Unleash the Power of Experience Management & S/4 HANA to Improve Customer Experience

Tamas Praczko, SAP S/4 HANA Program Manager, NRG
Arghadip Kar, SAP S/4 HANA Solution Architect, NRG
Pankaj Rana, SAP Solution Architect, NRG

Session ID # ASUG84327

About the Speakers

Tamas Praczko

Sr. Application Manager - NRG

Over 24 years of experience with architecting and delivering SAP solution across multiple industries.

Professional Skills

- SAP - Architecture
- Project Management
- Iron Man

Arghadip Kar

Sr. ABAP Developer - NRG

Over 14 years of SAP Development. Workflow Wizard

Professional Skills

- SAP Development
- S/4 HANA - Architecture
- Making Trouble

Pankaj Rana

SAP Solution Architect- NRG

Over 21 years of Design/Architecture to deploy Customer-centric SAP solutions

Professional Skills

- SAP Solutioning
- S/4 HANA - Architecture
- Celebrate Life

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Key Outcomes/Objectives

1. XO Disruption overview
2. Business Case / Use Case for Qualtrics – S/4 HANA
3. XM Architecture & deep dive into Qualtrics
4. Combine the Power of Qualtrics & S/4 HANA to improve Customer Experience, in Real-Time

Agenda

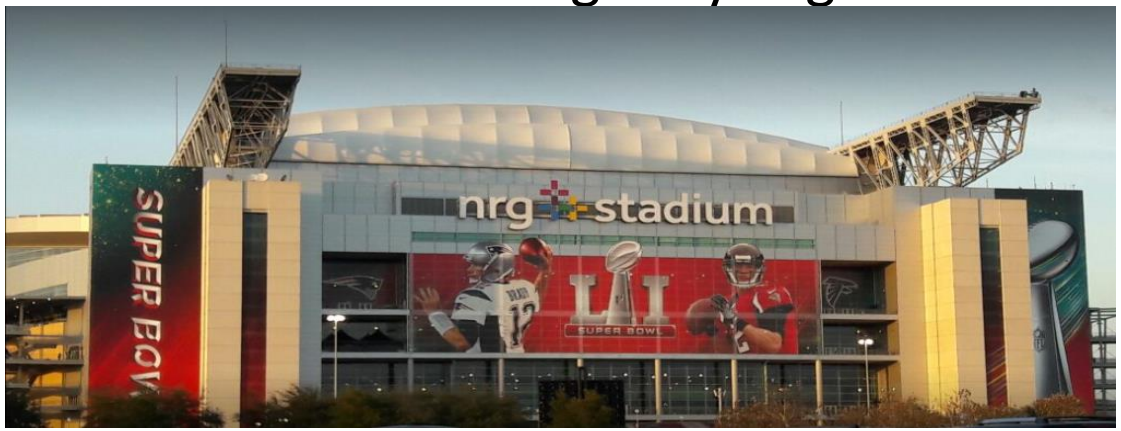
- The ‘Who’ – We are …
- The ‘Why’ – Business Case
- The ‘What’ – XM, XO Disruption
- The ‘Where’ – Use Cases
- The ‘How’ - Looking at nuts & bolts of Qualtrics
- The Emergence of Real-Time Experiential Enterprise
- Wrap-up

The ‘Who’ – we are

- NRG Energy, Inc. is a Leading Integrated Power Company in the U.S., which produces, sells and delivers electricity and related services.
- The Company's segments include Generation, Retail and Corporate activities.
- NRG is a Fortune 300 Company and in Forbes Top 50 list of America’s Best Employers
- .

The #s that define nrg

- Market Cap of $11 B
- 30,000 MW of diversified generation resources
- ~3 million retail customers across the U.S
- Multi-Branded Organization that is strategically aligned across various customer segments



SAP footprint @ nrg

- SAP Customer since 1997; landscape includes (but not limited to) ECC, IS-Utilities, CRM, Success factors, Field Glass, SAP C4C (Cloud for Customer), Service Manager (Field Techs).

- S/4 HANA, Ariba, EC-Payroll in progress

The ‘Why’ – Driving factors

- Next generation customer is here. Are we ready?
- Marketplace is dynamic; empowered customers are changing the rules
  - Digitally connected, socially networked, better informed
    - Need current and complete information
- The new speed-driven culture
  - People want instant service & access to information – “in the moment”
- Customer expectations continue to rise
  - Convenience, relevance, responsiveness, and reliability
    - Any time, any place, any device, personalized offers and info

Customer is in the Driving Seat

Plenty of choices

Transparency

Democratization of information

Socially connected

Customer expectations continue to rise

Convenience

Simple and fast interactions

Any time, any place, any device

Responsiveness

Immediate response to customer needs

Relevance

Personalized offers, services, and info based on individual needs

Reliability

Exceptional customer service

Accurate, on time delivery

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Company’s perspective

- Companies want to protect their Brands and their Customer-Relationships
- They want to understand in Real-Time the Sentiment Analysis of whatever moves around their Value Chain
- They want to inspire their people to be focused on what's going on outside the Company
- They want to drive Customer-Centricity across the Organization

Y-not

- Cost of managing data explosion *was* too high
- Critical information *was* delivered in near real time, but that's not enough
- There *was* no practical way to instantly process and analyze everything relative to the customer, i.e., massive amount of data in real time
- There *were* technological challenges; hardware, and software readiness

Let the Elephant out of the door

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New Business Reality

- Everything you have heard is True
  - its just outdated

The ‘What’ - XM

- Meet the software that powers more than 1 Billion Surveys every year - Qualtrics

Qualtrics – Reshape Industry with X-economy

- Data-driven Business → Experience-driven Business
- Metrics → More meaningful analysis
- Customers → Fanatics
- Products → Obsessions
- Employees → Ambassadors
- Brands → Religions

Qualtrics XM

- More than reactive feedback
- Evolve feedback beyond traditional surveying techniques, and leverage the differentiated technology platform and advanced data science
- Every level of the Organization, from **Executives to Frontline, must own** all dimensions of **Experience** and identify Experience Gaps

What is XM

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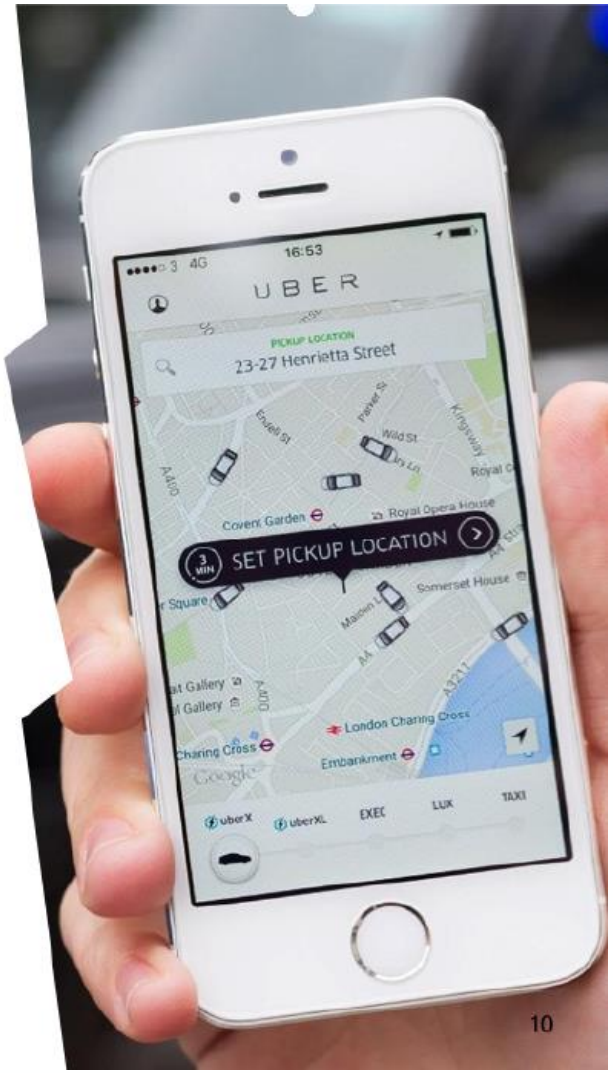
What is XM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London Charing Cross
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Charing Cross
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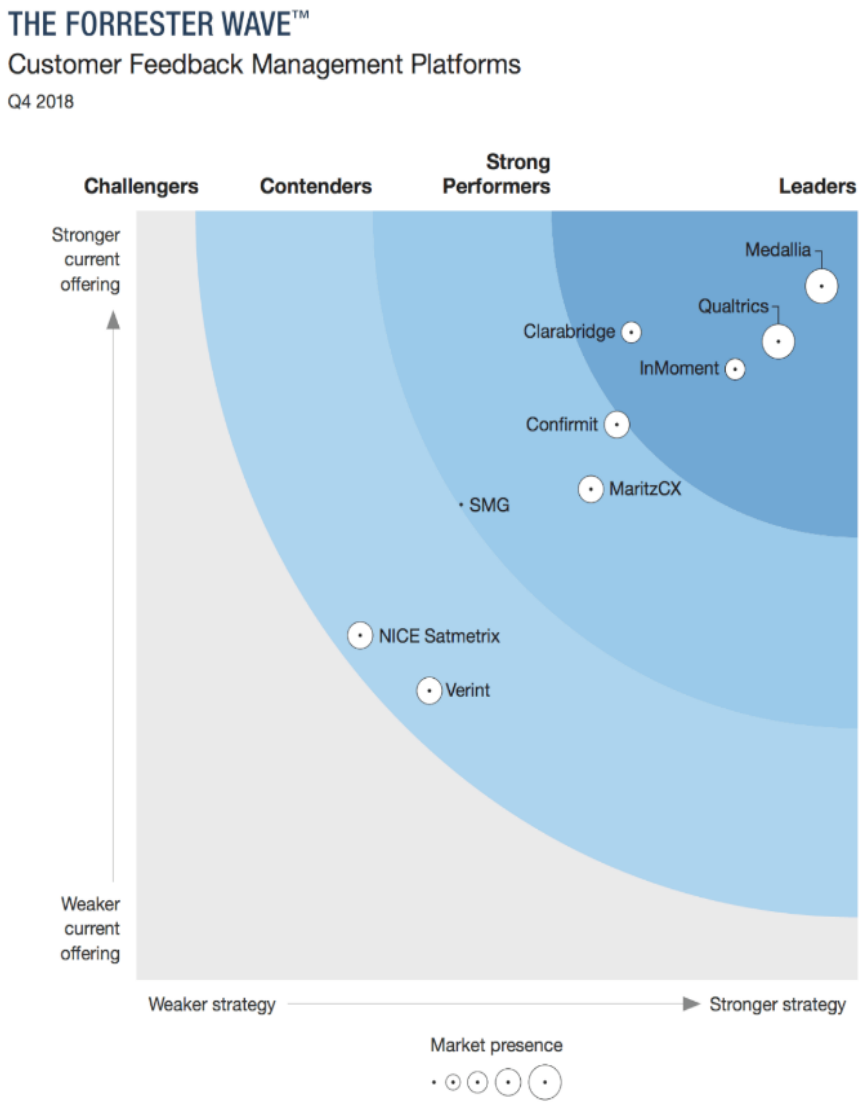
uberXL
EXEC
LUX
TAXI

Qualtrics


THE FORRESTER WAVE™
Customer Feedback Management Platforms
Q4 2018
Challengers
Contenders
Strong Performers
Leaders
Stronger current offering
Weaker current offering
Medallia
Qualtrics
Clarabridge
InMoment
Confirmit
MaritzCX
SMG
NICE Satmetrix
Verint
Weaker strategy
Stronger strategy
Market presence

The ‘What’: XO – The Disruptor

- 77% of The World’s Transactions Run SAP
- If you can marry this Operational data with Experience data → you get a Fundamental Shift in Enterprise Application Software
- Qualtrics (X) + SAP (O)
- Business Outcome driven flow → Take Survey Data and bring it back into SAP for analysis → Tie the Survey analysis data back to SAP Business Process

XO

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XO

SOURCES	Systems of record. ERP, HCM, CRM, Customer service, etc.	Any engagement method. Web, Chat, In-app, Email, SMS, Social media, etc.
QUALITIES	Transactional facts the "What"	Captures sentiment the "Why"
FREQUENCY	Backward looking point in time	In the moment live and real-time

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Strategic Game of #s

- SAP is growing in Cloud Space by 40%
- Qualtrics is growing 40% on YoY basis
- Two 40% growing companies –makes it the Fastest growth story in Enterprise Application Software Industry in the Cloud

- Qualtrics has 9, 500 Customers and 22% are outside the U.S.
- SAP has 450, 000 Customers
- Operates in 193 Countries, across 25 Industries
- 15, 000 Sales people will sell Qualtrics, Day 1

- Targeting double-digit Total Revenue Growth
- Total Operating Income growth – a double digit, at a rate greater than the Revenue growth

- Global scale, Margins
- Renewals, Low cost of sale with the Cloud

The ‘Where’ - Use Cases

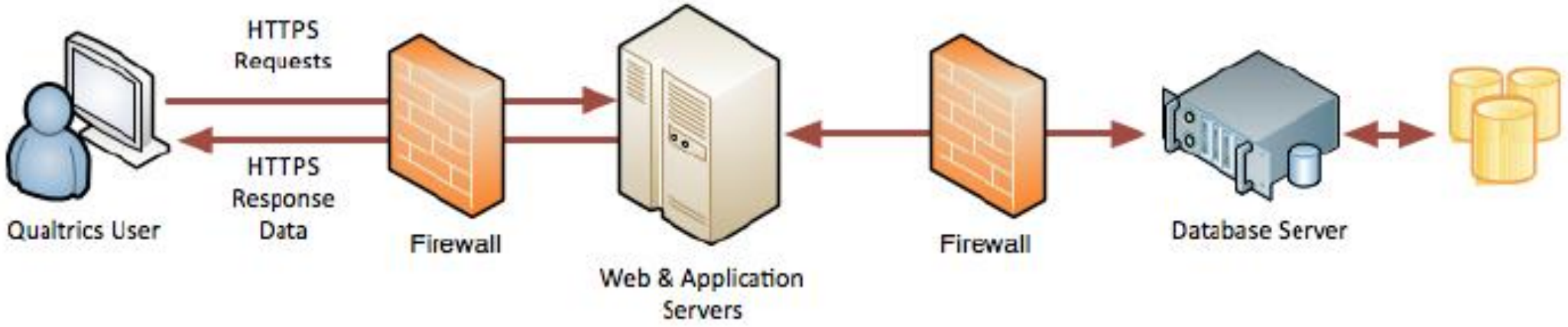
- Imagine if you had Experience insights at your finger tips
- Optimizing customer acquisition
- Improving customer retention and loyalty
- Reducing cost to serve
- Increasing customer share of wallet
- Build brand awareness and equity
- Socialize Survey with Stakeholders to solicit inputs/ requirements
- These inputs feed into User Story
- Leverage iQ to identify trends & prioritization
- Post Go-Live Survey for Feedback & Lessons Learnt

Use Cases

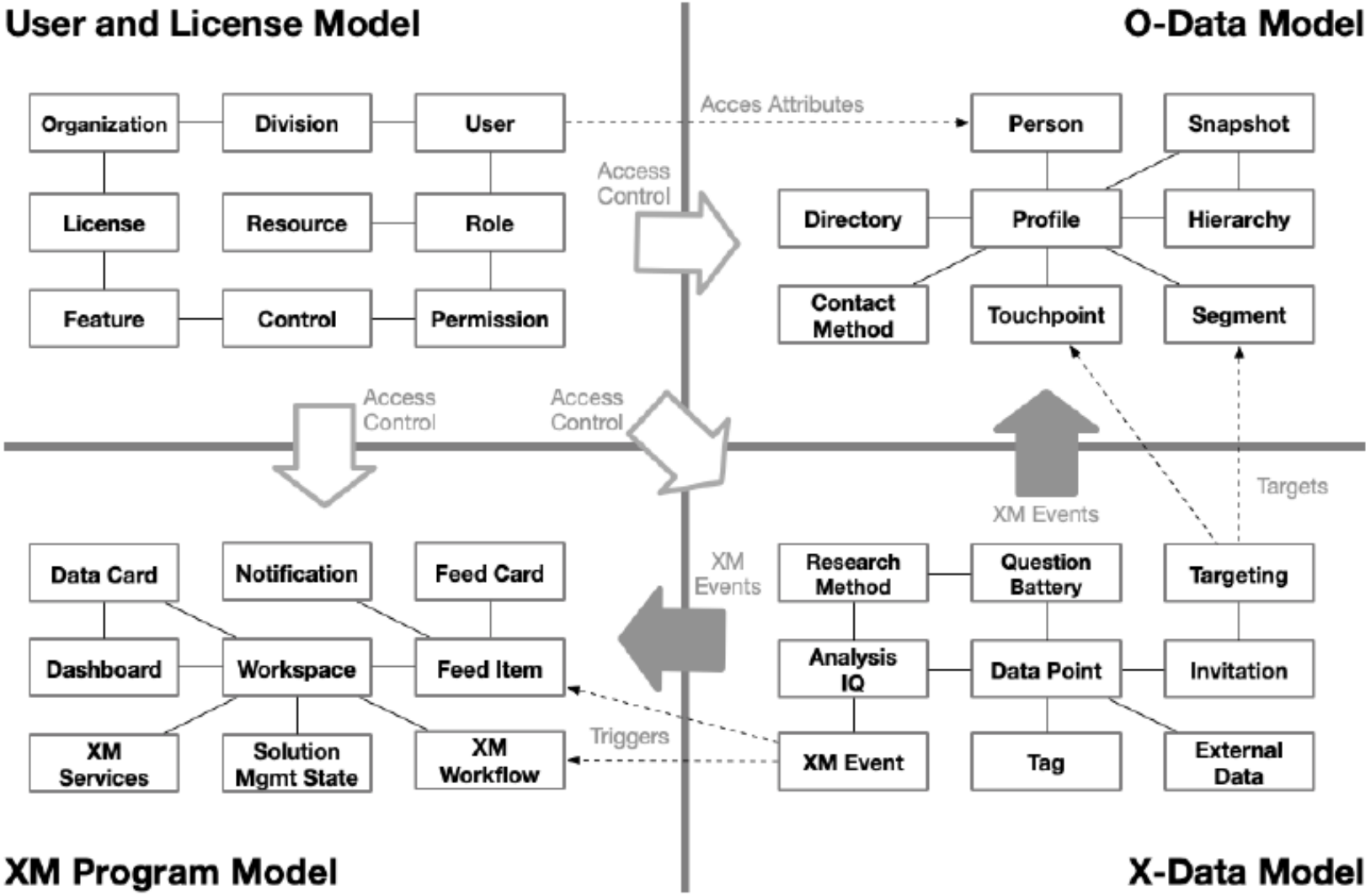
- Executives - improve financial outcomes and decision-making
- Singular view of customer metrics and operational performance by business line, location, and customer type
- Operational and performance metric integration
- Digital - Drive online and mobile satisfaction and conversion
- Page-level and website feedback to understand conversion barriers and reported satisfaction
- Generate leads and capture contact details
- Services - Drive customer satisfaction and team improvement with real-time customer insights

The ‘How’ – nuts & bolts of Qualtrics & S/4

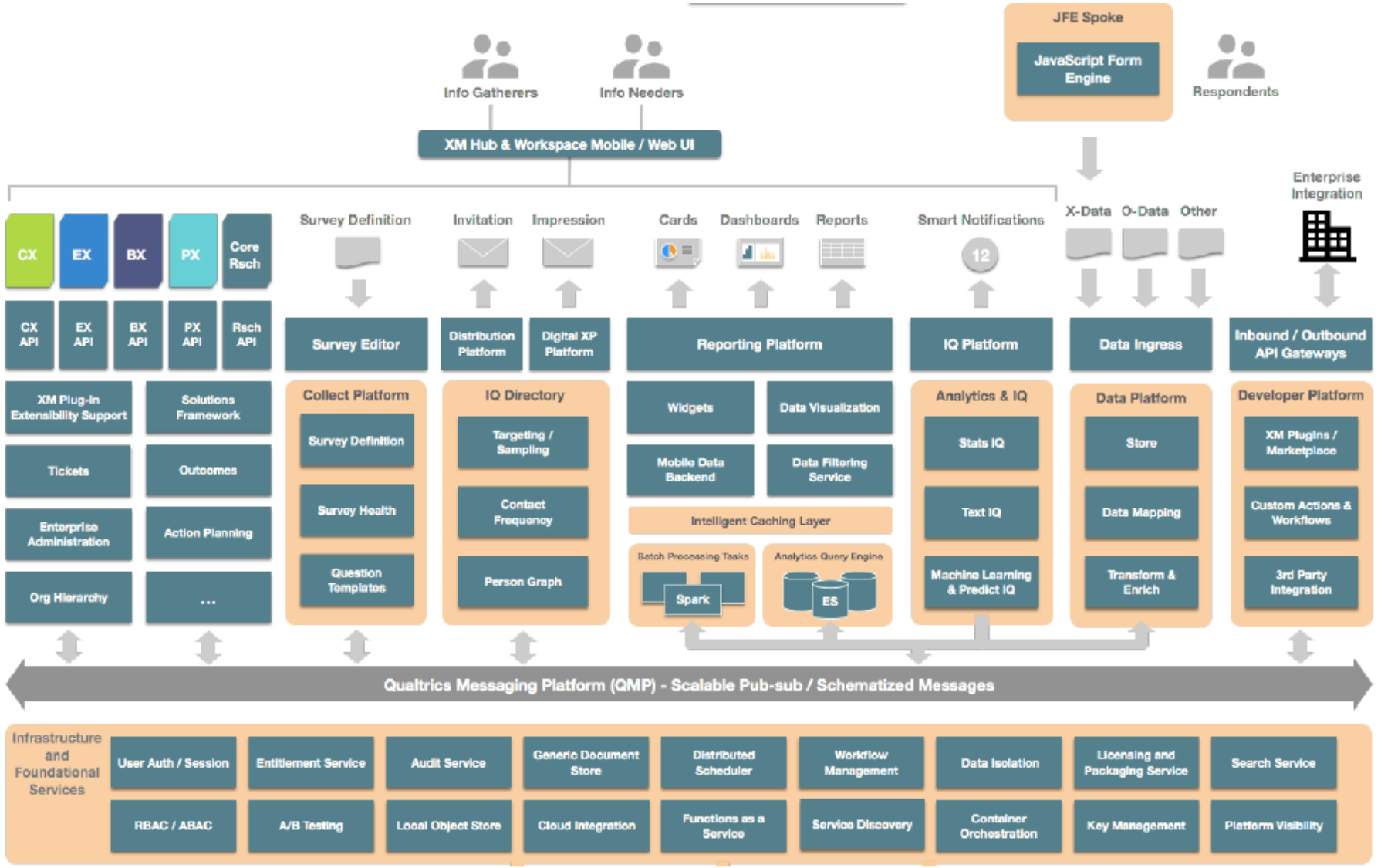
- Data flow & Network diagram



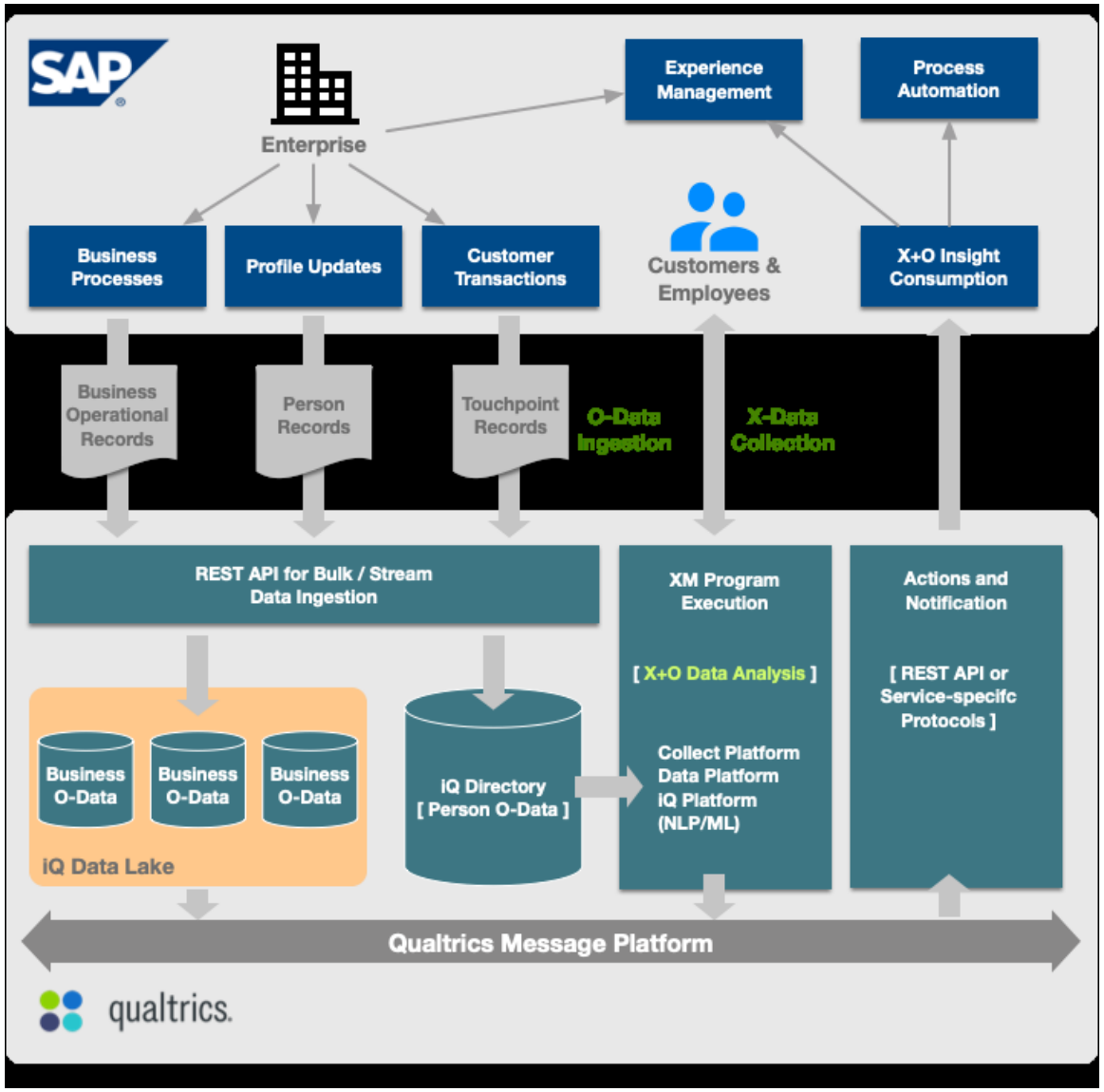
Qualtrics Data Model



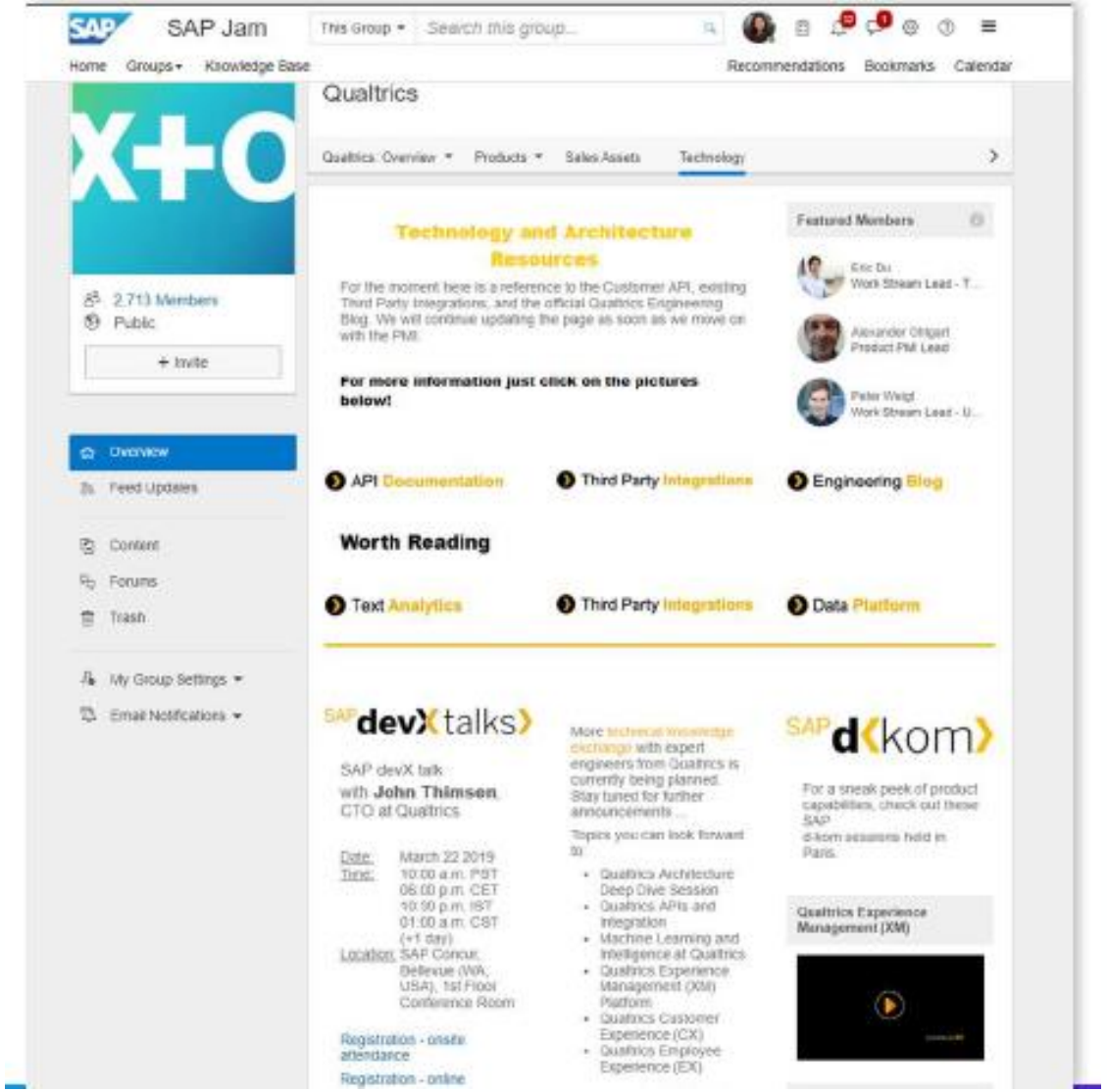
Qualtrics - Architecture



X+O integration



X+O


SAP Jam
This Group
Search this group...
Home
Groups
Knowledge Base
Recommendations
Bookmarks
Calendar
Qualtrics
Qualtrics Overview
Products
Sales Assets
Technology
2,713 Members
Public
+ Invite
Overview
Feed Updates
Content
Forums
Trash
My Group Settings
Email Notifications
Technology and Architecture Resources
For the moment here is a reference to the Customer API, existing Third Party Integrations, and the official Qualtrics Engineering Blog. We will continue updating the page as soon as we move on with the PMI.
For more information just click on the pictures below!
Featured Members
Eric Du
Work Stream Lead - T...
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Product PMI Lead
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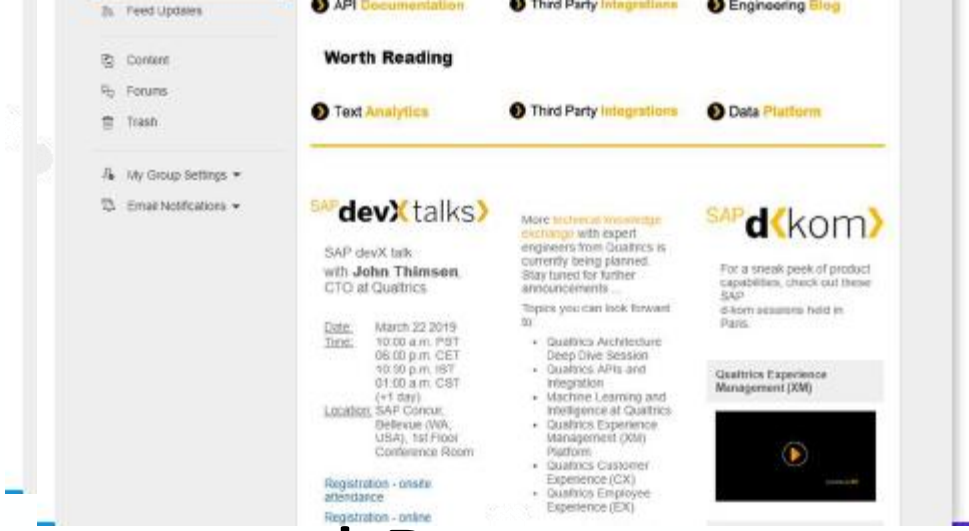
Work Stream Lead - U...
API Documentation
Third Party Integrations
Engineering Blog
Worth Reading
Text Analytics
Third Party Integrations
Data Platform
SAP devXtalks
SAP devX talk with John Thimsen, CTO at Qualtrics
Date: March 22 2019
Time: 10:00 a.m. PST
06:00 p.m. CET
10:30 p.m. IST
01:00 a.m. CST
(+1 day)
Location: SAP Concur, Bellevue (WA, USA), 1st Floor Conference Room
Registration - onsite attendance
Registration - online
More technical knowledge exchange with expert engineers from Qualtrics is currently being planned. Stay tuned for further announcements ...
Topics you can look forward to:
Qualtrics Architecture Deep Dive Session
Qualtrics APIs and Integration
Machine Learning and Intelligence at Qualtrics
Qualtrics Experience Management (XM) Platform
Qualtrics Customer Experience (CX)
Qualtrics Employee Experience (EX)
SAP d(kom)
For a sneak peek of product capabilities, check out these SAP d-kom sessions held in Paris.
Qualtrics Experience Management (XM)

Wrap-up

Questions?

Wrap-up

Thank You !



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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

http://info.asug.com/2019-ac-slides

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Q&A

For questions after this session, contact us at tamas.praczko@nrg.com or prana30@nrg.com.

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