



SAP Customer Experience

Transform Customer Experience using Analytics and Customer Intelligence with SAP C/4HANA

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PUBLIC

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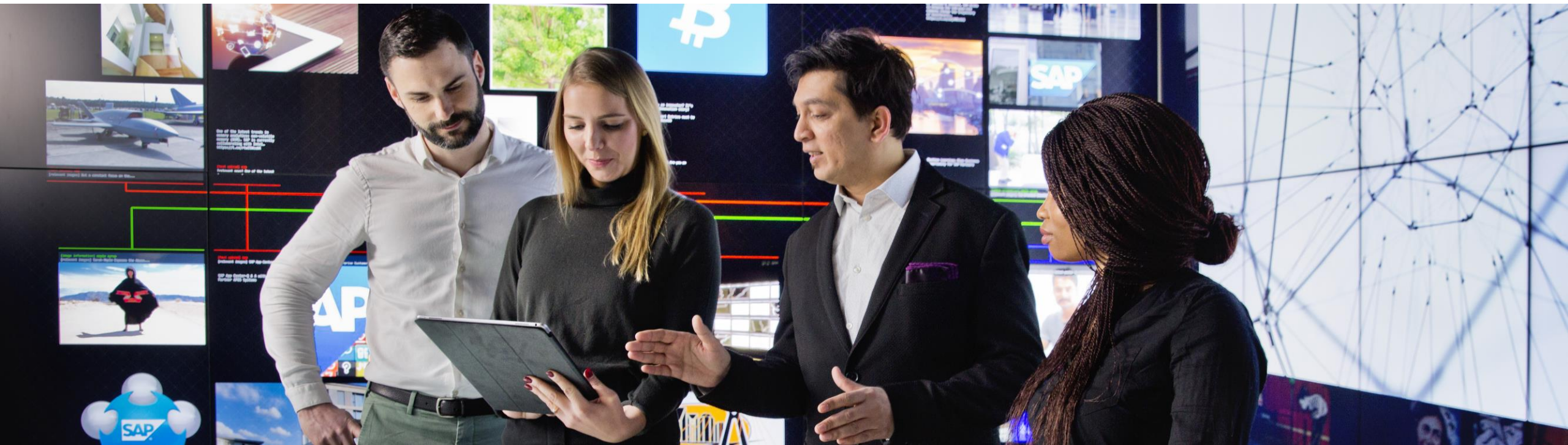
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Agenda

1. **Overview Customer Experience Momentum**
2. **SAP C/4HANA Suite Overview & Embedded Intelligence**
3. **Data Intelligence Vision**
4. **Q&A**

Customer Experience Momentum



Experience matters



Source: <https://www.restorationhardware.com>

Experience matters



Source: <https://nike.com>



Source: <https://nike.com>

We live in an
**Experience
Economy**

Experience Economy: some stats

80%

of customers have chosen to **switch brands** due to a poor **customer experience**¹

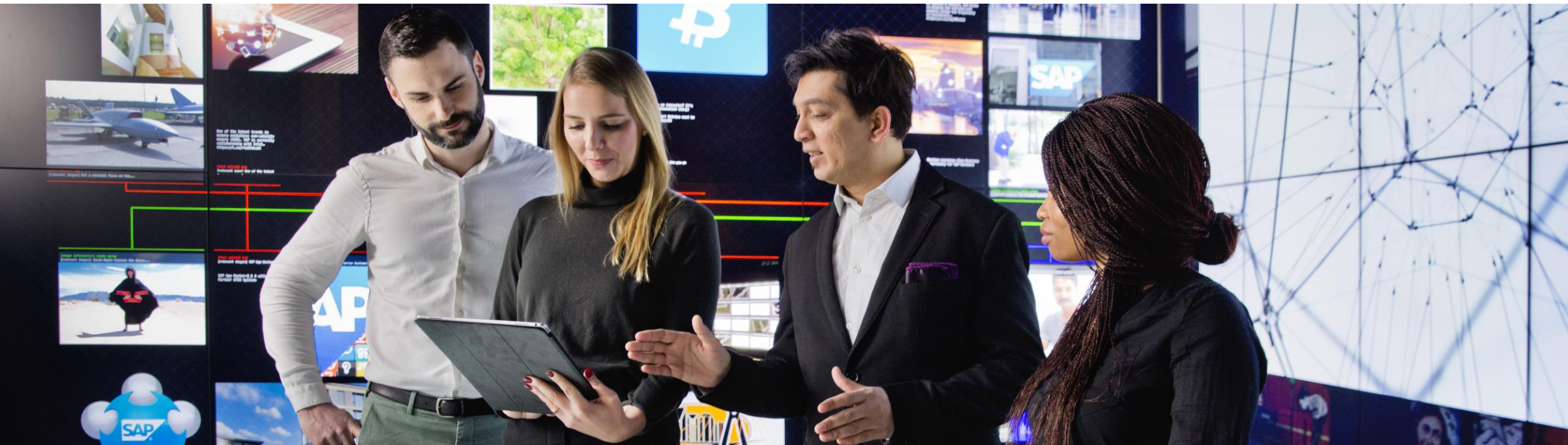
\$2.5T

Impact of yearly loss of trust due to abuse of **data privacy** and **brand loyalty**²

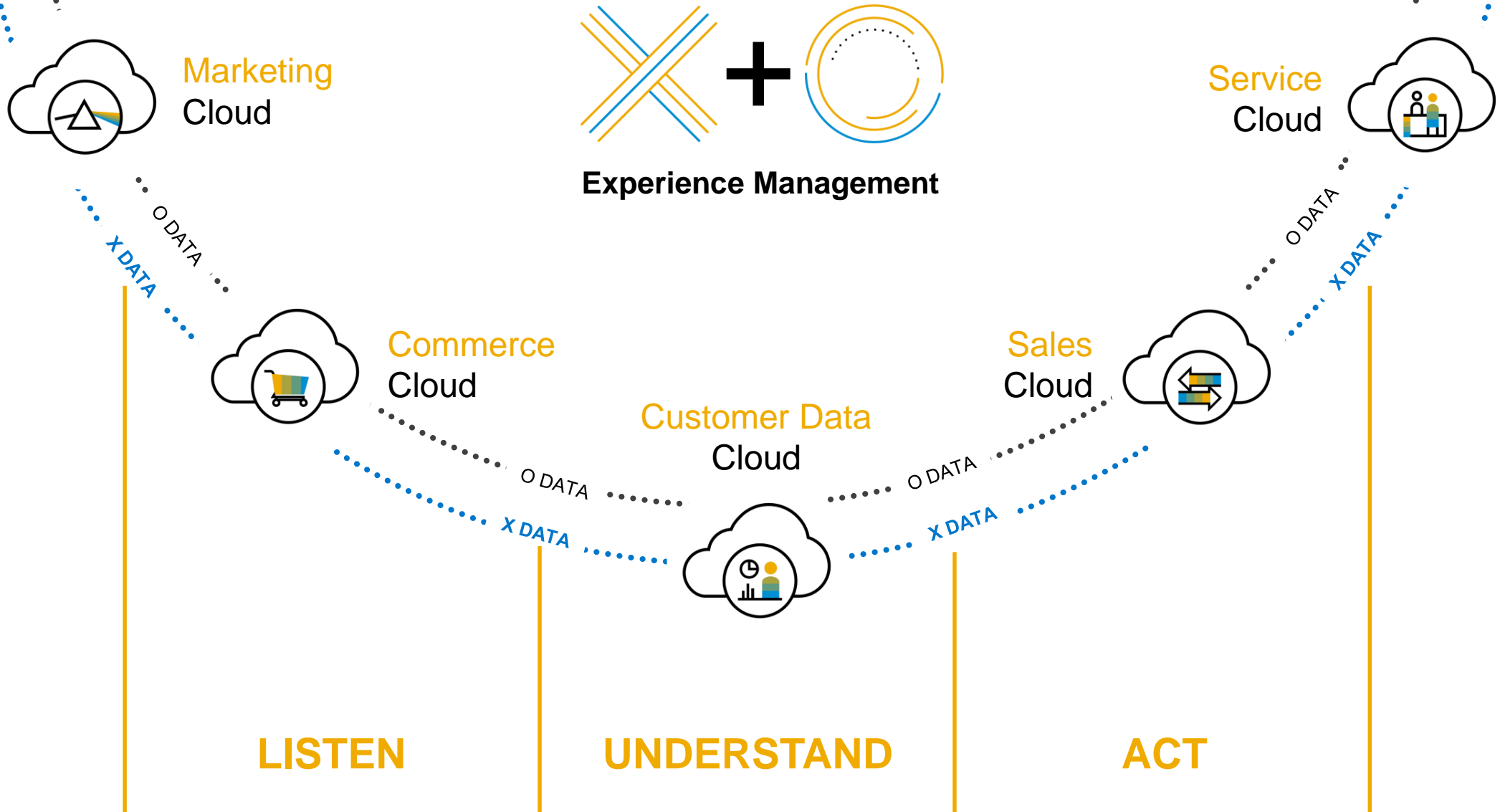
\$100B

Estimated market size for **customer experience solutions, platform and integration** to operational systems³

Delivering new Customer Experiences with **SAP C/4HANA Suite**



SAP C/4HANA



CX Vision

Provide the world's leading
Customer Experience Suite.

REAL TIME. **AUTOMATED.**
INSIGHT DRIVEN. **AGILE.**

CX Strategy

1 Be #1 or #2
in each
domain

2 Deliver one
unified suite of
cloud solutions

3 Integrate demand and
supply chain &
Experience Management

SAP C/4HANA



Experience Management



Marketing Cloud



Service Cloud



Commerce Cloud



Sales Cloud

Customer Data Cloud



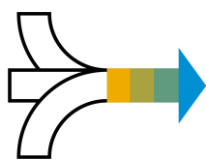
LISTEN

UNDERSTAND

ACT



Harmonized User Experience



End-to-End Processes



Business and Master Data Services



Platform Services



Extensibility and Integration



Open Ecosystem



Suite Intelligence and Analytics

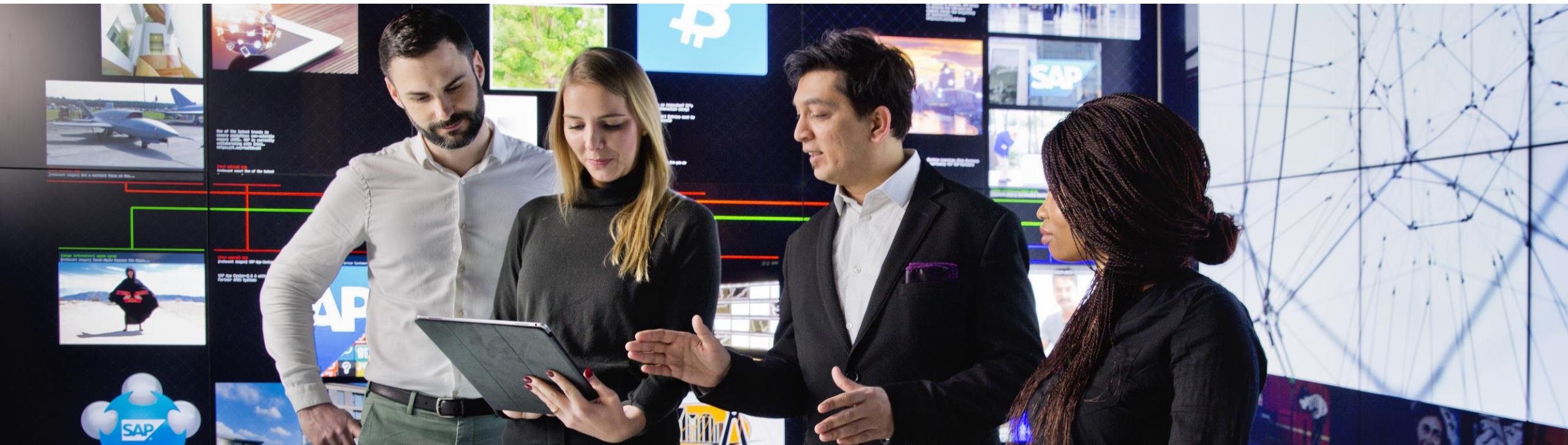
... O DATA ...
X DATA

... O DATA ...
X DATA

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X DATA

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X DATA

Data-Driven Customer Experiences with Embedded Intelligence & Analytics



Why we Need of Artificial Intelligence in Customer Experience

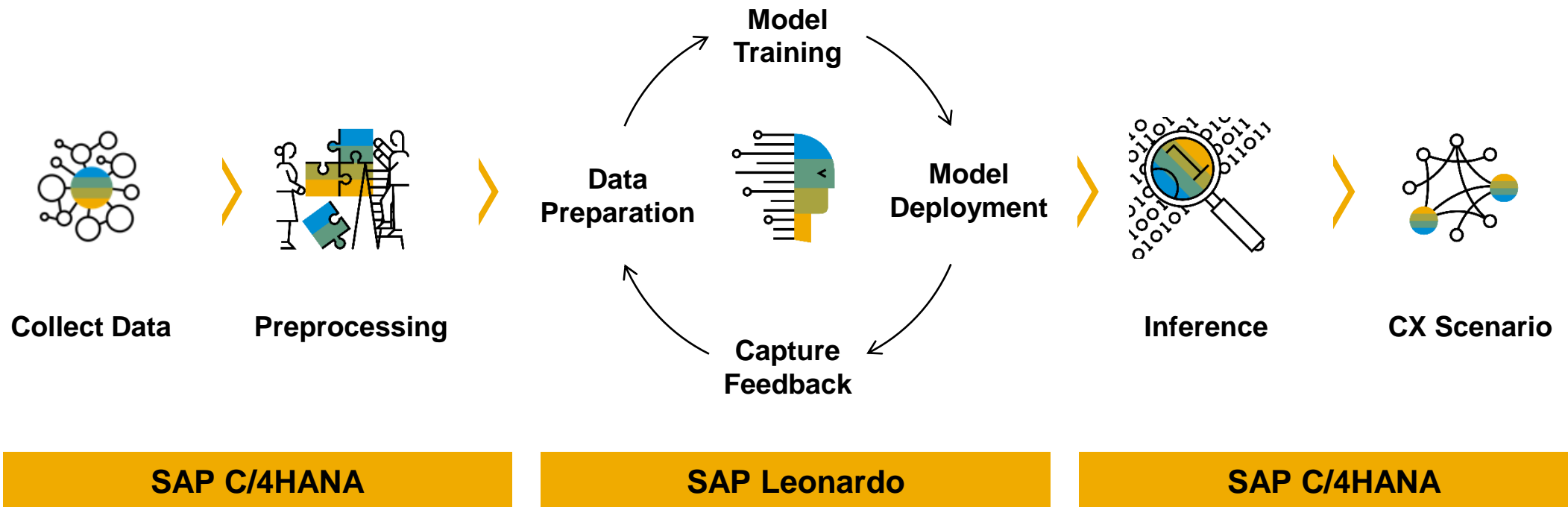
“By 2020, 85% of customer interactions will be managed without a human”

Source: Gartner

We all live in an omni-channel world. In order to be relevant, companies have to listen and engage with them along the customer journey by delivering coherent experiences across all channels.

This complexity in CX datasets is precisely the reason why AI can unleash so much value across the customer experience. AI can be leveraged to measure and improve customer experience by finding patterns across an overwhelming number of data points.

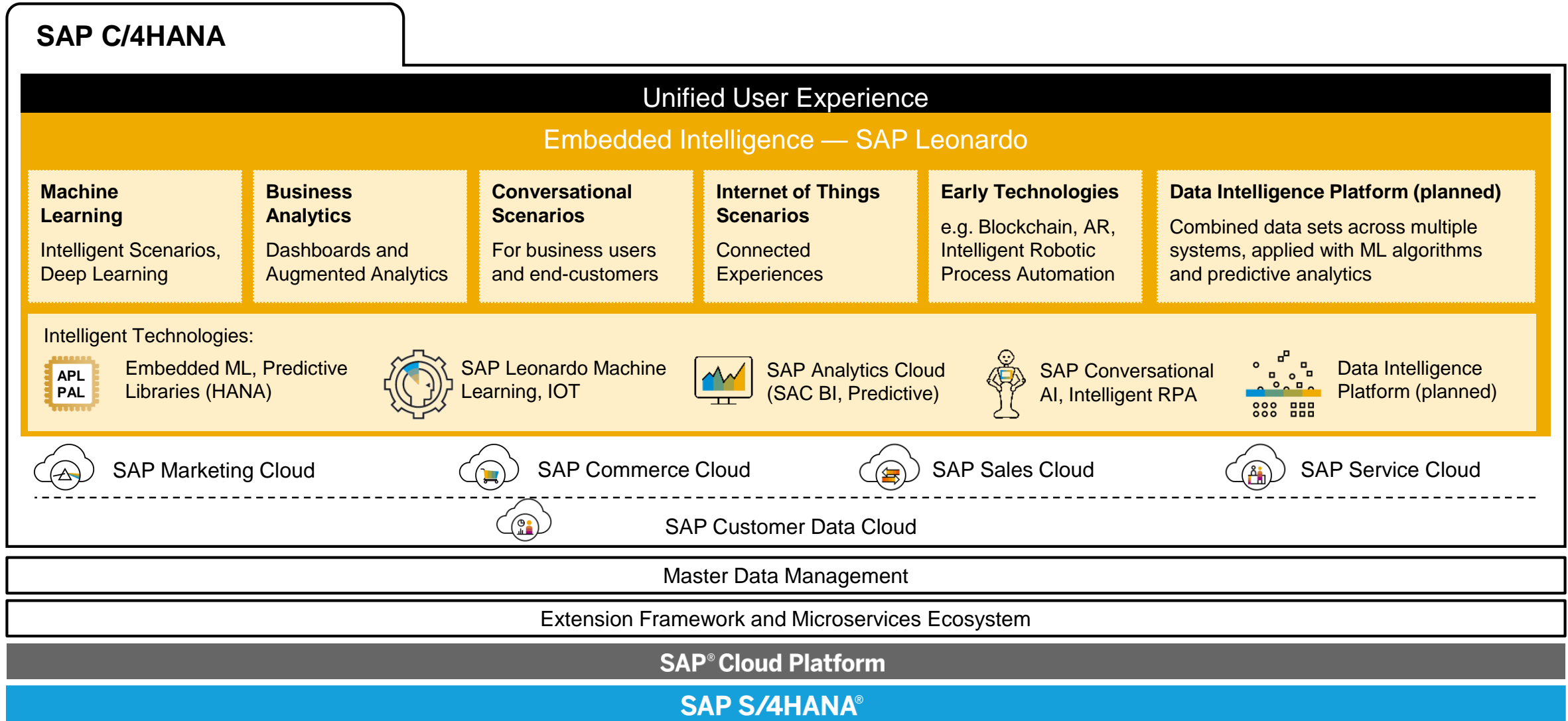
How does Machine Learning work



...to predict, anticipate and address Customer Needs

SAP C/4HANA Intelligence and Analytics

Building Blocks and Technologies



FROM MACHINE LEARNING TO EMBEDDED INTELLIGENCE

Applied AI,
Augmented
Analytics,
Chatbots,
Robotics,
++

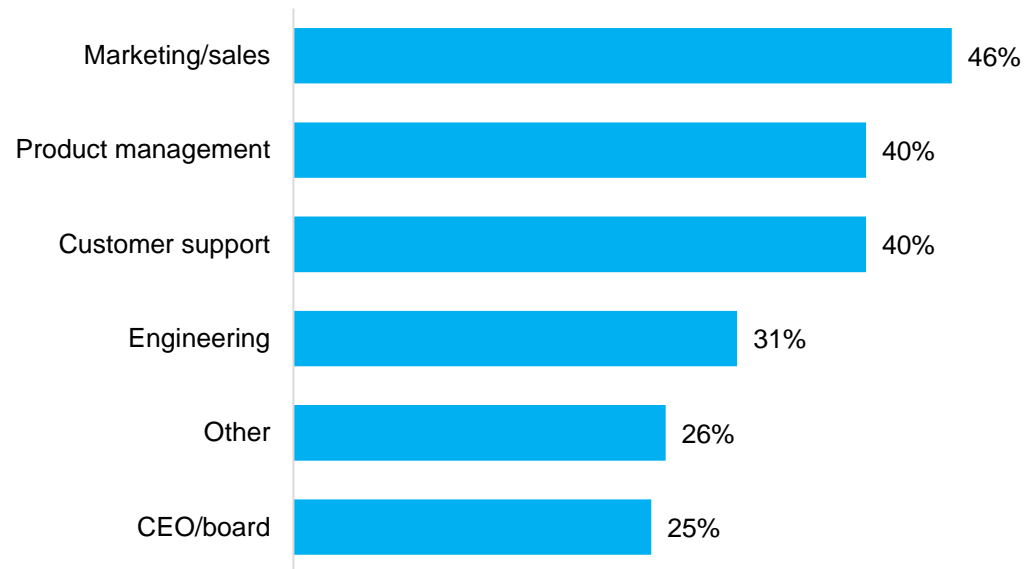


25+

EMBEDDED LEONARDO
AI/ML PROCESSES
ACROSS **C/4HANA**
TODAY.





Marketing / Sales are dominating and leading AI investment

Areas of organization leading or evaluating AI investment and adoption (Top three selection)



Base: 418 business and tech professionals

Top five objectives organizations want to achieve by investing in AI-driven marketing initiatives

-  1 Drive revenue
-  2 Better serve existing customers
-  3 Remain competitive
-  4 Meet rising customer expectations
-  5 Improve / strengthen brand

Source: Forrester's Top Emerging Technologies For Future Of Marketing, 2017; Forrester's Building Trust And Confidence: AI Marketing Readiness In Retail And eCommerce, 2017

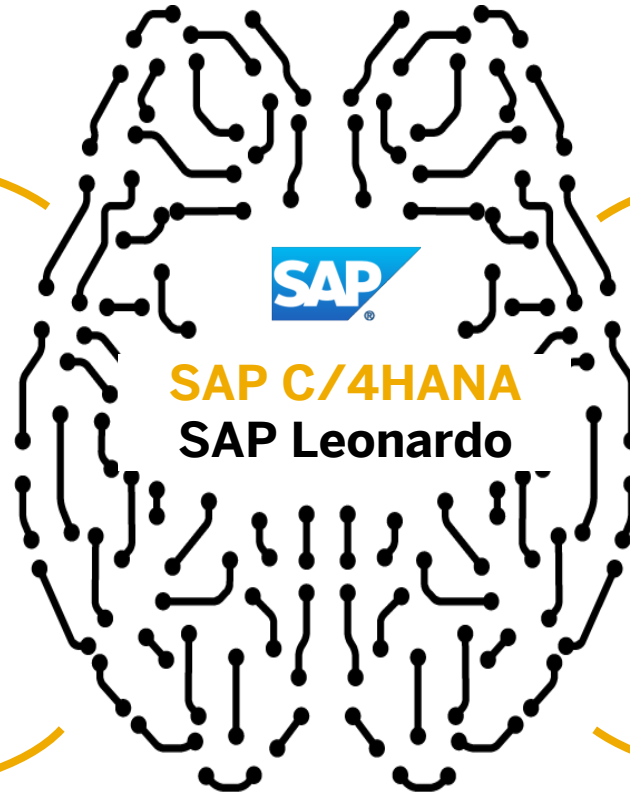
Embedded Intelligence for the Front-Office

Marketing

- Best Channel and Sending Time
- Product Buying Propensity
- Product and Offer Recommendations
- Sentiment Analysis
- Customer Attribution
- Lead Conversion Propensity*
- Customer Retention*
- Smart Campaigns*

Service

- Ticket Intelligence
- Similar Tickets Recommendation
- Conversational Bot API
- Ticket Time to Completion*
- Virtual Assistant Bot*
- Solution Intelligence*
- Field Service Intelligence*



Sales

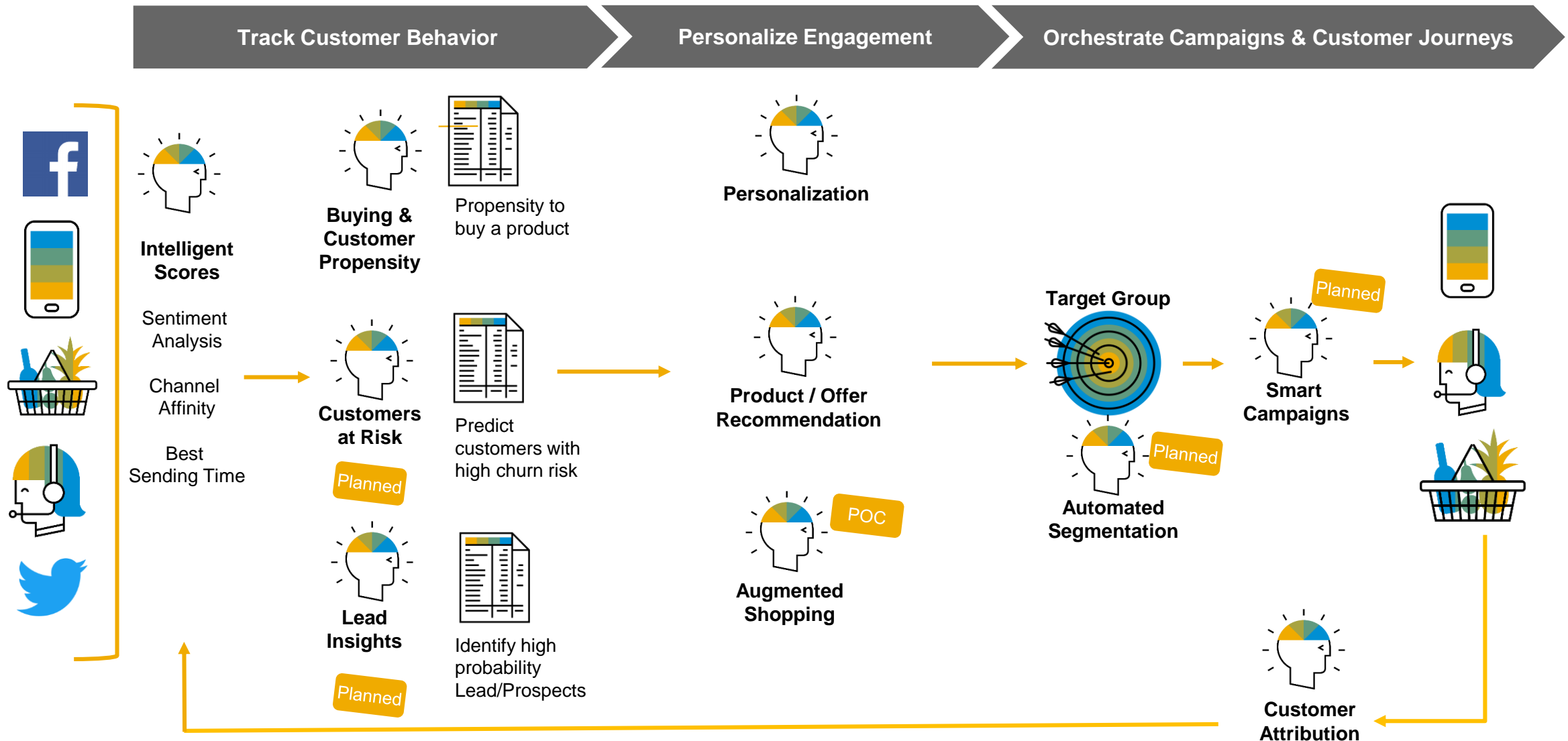
- Lead & Opportunity Intelligence
- Price Optimization
- Up-sell & Cross-sell Offers
- Prospecting Intelligence
- Intelligent Sales Execution
- Incentive Optimization
- Intelligent Coaching
- Sales Assistant*
- Sales Capacity Planning*
- Quota Optimization*
- Intelligent Negotiation*

Commerce

- Context-Driven Services
- Contextual Merchandizing
- Enterprise Chatbot

* Prototype / Planned

Intelligent Marketing End to End Process



Sentiment Engagement

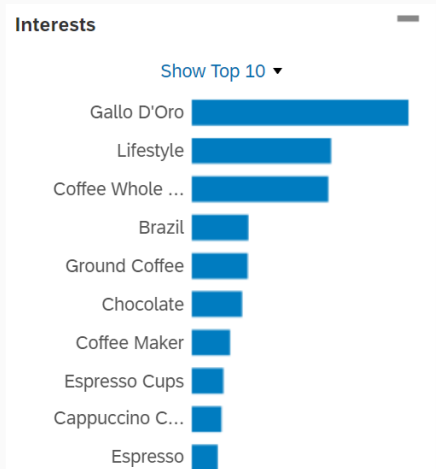
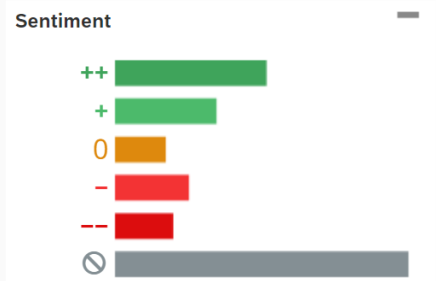
FILTERS

2,931 Posts
1.9 : 1 Sentiment Ratio

Search for...

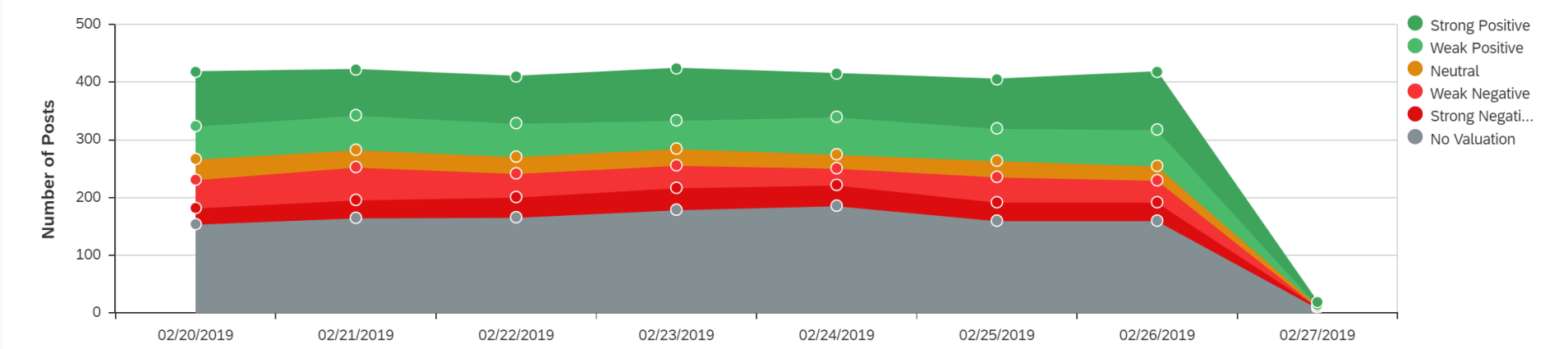
Target Group:

Days Months Quarters Years
02/20/2019 - 02/27/2019



ANALYSIS

Number of Posts Sentiment



POSTS (2,931)

- Online... **Bórður Eyþórsson** **Coffee Whole Beans** 02/27/2019, 07:28:07
- Online... **Johnny Kinser** **Coffee Whole Beans** 02/27/2019, 01:48:49
 ++ Wonderful product!!! Best I've ever had!!!
- Online... **Jose Fernandez** **Coffee Whole Beans** 02/27/2019, 01:30:46
 ++ Awesome Design.....!
- Twitter **Vanessa Forsberg @TW_VanessaF...** **Coffee Whole Beans** 02/27/2019, 00:52:54
 we shouldn't have bought the Gallo D'Oro coffee machine it's just past 9am and I've already had 2 cups of coffee weeeeeee
- Twitter **David Montez @TW_DavidM...** **Coffee Whole Beans** 02/27/2019, 00:45:28



Fred Fox

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+441632394045

fred.fox@democloud.hybris.com




Latest Interaction




OptOut for Marketing...
18.02.2019

Latest Interaction Interest



Canon, Just a Demo Interest
26.11.2018

Car Enthusiast Meter




100

- OVERVIEW
- INTERACTIONS
- PERSONAL DATA
- ORIGIN DATA
- SCORES**
- PERMISSION MARKETING
- COMMERCE
- LEADS
- ACCOUNT TEAM


Select Scores

Activity Score



750

Credit Score




Excellent

Age



54

Gender




Male

Contact Level




30

Marital Status





Divorced

Latest Activity





Recent

Sentiment Score 





Strong Positive

Email Affinity 





Medium Email Affinity

Best Email Sending Time 




No Valuation

Engagement Score 





91

Loyalty Member Points





200

Best Push Notification Sending Time 




No Valuation

 Car Enthusiast Meter




100

Loyalty Member Revenue





0

Loyalty Member Tier



Bronze

Push Notification Affinity 



No Valuation



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Latest Interaction

OptOut for Marketing...
18.02.2019

Latest Interaction Interest

Canon, Just a Demo Interest
26.11.2018

Sentiment Score

Strong Positive

- OVERVIEW
- INTERACTIONS
- PERSONAL DATA
- ORIGIN DATA
- SCORES
- PERMISSION MARKETING
- COMMERCE**
- LEADS
- ACCOUNT TEAM



Recommendations Based on Buying History



Image	ID
	33350361
	37793217

Browsing Favorites



Image	Name	ID
	EOS450D + 18-55 IS Kit	1382080
	DSC-N1	358639
	GoPro HERO 5 Session 10MP 4K Ultra HD Wi	33353989

Buying History



Image	Name	ID	Amount	Quantity	Status Name	Reason Name	Date
	BC-TRV	4769104	165.97 USD	1 EA			15.01.2019
	PL60 Silver	1981415	212.26 USD	1 EA			15.01.2019

Search bar



Settings 100% Zoom Search icons

- Industry
- Country
- Region
- City
- Postal Code
- IsImportant
- Account
- ABC Classification
- Interactions
 - Channel
 - Communication Medium
 - Interaction Type
 - Item of Interest
 - Interaction Date
 - Campaign
 - Campaign Content
 - Content Title
 - Text of Launch URL

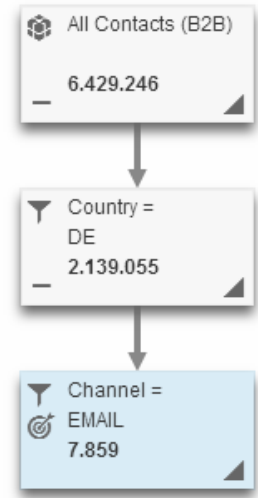
- Product
 - Product Name
 - Prod Size (ed)
 - Prod Color (ed)

- Product Category
 - Product Category Name

- Interaction Rating
 - Channel Affinity**
 - Activity Score Key Figure: Channel Affinity
 - Sentiment Score

- Corporate Account Sales Data
 - Amount

- Interaction Rating

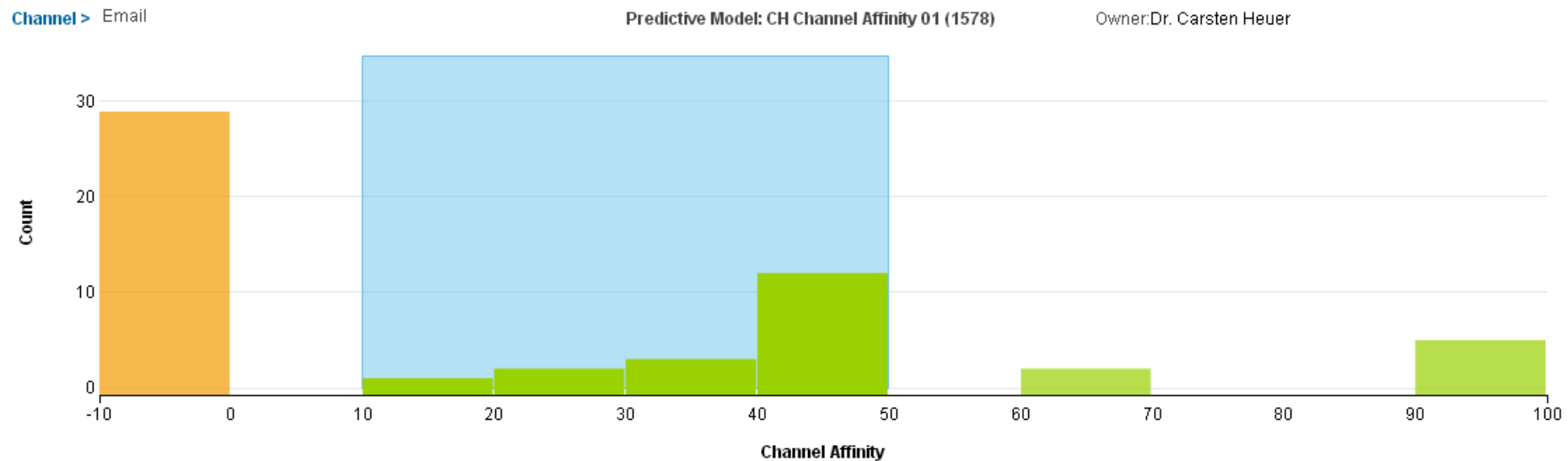


Preview for Segment: Channel = EMAIL

Histogram for Scores

Keep Exclude Separate

Selected: 18



55%

Understand Customer Behavior by Tracking the Customer Pulse

50%

45%

40%

35%

30%

25%

20%

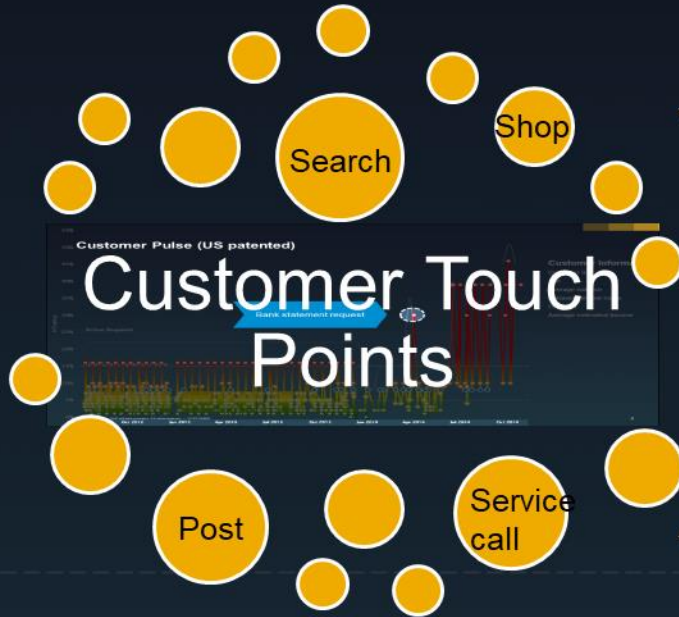
15%

10%

5%

0%

Action Required



Customer Information

- Customer ID
- Age
- Average balance
- Behavioural Risk Index
- Products
- Average estimated income

Collect Customer Data

Define the customer Pulse

Jul 2012 Oct 2012 Jan 2013 Apr 2013 Jul 2013 Oct 2013 Jan 2014 Apr 2014 Jul 2014 Oct 2014

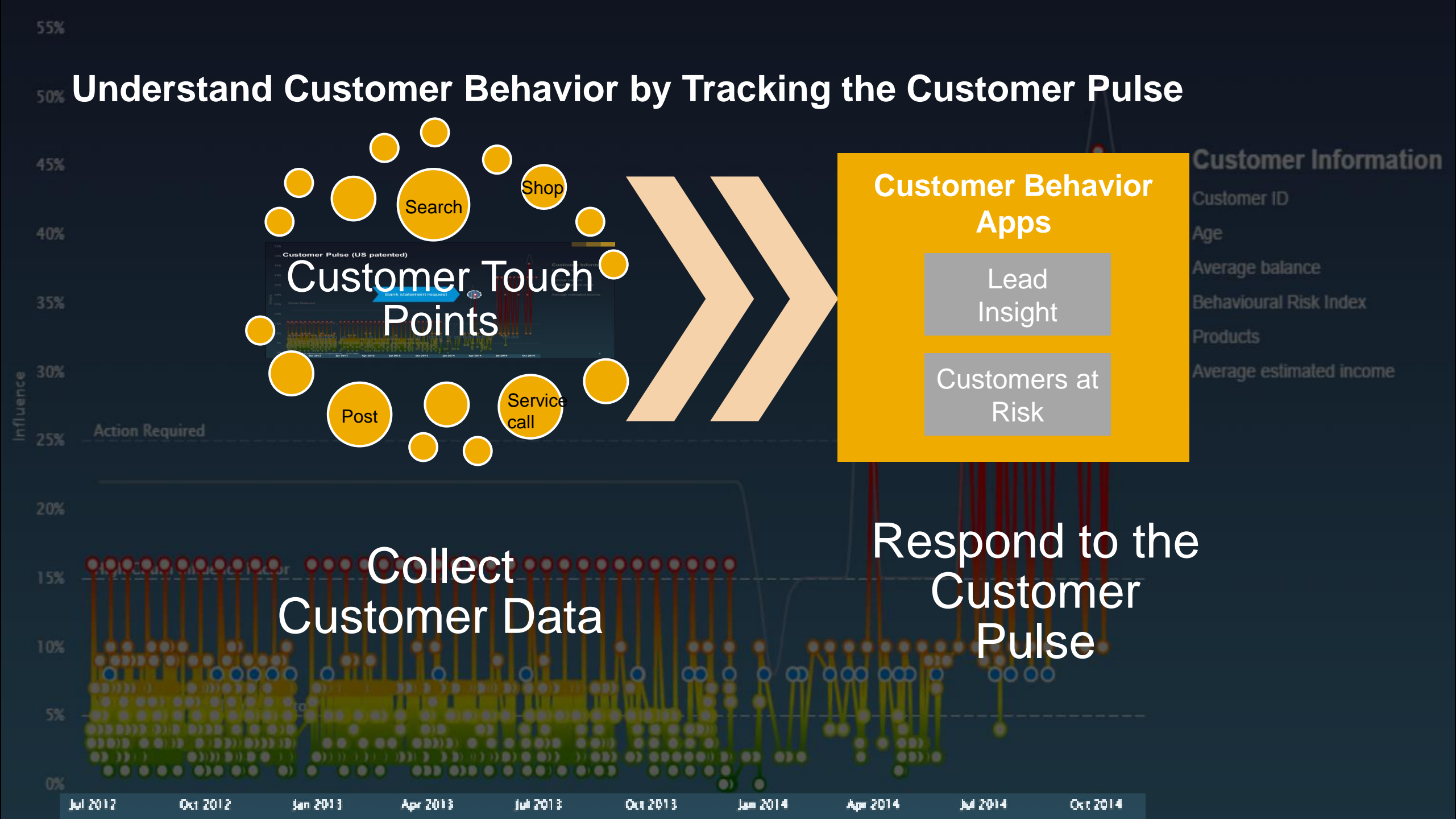
Understand Customer Behavior by Tracking the Customer Pulse



- Customer Information
- Customer ID
 - Age
 - Average balance
 - Behavioural Risk Index
 - Products
 - Average estimated income

Collect Customer Data

Respond to the Customer Pulse



Intelligent Sales for Better Planning and Higher Productivity

Optimize sales planning

Automate sales activities and processes



Compensation Plan Recommendations



Territory Balancing and Alignment



Quota Optimization



Sales Assistant



Lead Intelligence



Deal Intelligence



Pipeline Management



Intelligent Coaching



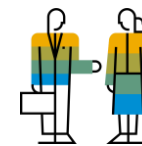
Predictive Sales Forecasting



SPIF Recommendation



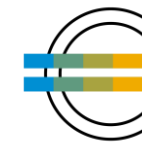
Sales Capacity Planning



Relationship Intelligence



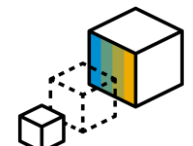
Whitespace Intelligence



Price Optimization



Up-sell & Cross-sell Recommendations



Configuration Recommendation



Content Attribution



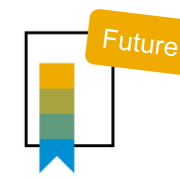
Compensation Dispute Optimization



Compensation Fraud Detection



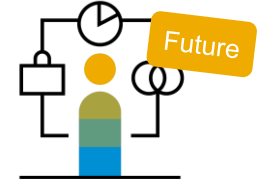
Intelligent Negotiations



Content Recommendation



Training Recommendation



Subscription Churn



Out-of-the-box continuous ensemble machine learning delivers recommendations to any device

ML Scored Opportunities (32) ▾

🔍 ↕ 🔄 ⏺

<input type="checkbox"/>	Name	Account	Close Date	Sales Phase	Owner	Score
<input type="checkbox"/>	Anadolu Bölge Bayi Firsati	ALPHA Center	31.01.2019	Close	Mike Summers	83
<input type="checkbox"/>	The Tree Huamak	ALPHA Center	31.01.2019	Qualify opport...	Mike Summers	83
<input type="checkbox"/>	American Standard - Q4 Deal	ALPHA Center	06.03.2018	Quotation	Mike Summers	71
<input type="checkbox"/>	APL Callidus	AgileX	19.11.2018	Quotation	Mike Summers	71
<input type="checkbox"/>	Landwirt Schmidt - Mähdrescher	Delbont Industries	31.08.2018	Decision	Mike Summers	70
<input type="checkbox"/>	Lead for Laptop 2018	ALPHA Center	01.10.2018	Identify opport...	Mike Summers	68
<input type="checkbox"/>	Q4 2018 Deal	3M	31.12.2018	Qualify opport...	Mike Summers	67
<input type="checkbox"/>	Laptop Sales	ALPHA Center	06.08.2018	Identify opport...	Mike Summers	65
<input checked="" type="checkbox"/>	Lead with DelBont for Pumps	Delbont Industries	02.10.2018	Quotation	Mike Summers	56
<input type="checkbox"/>	opportunity for navigator	Pink Company	14.01.2019	Decision	Mike Summers	51
<input type="checkbox"/>	Lead for Pumps-Q3	Delbont Industries	31.12.2018	Identify opport...	Mike Summers	49
<input type="checkbox"/>	Sustainability kit deal (key)	Pronto Services	28.04.2018	Quotation	Michael Rob	49
<input type="checkbox"/>	Laptop Sales - Trade Fair Deal	3M	29.07.2018	Develop value ...	Mike Summers	46
<input type="checkbox"/>	Lead for Pumps-2018	Delbont Industries	30.11.2018	Decision	Mike Summers	41
<input type="checkbox"/>	Demo Sup opp	AgileX	30.09.2018	Identify opport...	Mike Summers	41
<input type="checkbox"/>	Q1 Opportunity	Fam farm	19.08.2015	Identify opport...	Ashutosh Todkar	40
<input type="checkbox"/>	Laptop sales	ALPHA Center	10.04.2018	Qualify opport...	Mike Summers	39
<input type="checkbox"/>	High Interest in Pumps	Delbont Industries	20.11.2018	Qualify opport...	Eduard Becker	36
<input type="checkbox"/>	Pump Upsell	Media Markt - Fellbach	31.12.2017	Close	Eduard Becker	27
<input type="checkbox"/>	Laptop Sales	ALPHA Center	03.10.2018	Identify opport...	Mike Summers	26
<input type="checkbox"/>	Trade Fair Deal	Pronto Services	18.04.2018	Quotation	Michael Rob	22
<input type="checkbox"/>	Roadshop Follow-up	Atlas Architectural DesignS	28.02.2018	Close	Mike Summers	21
<input type="checkbox"/>	Sustainability Initiative	3M	28.10.2018	Quotation	Mike Summers	19
<input type="checkbox"/>	Lead for Pumps	Delbont Industries	31.08.2018	Quotation	Mike Summers	19
<input type="checkbox"/>	Laptop Sales	ALPHA Center	02.10.2018	Quotation	Mike Summers	16

Insights ⌵

Lead with DelBont for Pumps

56 Opportunity Score ▲ 17

Likely to win

Key Factors

- ↑ Days Since Last Update is 3
- ↑ Number of Times Revenue Decreased is 1
- ↓ Close Date is in Q1
- ↓ Number of Times Close Date Pushed is 6

Activity Engagement

✉ 0 📞 0 📅 0 📁 0 🚩 0

Received 0

Sent 0

Last Activity

21 Days Past Due

0 Times Closing Date Pushed

78 Days in Quotation Status

↑ ↓ Amount Changed

\$80K → \$8K

Last updated 19.07.2018

↑ ↓ Status Unchanged

0 Times Deal Slipped

CPQ

Star icon, Shopping cart icon (1), Gear icon, Clock icon

Current Quote / Multi Eco 33i

Complete

Update Quote Cancel & Return to Quote

Products Services

Choose 3-Set Screws

Image of 3-Set Screws [3-Set Screws [\$39.00]]

Choose SmartSense 3

Image of SmartSense 3 [SmartSense 3 [\$899.00]]

Choose Extension Tube

Image of Extension Tube [Extension Tube [\$59.00]]

Previous

Next

Formula Validator [Open in a New Window] [Open]

Configuration Summary Configuration Tree

Need product help?

Table with Commission Amount, Products (\$269.49), Services (\$199.95), Total (\$469.44)

Configuration Summary

Table with Part Number (MULTI33), Base Price (\$2,990.00), Base MRC Price (\$0.00), Items (NRC), 3-Set Screws (\$39.00), SmartSense 3

Details

Actions

- Home
- Calendar
- Feed
- > Customers
- ✓ Sales
- Leads
- Opportunities
- Sales Quotes
- Sales Orders
- Forecasts
- Territories
- > Activities
- > Visits
- > Analysis
- > Products
- > Sales Campaign
- > People
- > Competitors
- Library
- > Activity Planner
- Datahug
- > Surveys
- > Service
- Contracts
- Commissions
- Enablement

📘 See offers and promotions that have already been applied. [Click here for details](#)

☰ Quote #01390063 [Revision 0](#)

- Add Item
- Reprice
- Save Quote
- Generate Quote
- Update Opportunity
- Create Update SAP Sales Quote
- Update Opportunity And Create Update SAP Sales Quote
- Send Document to Commerce

Quote Details ▾

Quote Items ☰ ⬆️ ⬆️ ▾

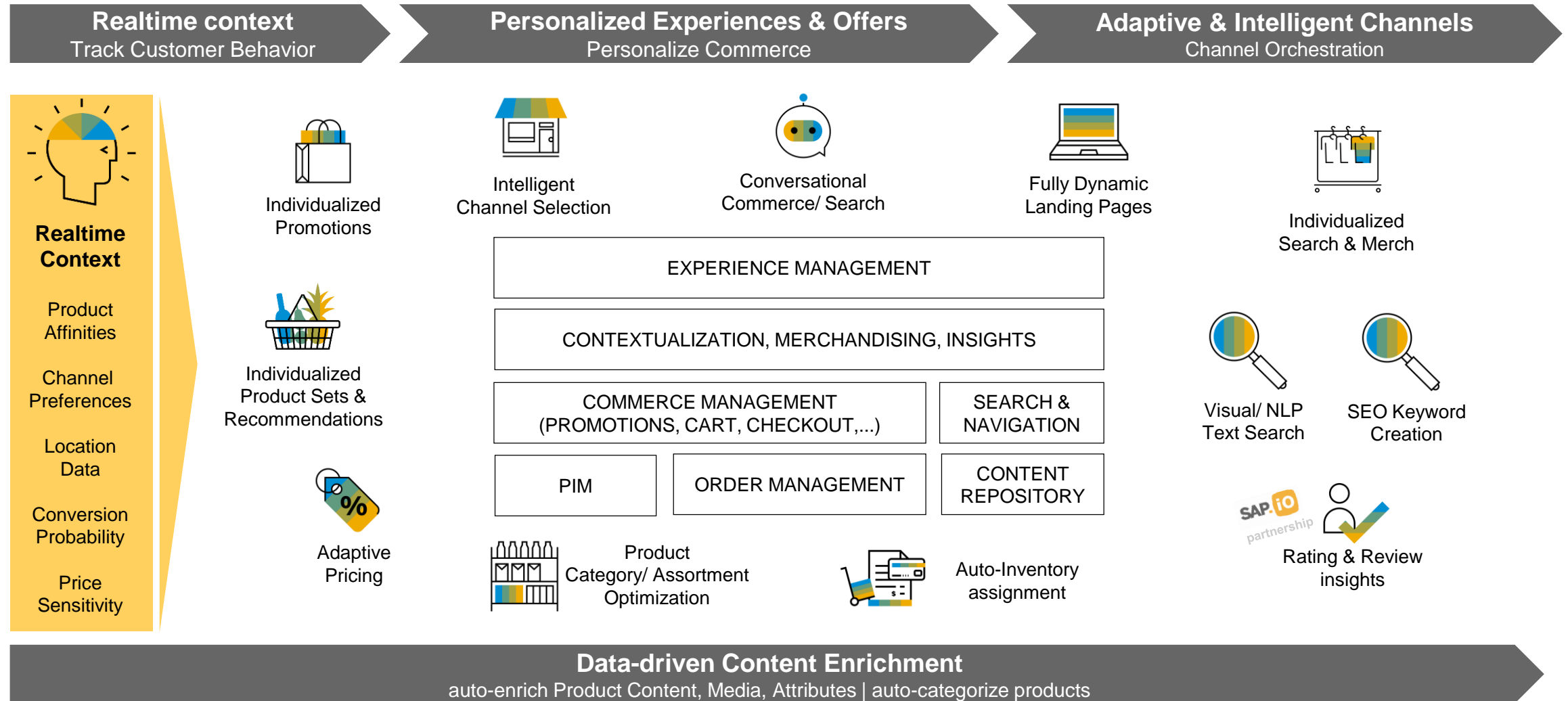
Search Items		Quantity	List Price	Discount Percent	Discount Amount	Net Price	Net Total	Net Total	
⋮	1 MULTI33 Multi Eco 33i Pump	<input type="text" value="3"/>	\$ 2,990.00	<input type="text" value="9.09"/>	\$ 815.45	\$ 2,718.18	\$ 8,154.55		🟢
⋮	1.1 SETSC 3-Set Screws Pump	1	\$ 35.10	<input type="text" value="0.00"/>	\$ 0.00	\$ 35.10	\$ 35.10		🟢
⋮	1.2 SS3 SmartSense 3 Pump	1	\$ 809.10	<input type="text" value="0.00"/>	\$ 0.00	\$ 809.10	\$ 809.10		🟢
⋮	1.3 IS Installation Service Services	1	\$ 1,990.00	<input type="text" value="0.00"/>	\$ 0.00	\$ 1,990.00	\$ 1,990.00		🟢

Add Items

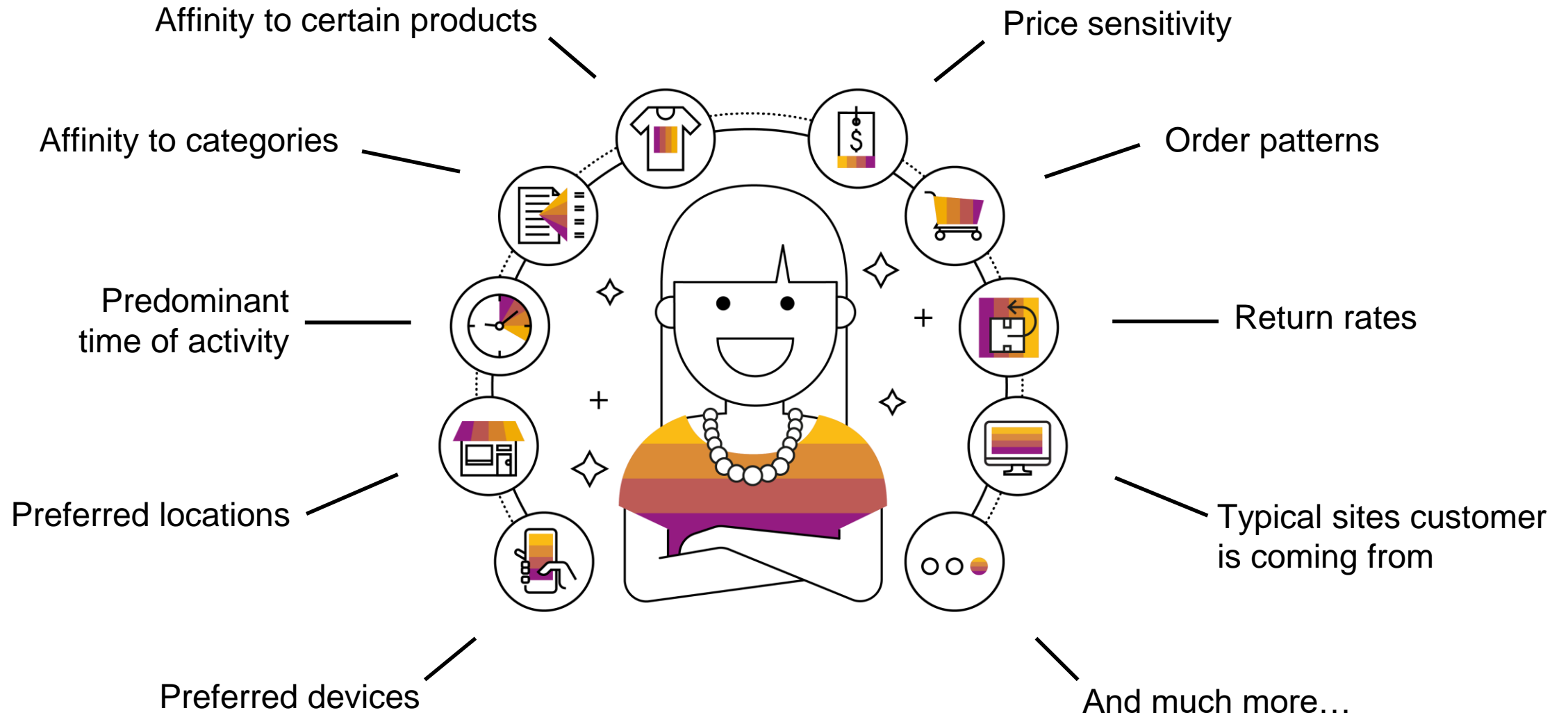
Adjust margin health

Cancel **Adjust**

Intelligent Commerce End to End Process Vision

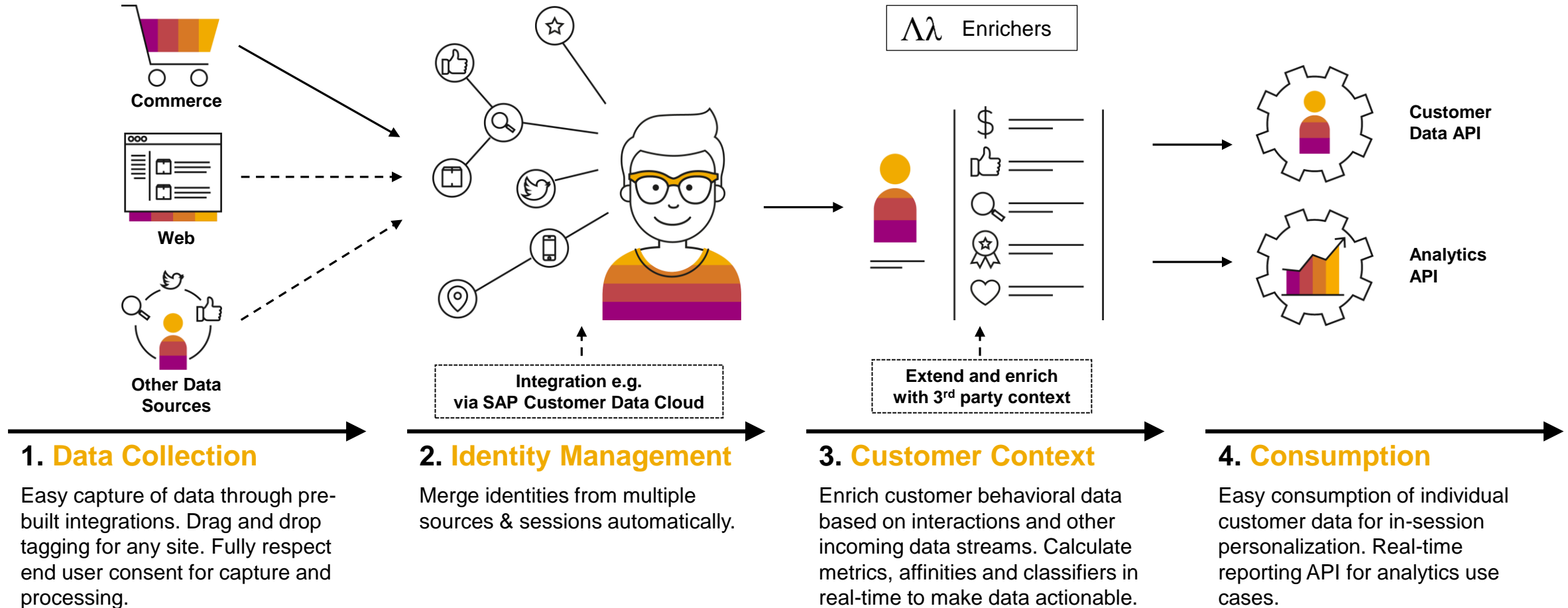


Understand your customers better, and take decisive actions to personalize the commerce experience



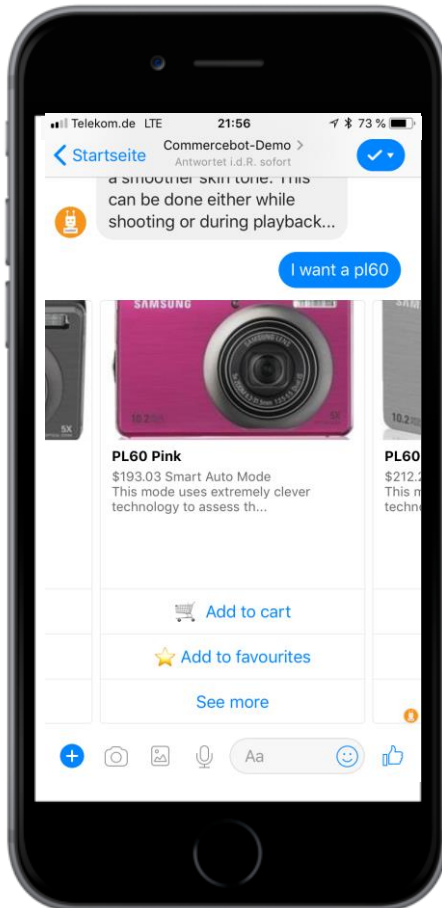
Context-driven services

Process View

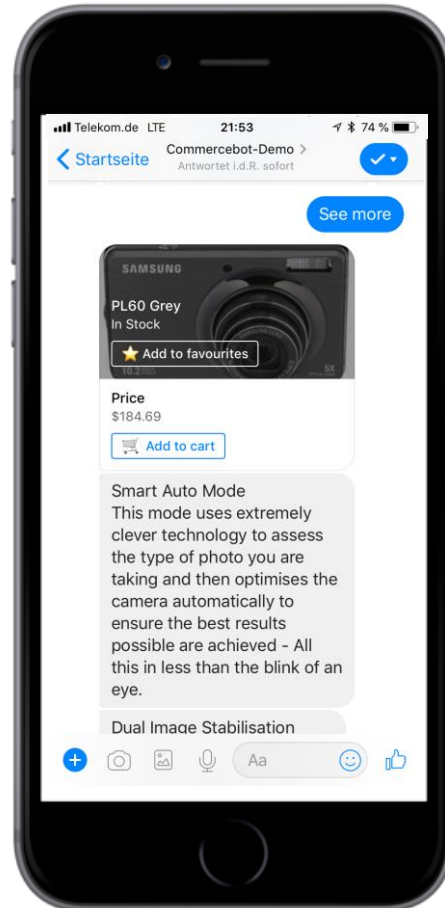


Enterprise Chatbot for Commerce

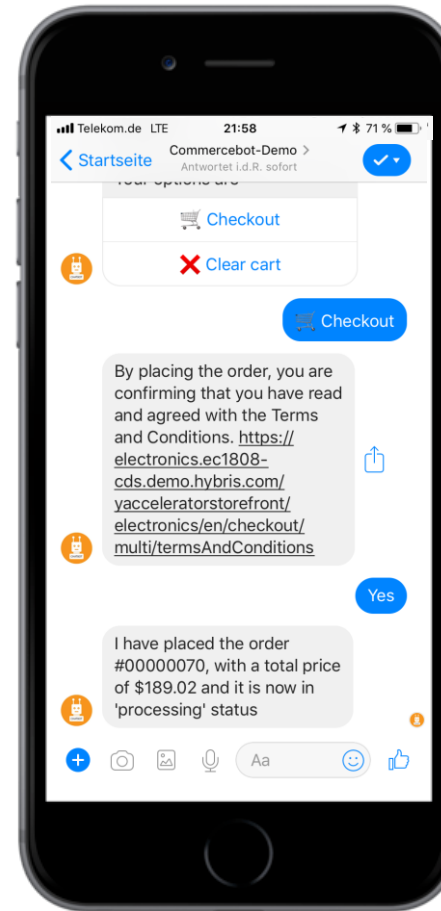
Search for products



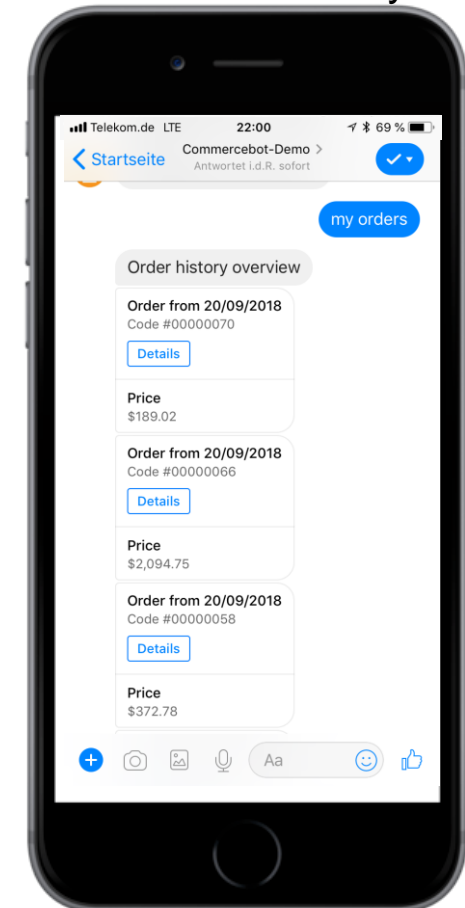
Get product details



Place order

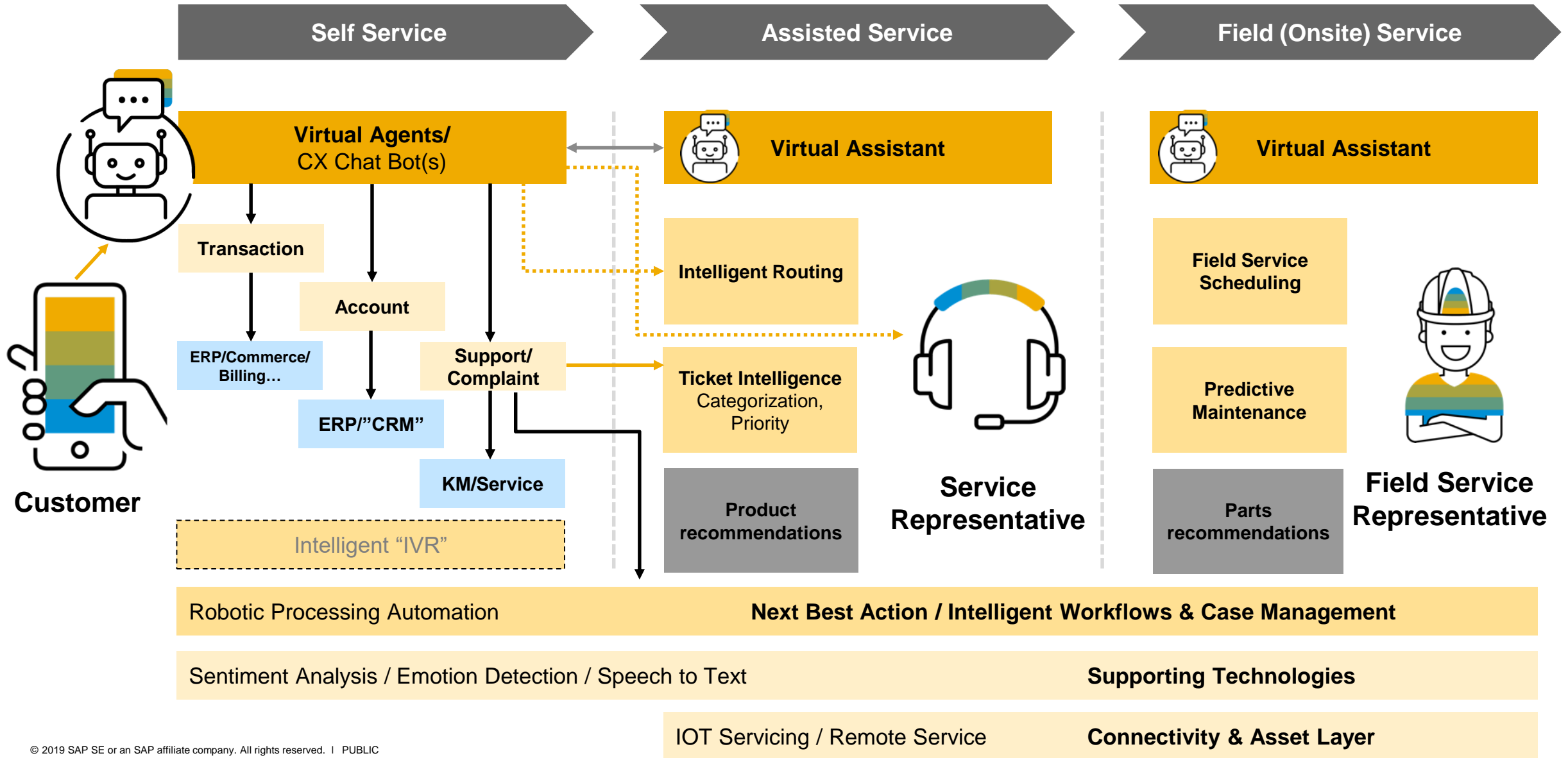


Check order status and order history



Intelligent Customer Service Vision

Interaction Process



Agent Desktop with Conversational AI / Chatbot Integration

The screenshot displays the 'Agent Desktop' interface for 'LUCIA+DANIEL'. The top navigation bar includes a menu icon, the company name, and the title 'Agent Desktop'. Below this, a customer profile for 'Lisa James' is shown with fields for First Name (Lisa), Middle Name, Last Name (James), and Contact Details (Country: United States of America, House Number / Street: 542 W. 27th Street, City: New York, State / Zip Code: NY 10001).

The central chat window, titled 'Chat with Lisa James', shows a conversation history. The bot asks: 'size to order. Bot: Have you checked the size chart next to the dress description? If you know your measurements, it recommends which size to purchase. Take a look:'. The user responds: 'User: Ok, I see that now. But based on this chart, I fall between size 6 and 8.'. The bot replies: 'Bot: Okay! Please wait a moment while I connect you to a service representative.'. A new message from the user says: 'Hello Megan! I see you have a question on what dress size to order on the Rose Petal Strapless Cocktail Dress. Is this correct?'. The user has responded with 'Yes.'. An 'End Chat' button is visible at the bottom of the chat window.

On the right side, there is an 'Interaction Log' and 'Knowledge Article' section. Below this is an 'Interaction Notes' field with a text area and a '300 Characters Left' indicator. There is also a 'Tags' section with an 'Add tags' dropdown and a 'Linked Documents (0)' section. The 'Interaction History (2)' section shows a search bar and a list of interactions, including a 'Manual Session' on 'Apr 30, 2018, 11:08 AM' handled by 'Secenter User' with the note 'Online store purchase'.

At the bottom of the interface, there is a dark blue bar with buttons for 'Save and Close (59 seconds ago)', 'Interaction', 'Cancel', and 'Hide Side Panel'.

Business Description

Customer

- Can use an always-on 24/7 channel to submit questions / inquiries in natural language

Chatbot

- A virtual agent (chatbot) assists the customer with solutions, order status, or other information
- The conversation can be transferred (fallback) to a live agent when needed

Agent

- Agent has full visibility of the chatbot/customer conversation
- The conversation is saved in Interaction History for future reference

Service Ticket Intelligence with Machine Learning

Customer

Customer	Contact
Michael Smith	Michael Smith
E-Mail	Phone
michael.smith01@gmail.c...	+1 408-234-4675

Category

Service Category	Incident Category
Product Support	Ice Formation
Cause Category	Resolution Category
-	-
Object Category	-

Timeline

Initial Review Due	Initial Review Completed
11.10.2018 15:49	-
Completion Due	Requested Start

Additional Information

Source	Channel
Manual data entry	Manual

Product

Product	Description
19.7 Commercial Series R...	B2B - IM&C
Serial ID	Warranty
CSR-19-005-1	-
Coverage	Warranty To
-	-
Product ID	
P120101	

Service Location

Street	City
East Adams Street	Springfield
State	Postal Code

Similar Tickets (3)

- 5263 - Ice formation detected in refrigira...
Customer: Albert Butler
Confidence: 97%
- 5264 - Over Cooling in lower compartment
Customer: Camila Leon
Confidence: 89%
- 5265 - High Pressure in Compressor
Customer: Michael S
Confidence: 82%

Products (3)

- 1000080 Water Filters
93% Confidence
- PTC30-1790 Ice Pack T...
64% Confidence
- PTC30-1890 Extended ...

Business Description

Ticket Time to Completion

- View a prediction for the time to complete the current ticket, based on past ticket completion times.

Ticket Language

- Natural language processing (NLP) can identify ticket language.

Multiple Category Catalogs

- You can use multiple category catalogs for ticket categorization.

Similar Tickets - Show More

- View additional similar tickets in the sidebar.
- You can view additional similar tickets if you want to view more solutions that may apply to your current ticket.

SAP C/4HANA powered by SAC delivering intelligent insights

Planned

SAP Commerce Cloud

Personalized Shopping
Experience across Touchpoints



SAP Marketing Cloud

Market with Intelligence
in the Moment

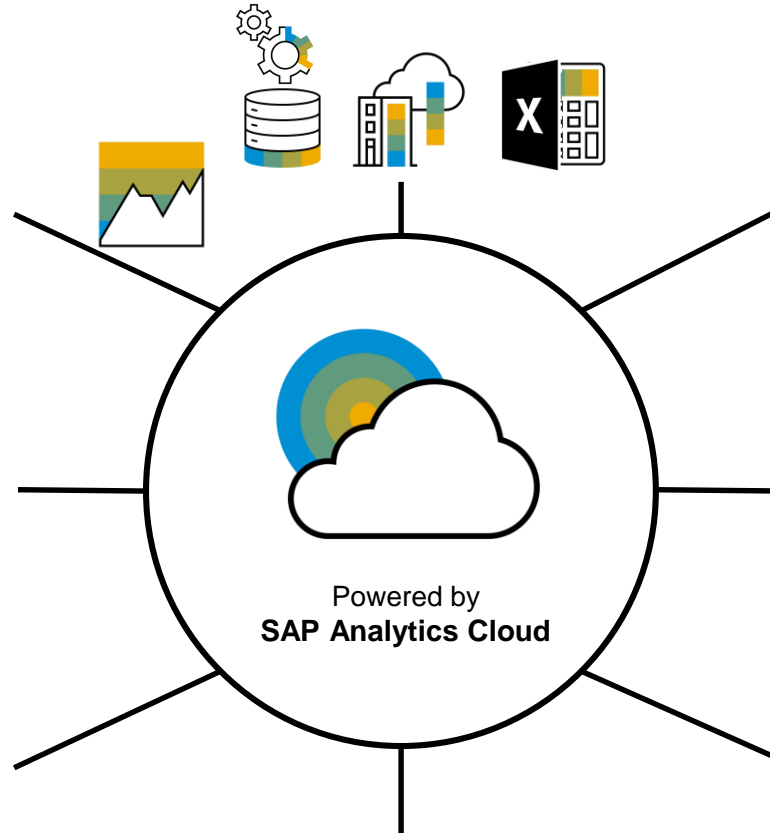
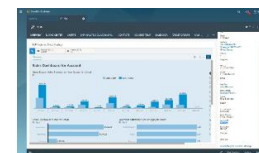


SAP Customer Data Cloud

Build Customer Trust and Loyalty



Customer 360



SAP Service Cloud

Effortless service
experiences with end-to-end
Interaction-to-Resolution



SAP Sales Cloud

Build Relationships and
guide Customers throughout
their journey



Intelligent Digital Boardroom



Customer Examples

BOSCH

Driving competitive edge with Customer Engagement

Bosch is a leading manufacturer of automotive parts, sensors, power tools, and other consumer products. Looking for full transparency into customer engagement across various business sectors and processes, Bosch chose SAP C/4HANA and Marketing Cloud to provide a complete 360° view of the customer.

[Watch the Video](#)

CISCO

Revolutionizing Sales Strategies Through Machine Learning & Analytics

Swiss-based CC Energie implemented Service Ticket Intelligence, as part of SAP Leonardo Machine Learning, to analyze e-mails and identify which action to take such as pushing to high priority or forwarding to the relevant person. This pre-processing ensure communication is handled in the fastest way possible, helping the company maintain excellent customer service.

[Read the Story](#)

DÖHLER

Become a digital leader & benefit from SAP Leonardo

On their journey of becoming a digital leader in their industry, natural ingredient provider Döhler focuses on improving and digitalizing of their Lead-to-Order process using SAP Marketing, Commerce and Sales Cloud and S/4HANA. Pushing forward Doehler wants to implement SAP Leonardo based IOT and ML solutions to further improve the customer experience.

[Read the Story](#)

FC BAYERN MUNICH

Brings Fans Into the Game with SAP Analytics Cloud & SAP CX

As a club, FC Bayern München Basketball are delivering solutions to integrate their fans into the game. SAP Analytics Cloud is delivering game statistics from every player and the team making information accessible - enhancing the fan experience.

[Watch the Video](#)

GEBHARD

Introducing next-generation intralogistics with SAP Leonardo

Gebhardt Fördertechnik developed its new Galileo IoT platform from SAP Leonardo modules, based on the SAP Cloud Platform and the SAP IoT Application Enablement toolkit as well as SAP Asset Intelligence Network. The company has enabled itself and its customers to enter the next generation of intralogistics. Systems are equipped with sensors, and customers have full control over their machinery – and a better service than ever before.

[Read the Story](#)

HÖRBIGER

Charting an elegant path toward the intelligent enterprise

As demands for energy increase and natural resources deplete, digitization creates opportunities. At Hoerbiger, compression technology is used to maximize natural resource extraction. SAP Service Cloud, SAP Cloud Platform and SAP S/4HANA has enabled a 360-degree view of the customer to deliver a superior service.

[Watch the Video](#)

Data Intelligence **Vision**

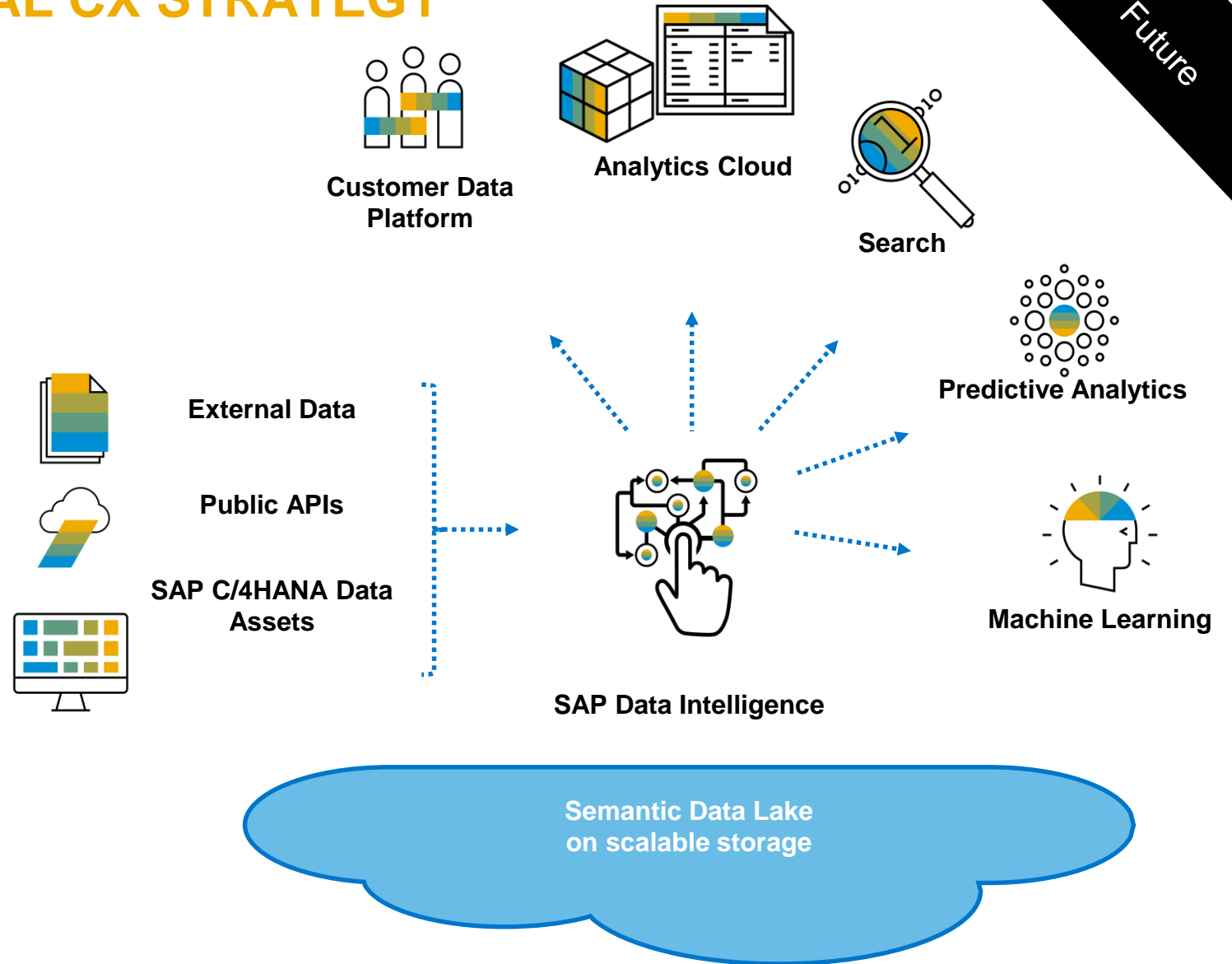


UNDERPINNING OUR **DIGITAL CX STRATEGY**

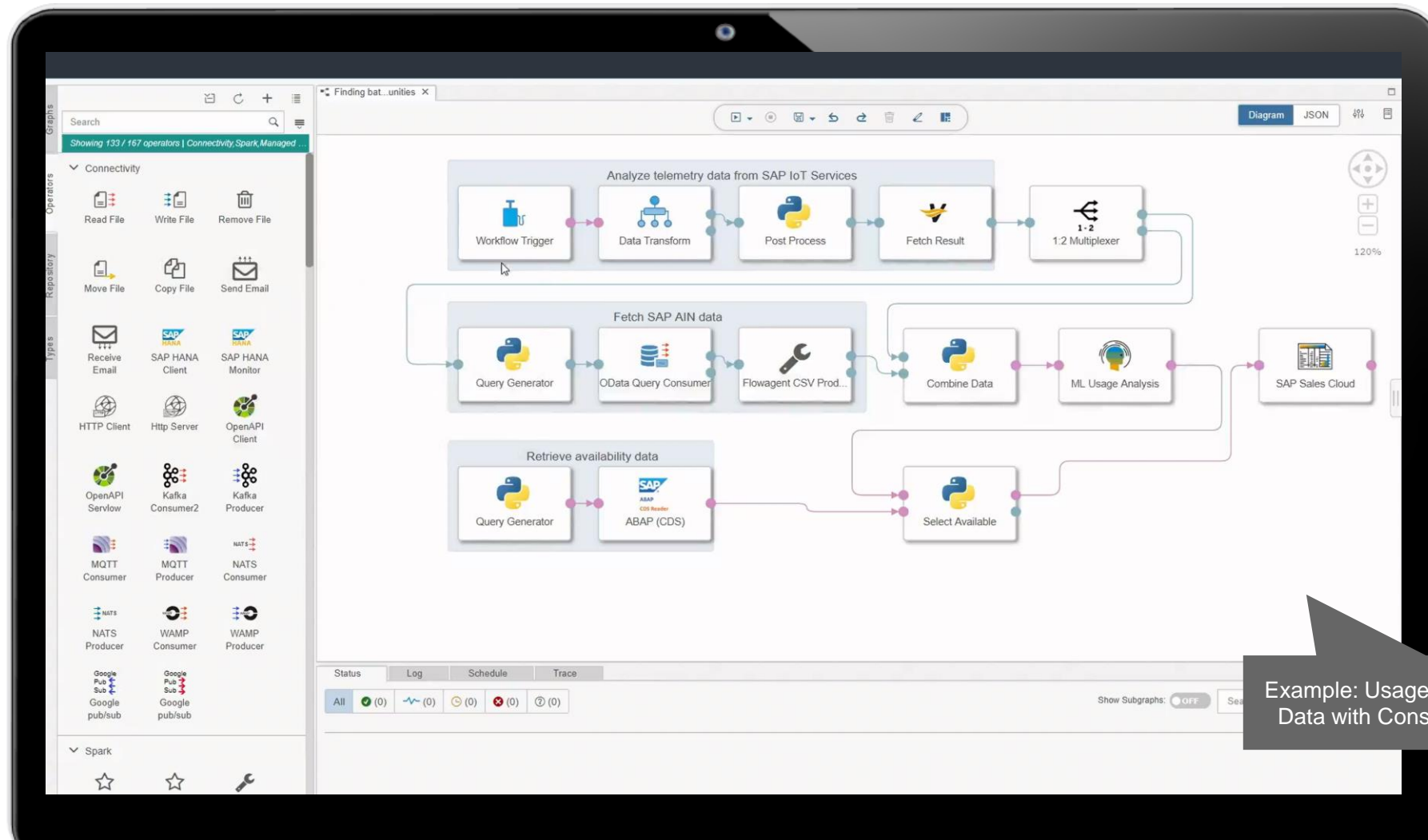
Future

Transform Customer Experience *Using Data Intelligence*

Semantic Data Lake Strategy



Creating Data Flows with AI/ML Models Across the Intelligent Enterprise



Example: Usage Analysis based on IOT Data with Consumption-Based Billing



BECOME AN
INTELLIGENT ENTERPRISE

BUILD DATA-DRIVEN CUSTOMER JOURNEYS
customerdataintelligence@sap.com

Thank you. Questions?

Contact information:



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69190 Walldorf, Germany



Get ready for the Customer Experience Revolution with SAP C/4HANA

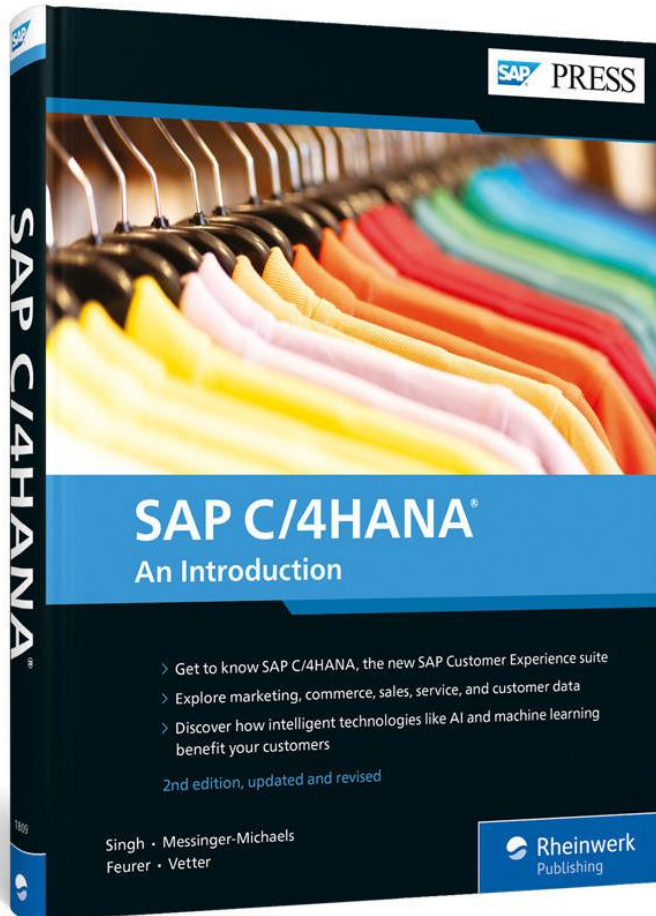


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