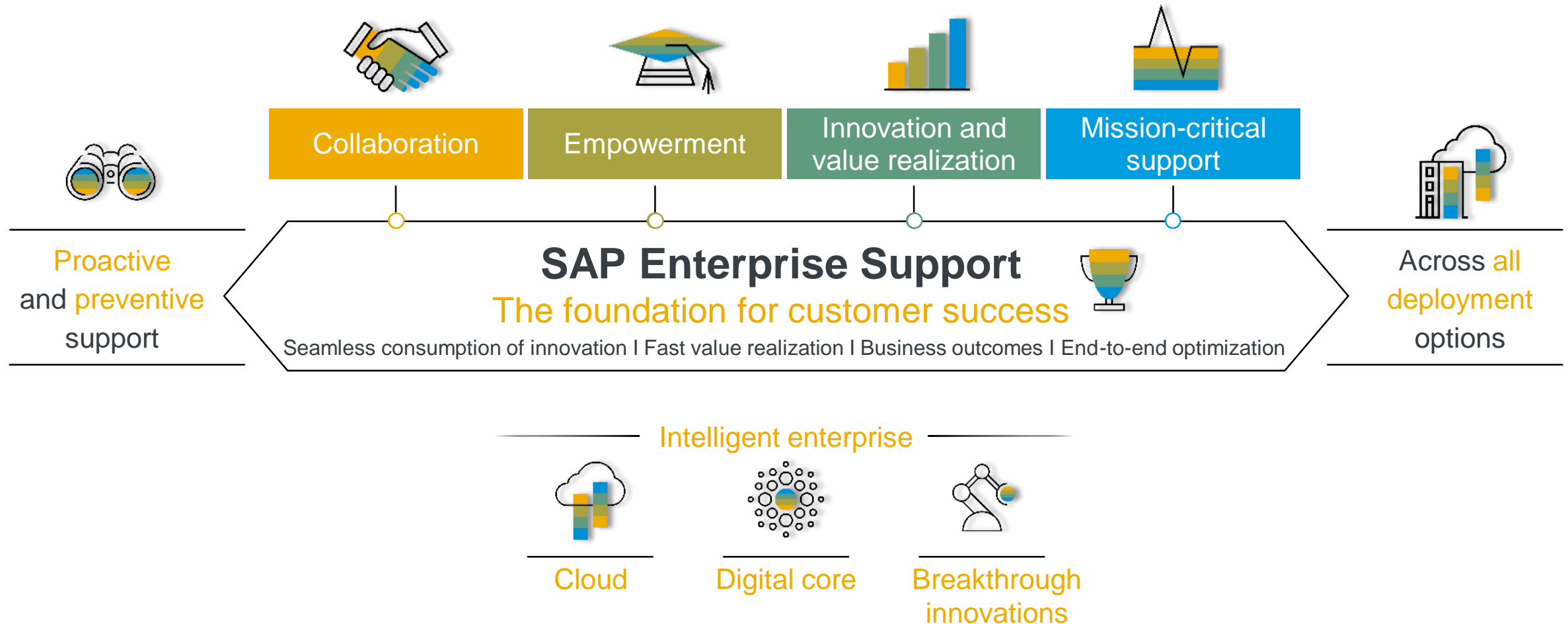
SAP Customer Experience
with SAP Enterprise Support Cloud Edition

Krzysztof Lesniak
SAP España
Funtional Expert for SAP Customer Experience
Value Map

1

SAP Customer Experience
with SAP Enterprise Support Cloud Edition

Krzysztof Lesniak

SAP España

Funtional Expert for SAP Customer Experience

Value Map

SAP Enterprise Support
The foundation for customer success

Collaboration	Empowerment	Innovation and value realization	Mission-critical support

Proactive and preventive support

SAP Enterprise Support
The foundation for customer success

Seamless consumption of innovation I Fast value realization I Business outcomes I End-to-end optimization

Across all deployment options

Intelligent enterprise

Cloud   Digital core   Breakthrough innovations

EXPERIENCE ECONOMY

Simple **70%** **Relevant** Purchase based on how an experience feels **Convenient**

SAP CX

The new normal: consumer behaviour has changed
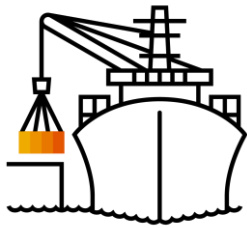
Supply disruption

Consumer behaviour change:

- Hoarding
- Shopping online
- Continuity subscriptions

Social distancing

Consumer behaviour change:

- Contactless shopping
- Shopping in-store less
- Shopping online more

Working from home

Consumer behaviour change:

- Home delivery
- Continuity subscriptions
- Corner store shopping

43% plan to keep shopping this way (up from 29% at the beginning of April)
30% not shopping in-store at all
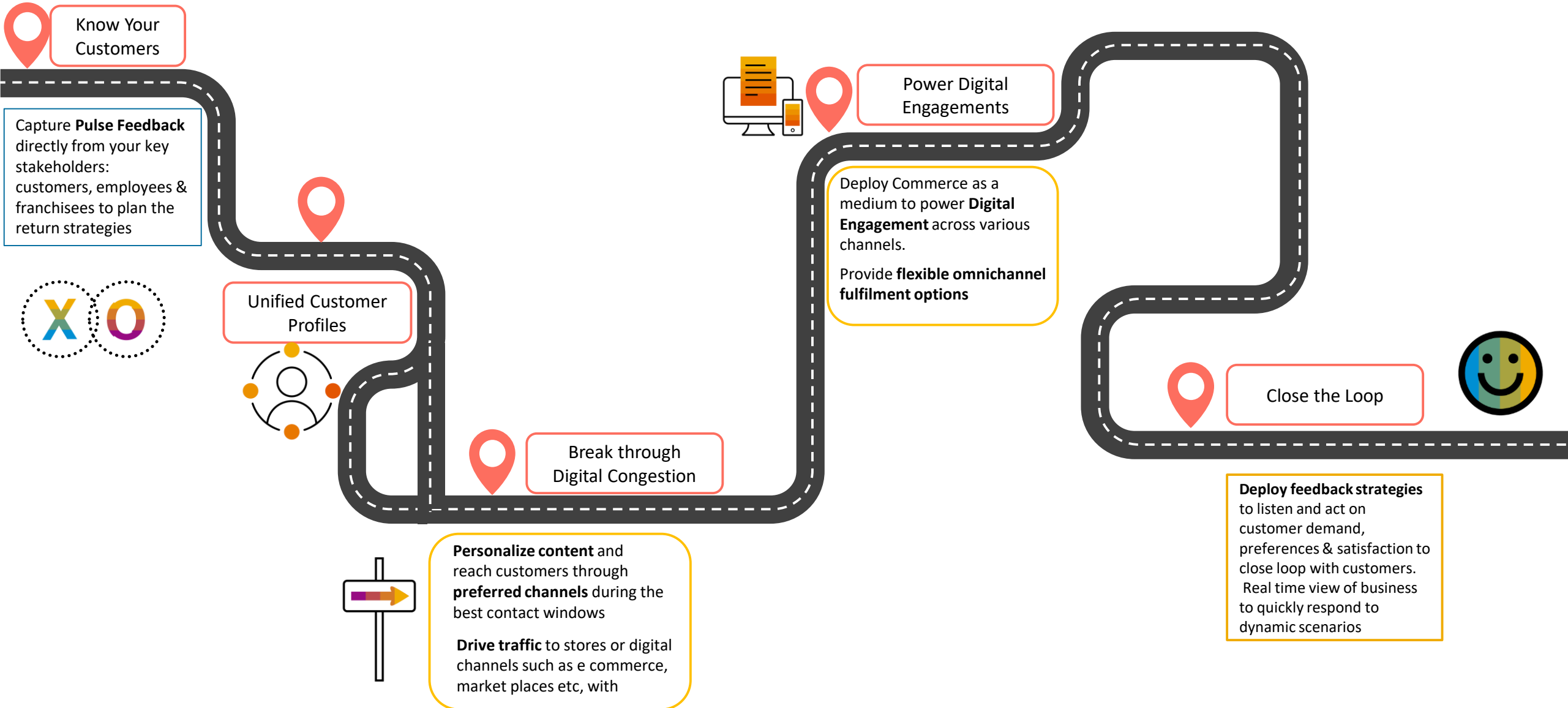
Engage with speed and intelligence

- Accurately **identify and deliver personalized experiences** at scale

- **Build customer trust** with consent based engagements

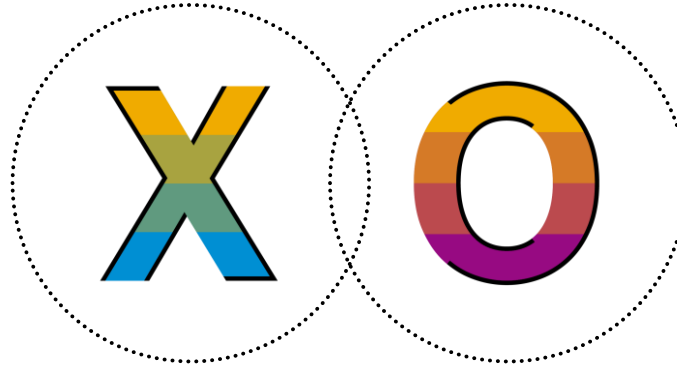- **Orchestrate seamless experiences** throughout the customer journey

Customer Relationship during COVID 19
With SAP CX solutions

Know Your Customers

Capture **Pulse Feedback** directly from your key stakeholders: customers, employees & franchisees to plan the return strategies

Unified Customer Profiles

Power Digital Engagements

Deploy Commerce as a medium to power **Digital Engagement** across various channels.

Provide **flexible omnichannel fulfilment options**

Break through Digital Congestion

Personalize content and reach customers through **preferred channels** during the best contact windows

Drive traffic to stores or digital channels such as e commerce, market places etc, with

Close the Loop

Deploy feedback strategies to listen and act on customer demand, preferences & satisfaction to close loop with customers. Real time view of business to quickly respond to dynamic scenarios

SAP Customer Experience

Your customer knows best. The best run SAP.

▶ **LISTEN**

Collect experience data from customers and employees at every meaningful touchpoint.
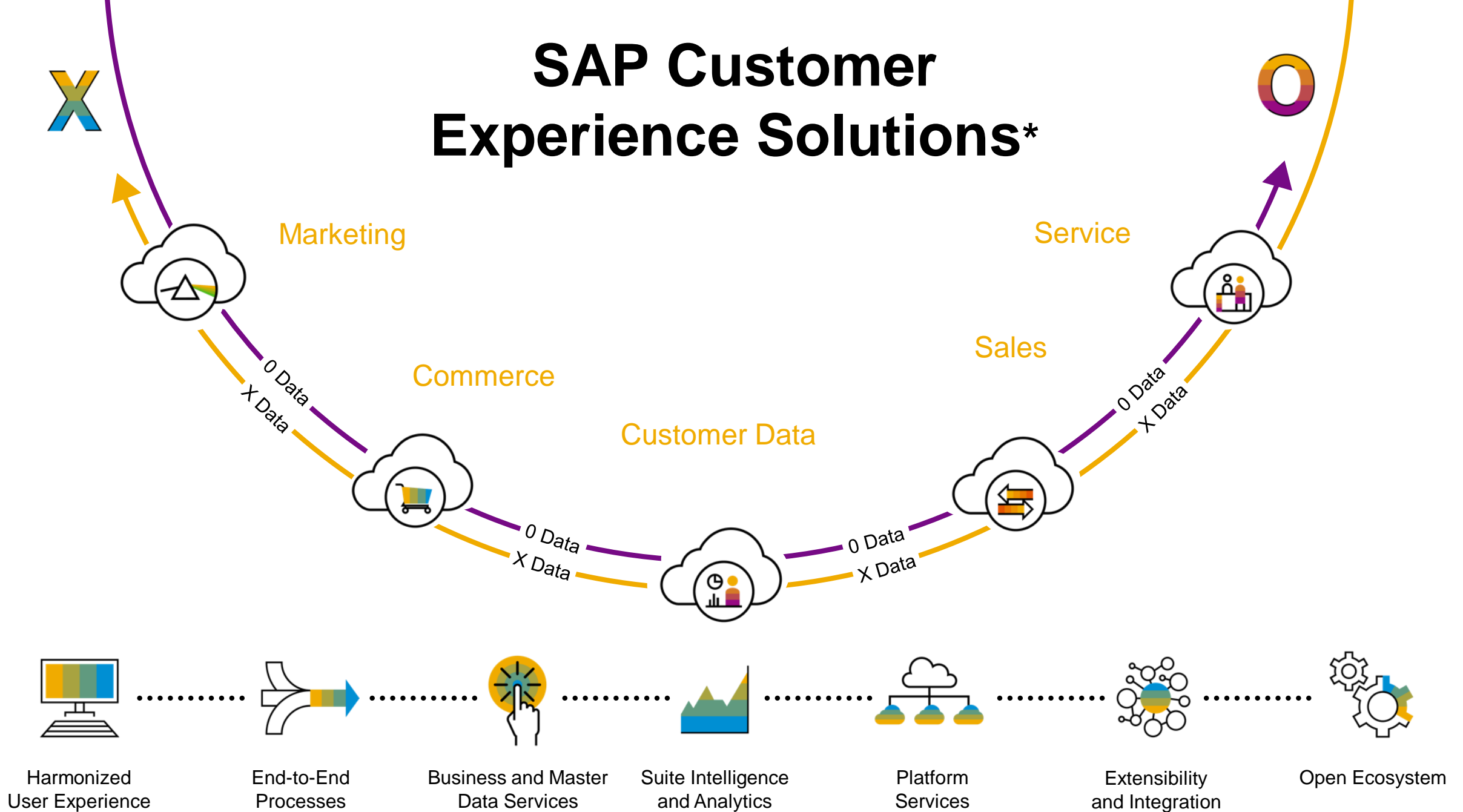
▶ **UNDERSTAND**

Operational root causes. Spot hidden trends and automatically make recommendations on what to do about it.

▶ **ACT**

Close experience gaps. Take X and O data into the operational systems and business processes to create engaging experiences.

SAP Customer Experience Solutions*

Marketing

Service

Commerce

Sales

Customer Data

0 Data
X Data

0 Data
X Data

0 Data
X Data

0 Data
X Data

Harmonized User Experience

End-to-End Processes

Business and Master Data Services

Suite Intelligence and Analytics

Platform Services

Extensibility and Integration

Open Ecosystem

Subject to change 10

Take the reins on revenue with SAP Marketing

Leverage Better Data

Sharpen marketing's focus with the full context of the customer

Engage With Speed And Intelligence
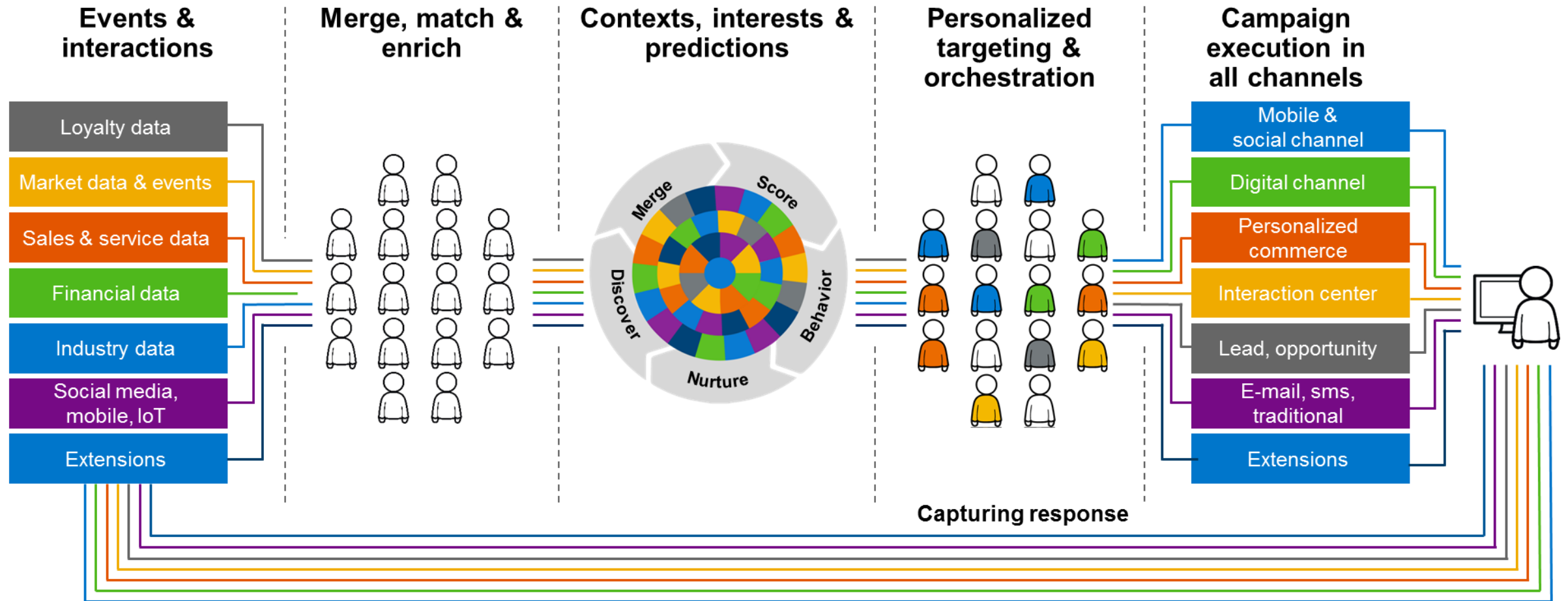
Deepen customer relationships through insight and agility

Optimize Marketing To Drive Revenue

Close the loop on performance to optimize experiences and outcomes

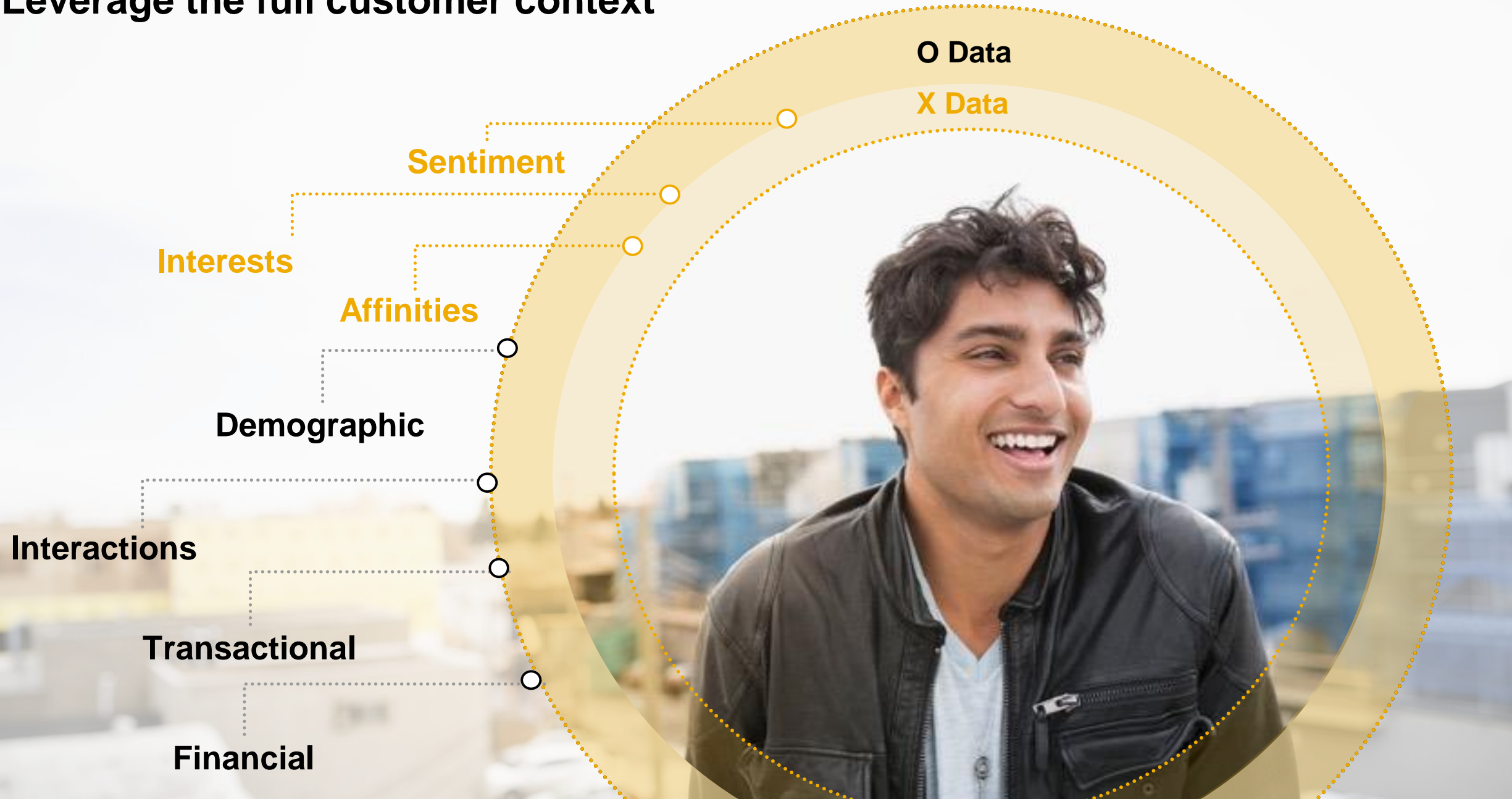# SAP Marketing
Marketing Process

Events & interactions
- Loyalty data
- Market data & events
- Sales & service data
- Financial data
- Industry data
- Social media, mobile, IoT
- Extensions

Merge, match & enrich

Contexts, interests & predictions
- Merge
- Score
- Discover
- Behavior
- Nurture

Personalized targeting & orchestration

Campaign execution in all channels
- Mobile & social channel
- Digital channel
- Personalized commerce
- Interaction center
- Lead, opportunity
- E-mail, sms, traditional
- Extensions

Capturing response

Plan, measure & optimize

Leverage the full customer context

O Data

X Data

Sentiment

Interests

Affinities

Demographic

Interactions

Transactional

Financial

Leverage better customer data

Gain a single view of all first-party customer data across systems including experience data

Enrich profiles with real-time scores and predictions

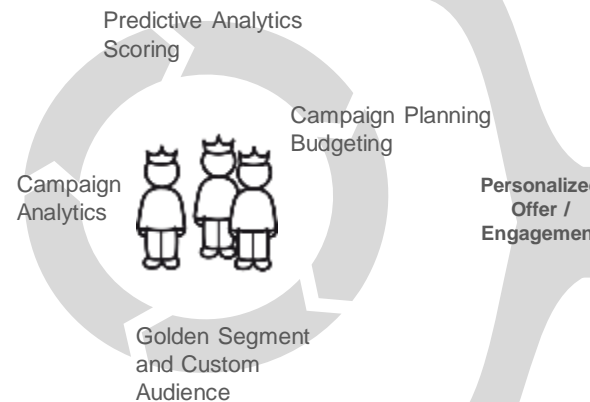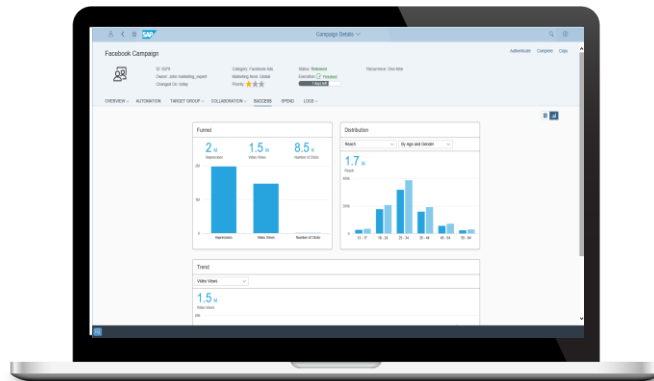Discover the best audiences using data from any sources, leverage built-in predictive analytics accurately target

Discover insights into the customer journey, identify micro-segments

Campaign Execution with Facebook
Value Proposition

Enable customers to leverage data and features from SAP Marketing to address the right people with ads on Facebook:
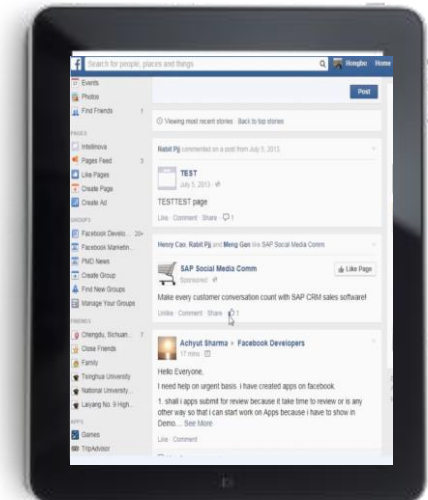
- Address existing customers on Facebook for cross- or upselling by adverts for a custom audience
- Reach out to new customers by addressing people similar to your existing customers using look-alike audiences
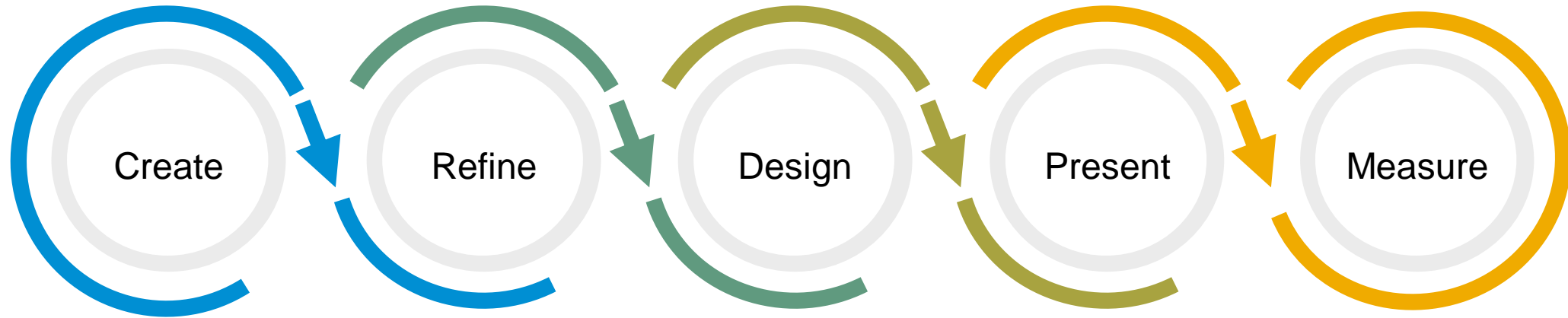
SAP Marketing Cloud

Facebook Ads

Predictive Analytics Scoring

Campaign Planning Budgeting

Campaign Analytics

Personalized Offer / Engagement

Golden Segment and Custom Audience

Offer Management and Couponing

Process Flow

Create

Create offers and coupons directly in marketing cloud or import from a system of record.

Refine

Assign offer content per channel and language, refine validity and eligibility.

Design

Design email content include offers for your customers.

Present

Distribute offers to your customers via campaigns (push) or on request (pull) in online channels.

Measure

Measure offer click-throughs, redemption rates, and overall success.

Offer Management and Couponing
Key Capabilities

- **Managing Offers**: Creating offers, maintaining, content, validity, eligibility, product assignments, location information.

- **Managing Coupons**: Creating and using coupon codes, assignment to offers.

- **Recommendation:** Using recommendation models to better personalize offer recommendations.

- **Distributing**: Design offer mailings, distribute offers and coupons to customers via campaigns (push) or on request via API (pull) in online channels.

- **Reporting**: Monitor redemption rates and the overall success of your offers.

- **APIs, services, integration:** Integrate with systems of record.

SAP Enterprise Support for
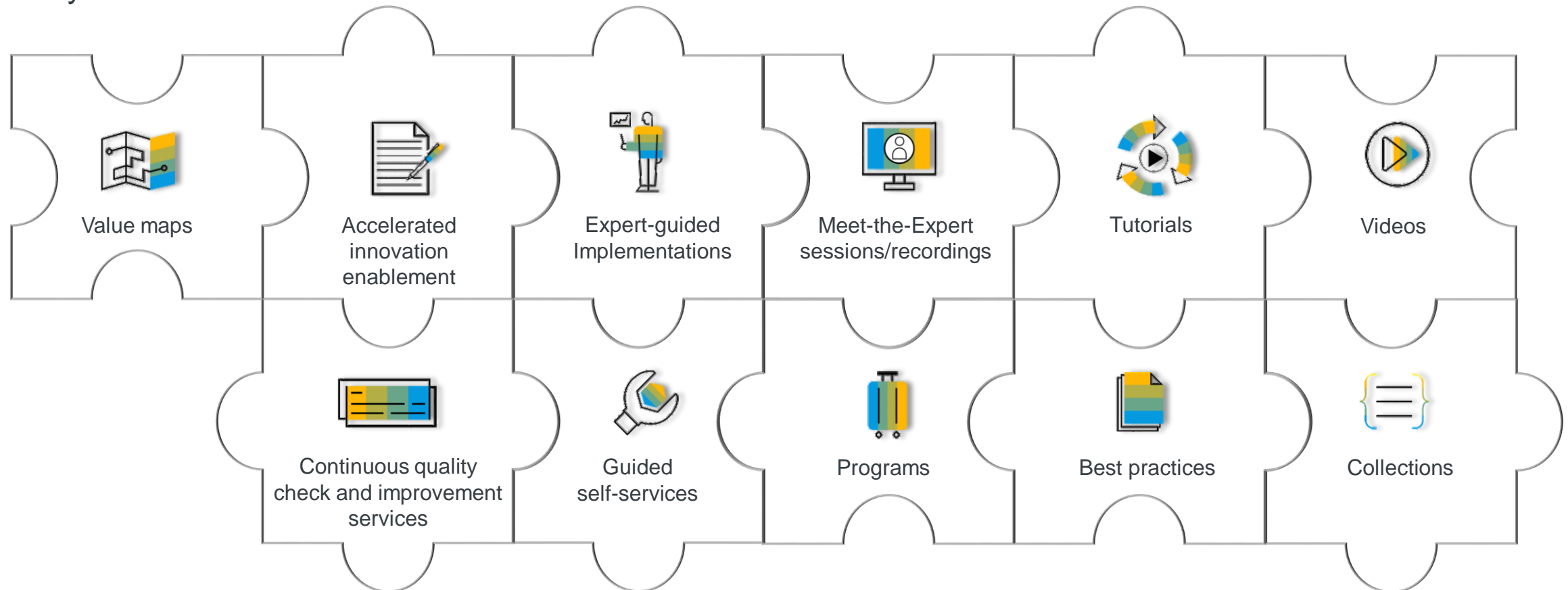# SAP Customer Experience solutions

GETTING STARTED with Empowerment
SAP Enterprise Support Academy – Delivery Formats

As part of SAP Enterprise Support you have access to multiple resources, that have a defining impact on your success.

Value maps	
Accelerated innovation enablement	
Expert-guided Implementations	
Meet-the-Expert sessions/recordings	
Tutorials	
Videos	
Continuous quality check and improvement services	
Guided self-services	
Programs	
Best practices	
Collections	

Visit us on SAP Support Portal at SAP Enterprise Support Academy

GETTING STARTED with Collaboration
Where to find additional assistance – SAP Customer Experience solutions

SAP Help Portal

- Find SAP product / application documentation
- Learning Journeys
- Updated with ever release
- Previous versions available

Customer Experience Enablement Portal

- Product enablement
- Quick access to how to guides
- Hundreds of tutorials and demos
- Dedicated channels for each solution

Training & Certification

- Empower your SAP end users, from developers to marketers – with our suite of world-class SAP training courses, enablement solutions and certification programs.

Influence & Adopt

- If you have a feature request, directly address it to Product Management by submitting it on SAP Customer Influence. Product Management regularly reviews and provides feedback on these requests.

SAP Customer Experience Wiki

- Release cycle & Upgrade information
- Enablement content & Webinars
- Newsletters
- User communities

CX Works

- Expert guidance
- Project frameworks
- Strategic guidance

GETTING STARTED with Empowerment
Continuous Quality Checks (CQC)

SAP Commerce Cloud	SAP Marketing Cloud	SAP Sales Cloud SAP Service Cloud
• SAP CQC Business Process Performance Optimization • SAP CQC EarlyWatch Check • SAP CQC Going Live Support • SAP CQC for Implementation	• SAP CQC Business Process Performance Optimization • SAP CQC Going Live Support • SAP CQC for Implementation	• SAP CQC Business Process Performance Optimization • SAP CQC EarlyWatch Check • SAP CQC Going Live Support • SAP CQC for Implementation

Please note: SAP Solution Manager is not mandatory for SAP CQC service delivery.

SAP Support Portal

• SAP Enterprise Support Delivery (CQCs & Improvement Services)

• Remote Support

SAP Note

• Central preparatory note (91488)
  ○ Open a customer incident on component "SV-BO-REQ" to request a remote service
  ○ Contact your SAP Enterprise Support advisory to get a tailored service plan

SAP Enterprise Support Value Maps

SAP Customer Experience Solutions Value Map – Triggers

Get Started
get started with SAP Customer Experience solutions* and engage with support

Obtain
guidance to implement SAP Customer Experience solutions*

Learn
about future releases and functionalities

Manage
regular release cycles and integrate applications

Extend
your SAP Customer Experience solutions
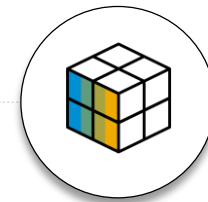
Optimize
the performance of your solution

Enrich
your core applications with Machine Learning

Set Up
analytic tools

* Except SAP Customer Data Cloud. In progress for 2020.
**Additional solution coverage to be introduced in 2020.

Empowerment

This value map will guide you through discovery, implementation, extension, integration, and planning for future releases of SAP CX solutions.

Become a member by following these steps and benefit from our offerings:

1. Sign Up for SAP Learning Hub

2. Join the main group and choose SAP Customer Experience value map from the list on tab "Explore Value Maps" **

3. Select & Start Learning Journeys

4. Explore & Achieve Quick Wins

* Please note that the complete content of the learning journey is available within SAP Enterprise Support Value Maps Learning room.
** Valid S-User is required to sign up for SAP Learning Hub, edition for SAP Enterprise Support in order to access all value maps available in SAP Enterprise Support Value Maps Learning Room.
Identify or request your S-User.

SAP Customer Experience Value Map

"**I need to make sure that both, business and IT, have the right knowledge and skills.**"
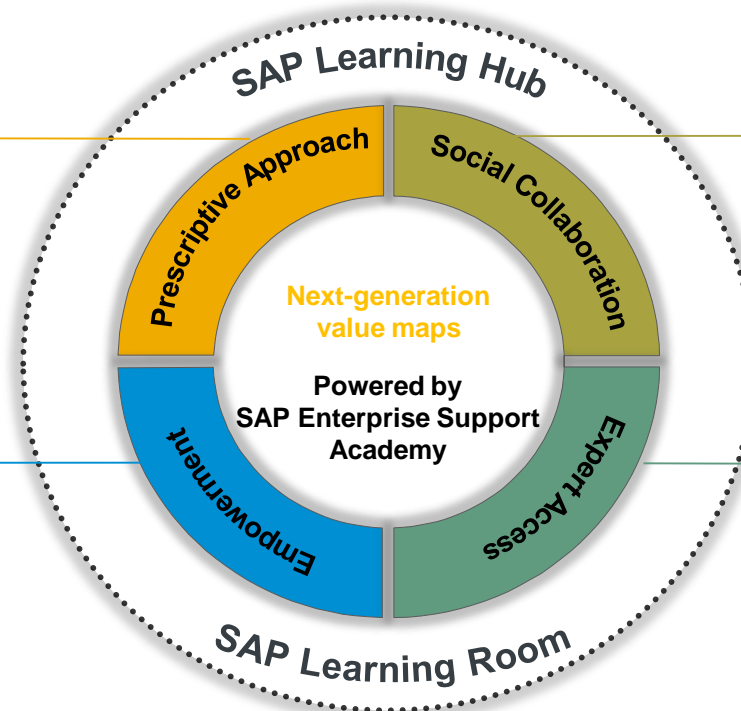
GETTING STARTED with Collaboration
SAP Enterprise Support – Next Generation Value Maps

Prescriptive Approach

Structured content

Empowerment

New interactive learning formats and integrated tools

Social Collaboration

Social learning forums allows to get guidance and exchange ideas, skills, and best practices with SAP Experts and their peers.

Expert Access

direct channel to proven and relevant advice, best practices, business insight, and technology know-how.

>> Sign up
to available Value Maps

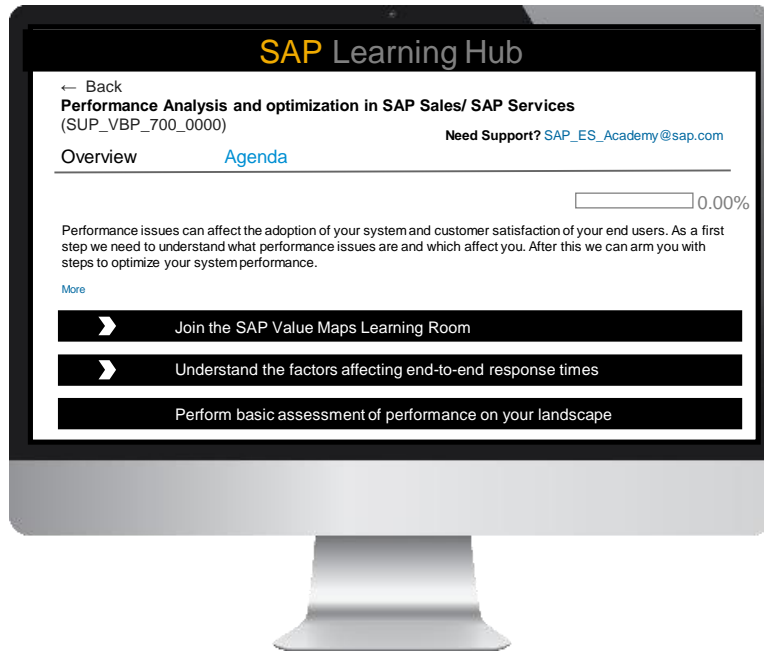| SAP S/4HANA | SAP S/4HANA Cloud | Digital Innovation | SAP Success Factors | SAP Jam Collaboration | SAP Analytics Solutions | Security | Business Process Improvement | Data Volume Management | Application Lifecycle Management | SAP Customer Experience solutions |

SAP Customer Experience Value Map- Demo

SAP Learning Hub

← Back

Performance Analysis and optimization in SAP Sales/ SAP Services
(SUP_VBP_700_0000)

Need Support? SAP_ES_Academy@sap.com

Overview   Agenda

0.00%

Performance issues can affect the adoption of your system and customer satisfaction of your end users. As a first step we need to understand what performance issues are and which affect you. After this we can arm you with steps to optimize your system performance.

More

> Join the SAP Value Maps Learning Room

> Understand the factors affecting end-to-end response times

Perform basic assessment of performance on your landscape

❖ Que son los servicios de ES para SAP CX?

❖ Como me puedo empezar aprender sobre SAP CX?

❖ Como puedo mejorar el rendimiento de SAP CX?

❖ Como puedo mejorar el rendimiento de las campañas de marketing?

SAP Learning Hub

← Back
Performance Analysis and optimization in SAP Sales/ SAP Services
(SUP_VBP_700_0000)   Need Support? SAP_ES_Academy@sap.com

Overview   Agenda

                                                          0.00%

Performance issues can affect the adoption of your system and customer satisfaction of your end users. As a first step we need to understand what performance issues are and which affect you. After this we can arm you with steps to optimize your system performance.
More

❯   Join the SAP Value Maps Learning Room

❯   Understand the factors affecting end-to-end response times

     Perform basic assessment of performance on your landscape

SAP Customer Experience Value Map- Demo

Marketing Learning Programs:

- Introduction to integration of SAP Customer Experience solutions and the different integration scenarios available

- Analyze the success of your marketing campaign

Other Learning Programs:

- Learn about the benefits of SAP Customer Experience foundation

- Introduction to SAP Customer Experience integration and the different integration scenarios available

✓ Marketing Learning Journey

👉 For adminstrators   For Business Users

✓ Commerce Learning Journey

👉 For adminstrators   For Business Users

Sign Up for SAP Learning Hub

Thank you.

Contact information:

Krzysztof Lesniak
Focus Advisor for SAP CX Value Map
Krzysztof.Lesniak@sap.com

THE BEST RUN **SAP**