



The Impact of and Journey to Experience Management, Powered by Qualtrics

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Session ID 94223

About the Speakers

Michael Ryan

- IBM Distinguished Engineer, IBM
- Member of the IBM Enterprise Applications CTO Team in North America. Started working with SAP in 1995 and been with IBM since 1997.
- Fun Fact – Enjoy spending time with my family. Especially helping my grandchildren get in trouble.

Speaker Name

- IBM Global SAP Retail Leader
- Dedicated and passionate leader and architect committed to delivering real customer value through innovative software solutions with a high priority on end consumer and employee experience, and overall customer satisfaction across all aspects of the retail business.

Key Outcomes/Objectives

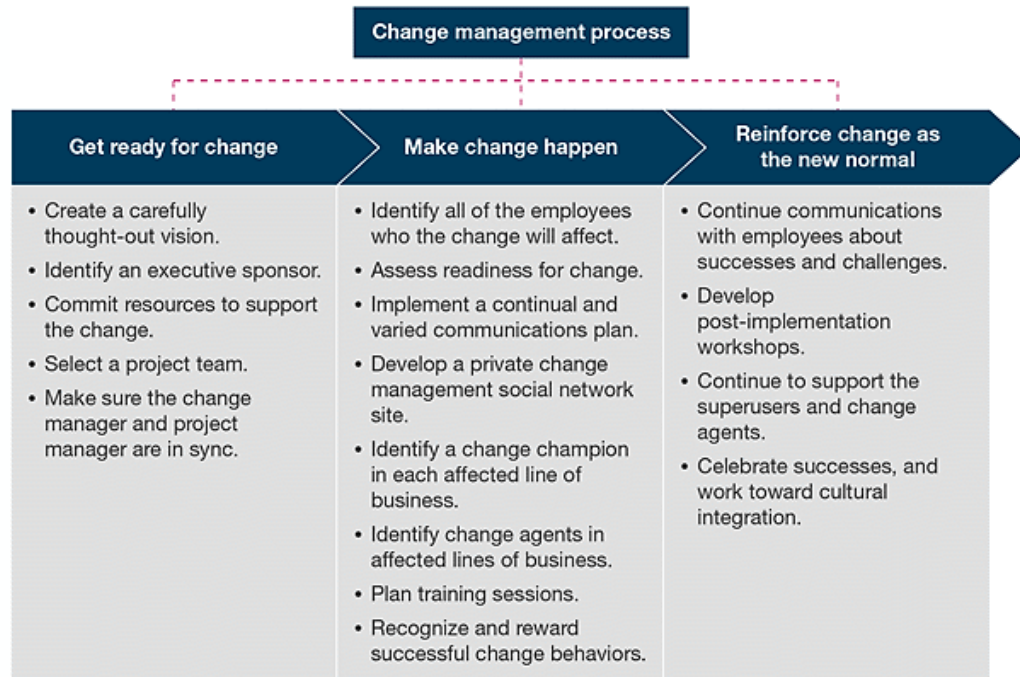
1. Understand the Disruption of the Digital Change and the Concept of Experience Management
2. Understand the Merging of Xdata and Odata
3. Learn about IBM's implementation of Qualtrics at our client sites

Agenda

- Change management in regards to digital change
- Leveraging Xdata and Odata
- IBM's Implementation of Qualtrics at a leading dairy manufacturer and a leading real estate development company
- Qualtrics capabilities

Change management requires engagement at all levels and formal approaches

A structured approach to change management helps drive adoption, engagement and ROI



How structured/formal is your process?

Checklist for successful transformations:

Vision	Stakeholder engagement and awareness of the impact of the project on the business
	KPIs for adoption/success agreed by key stakeholders
	Senior stakeholders able to identify the areas which require greater management focus and effort
Readiness	Readiness pulse surveys conducted on a defined cadence
	Change impact assessment conducted, impact validated, plans in place
	Project specific Business Readiness Checklist for each impacted business area
	Change risks identified
Engagement	Communication strategy/plan
	Training strategy/plan
Sustainment	Change Network structured, enabled, operational
	Recommendation for a Post Go-Live Support model to take forward for discussion and resourcing
	Knowledge harvesting recommendation and action plan

How established are these practices?

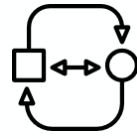
Digital Change

Change Management meets Design Thinking, Agile Practices and Digital Tools

As you engage in an ambitious transformation, the employee experience will need to reflect and support the new customer experience



Personalized



Iterative



Data-driven



Co-created

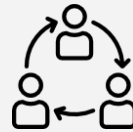


Sense & Respond

We enable large transformations by co-creating tailored change programs that leverage IBM's decades of experience with modern practices adapted to the digital age



Envision studios



Co-Creation Studios



Change Insights Dashboard



Digital Network



Viral content



Living Change Roadmap

Optimize Employee Engagement

Amplify the Employee Voice

Measure the Transformative Value

ILLUSTRATIVE - Past Client OCM Vision Statement

We will support each other
and have each others back

Recognize and celebrate
our accomplishments

We work hard and play
hard

Customer centric



Strive for better



We are one team with
one voice



Actively participate and
be present



Have business curiosity



A high-performing organization that focuses on enabling the full potential of employees through innovative digital tools, growth mindsets, and achievement over perfection

Our *People* must be the *Foundation* of our *Future*

The framework identifies six components, which describe critical operational dimensions that drive the customer & employee experience

PROCESSES

Digital & Automated Processes

- Responsive processes
- Digital value chain operations
- Recognition & reward
- Actionable performance metrics

ORGANIZATION

Information & Decision Networks

- Hierarchy vs. Network-structure
- Flexible staffing models by locations
- Empowered cross-functional teams
- Governance for ecosystems

TECHNOLOGIES

Cloud & AI-powered Technologies

- Digitization of core business and group function capabilities
- Modern technical architectures, models and patterns
- Physical settings with IT enablement



Outsourcing, Partnering & Ecosystem

- Cross-industry value creation
- Outsourcing of non-differentiating capabilities
- Service brokerage models
- Cross-silo value streams

Skills, Capabilities & Practices

- Release of intrinsic employee motivation
- New ways for radical collaborating
- Use of T-shaped skills in teams
- Prevention of single points of delay

Data & Real-time Insights

- Actionable insights from analytics and cognitive computing
- Voice of the Customer (VoC) and of the Employee (VoE)
- Metrics & scorecards based on behavioural science
- Leading indicators of success

IBM implemented Qualtrics at a leading dairy manufacturer. Currently, implementing at a leading real estate development company. Leveraging Qualtrics with IBM Cognitive capabilities to provide experience management capabilities.

XData Versus OData



Employee Engagement

Customer Satisfaction

Brand Perception

User Experience

Product Satisfaction



Sales

Production

Finance

SKUs

HRIS

Qualtrics

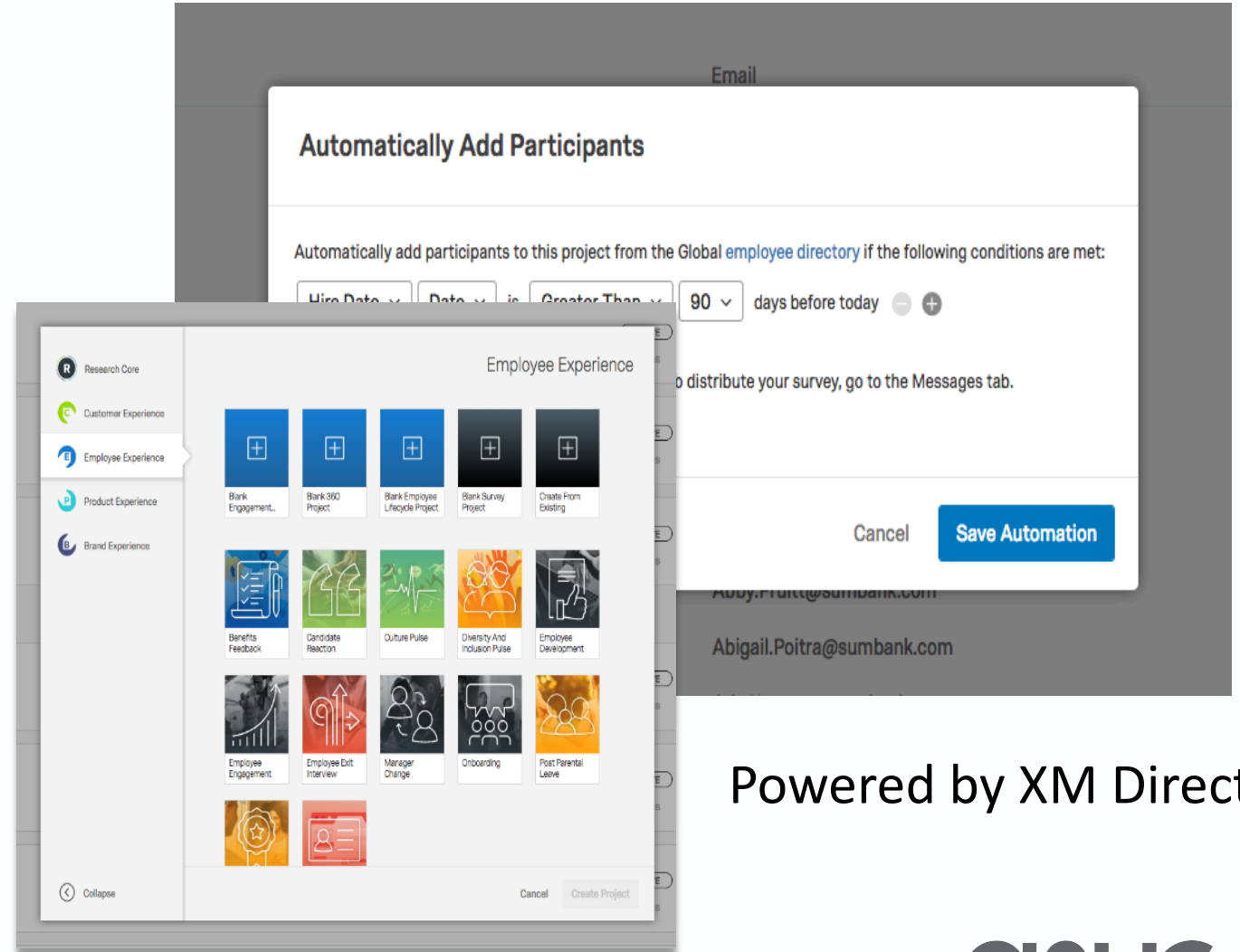


- EMPLOYEE ENGAGEMENT
- EMPLOYEE PULSE
- PRE-HIRE AND ONBOARDING
- EXIT INSIGHTS
- 360 & 180 SOLUTIONS

The Digital Open Door

The Digital Open Door

Pre-built programs and automated survey triggers empower you to be smarter, faster, and more impactful when it comes to understanding what drives exceptional employee experience.

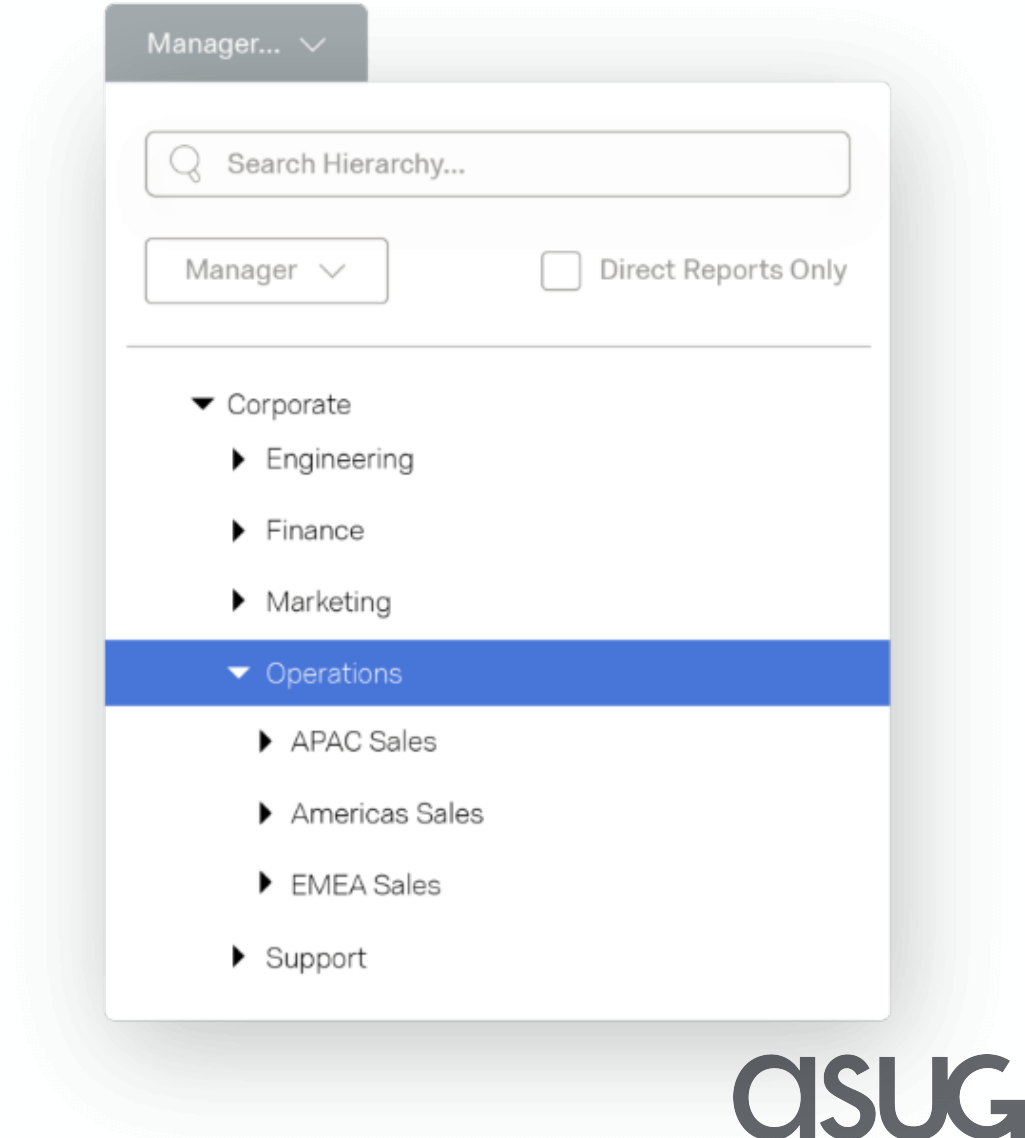


Powered by XM Directory

Personalized Programs

Personalized Programs

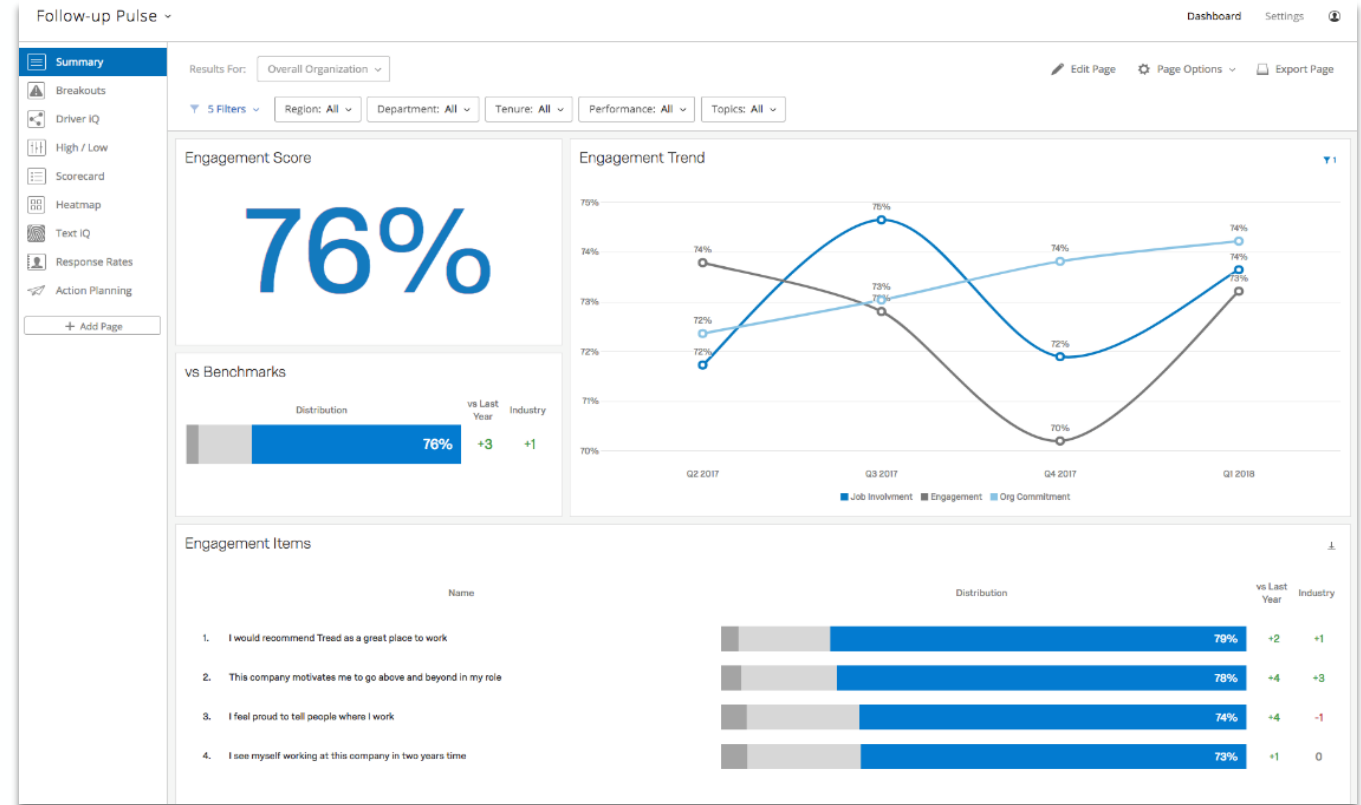
Patented org hierarchy technology simplifies the unwieldy process of managing complex org charts, user permissions, and reporting. All it takes is a few clicks to deliver tailored and relevant insights to every manager in real-time.



Personalized Programs

Personalized Programs

You no longer have to wait months for the results of your engagement or lifecycle feedback—now the right leaders can access role-based, real-time, and dynamic dashboard for their teams.



Powered by XM Directory

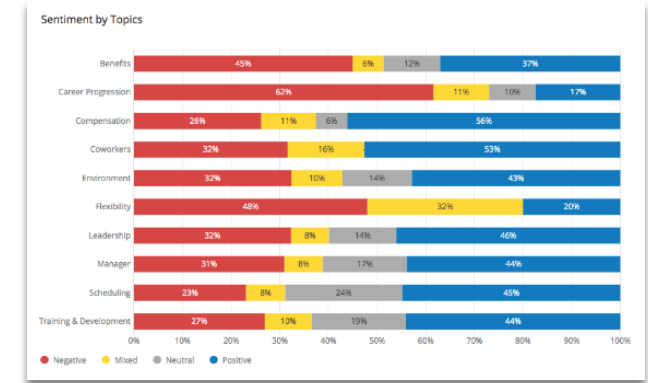
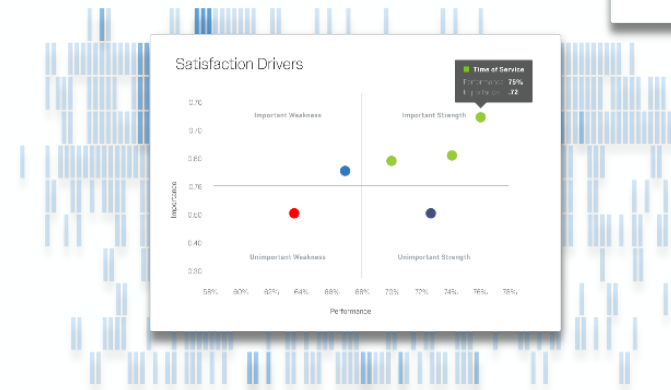
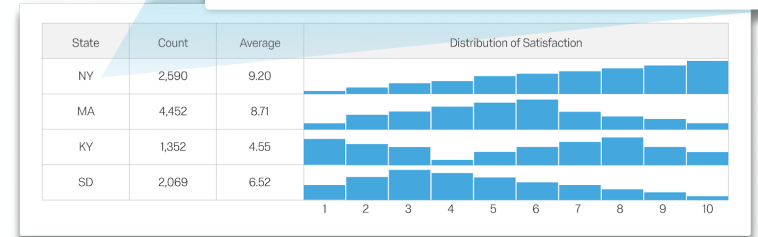


Personalized Programs

Actionable Insights

Qualtrics XM delivers artificial intelligence and machine learning, automatically analyzing and surfacing critical employee experience insights hidden deep in the data.

New York tends to have slightly higher values for **Satisfaction** than Massachusetts



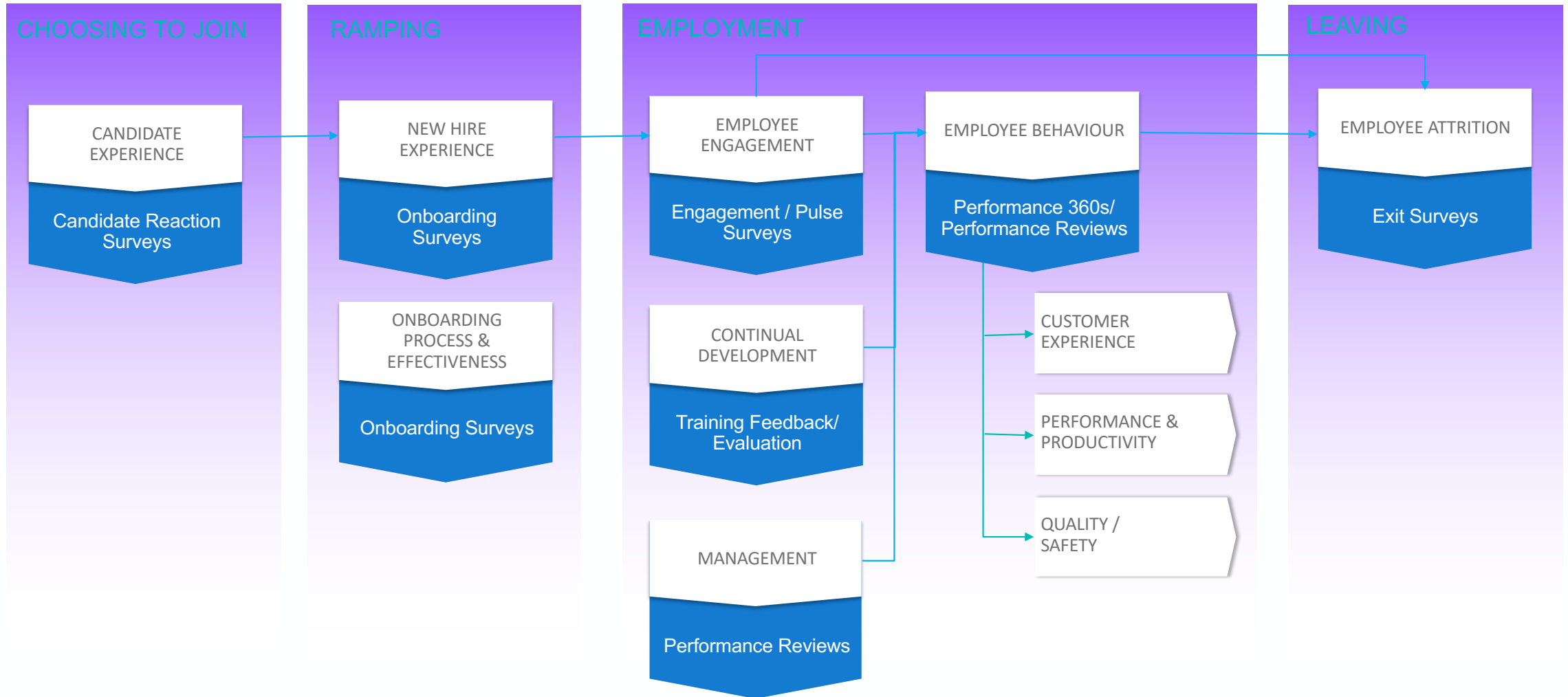
Personalized Programs

Actionable Insights

Empower the right leaders and managers throughout the organization with built-in action planning tools and reports



Mapping the employee experience



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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

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Q&A

For questions after this session, contact us at ryanmike@us.ibm.com and jose.paredes@us.ibm.com.

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