



Redefining customer experience with Qualtrics

François Genon-Catalot, Sr Director, SAP Customer Experience
Session ID #91077

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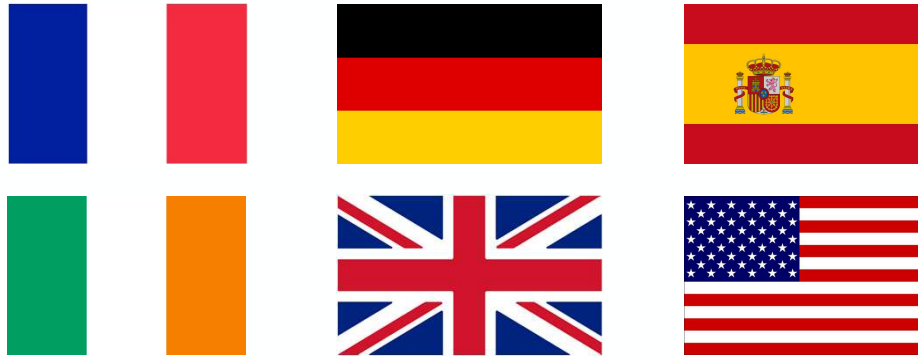
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About the Speakers

François Genon-Catalot

- Sr Director, SAP Customer Experience



Key Outcomes/Objectives

1. Overview of the SAP Customer Experience and Qualtrics portfolio
2. Customer Experience specific use cases
3. Roadmap of what to expect

Agenda

- SAP Customer Experience and Qualtrics
- Use Cases
- Roadmap
- Q&A

The market

CX Leaders outperform
the market and CX laggards

3x

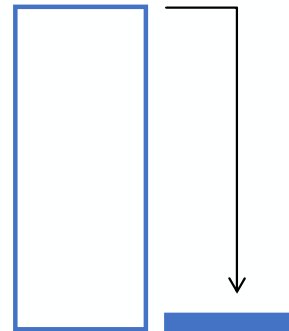
**CX
LAGGARDS
63%**

**S&P 500
138%**

**CX
LEADERS
183%**

Forrester Research's CX Index from 2007-2015, and Temkin Group's Experience Ratings from 2016-2018.
<https://www.watermarkconsult.net/blog/2019/01/14/customer-experience-roi-study/>

80%
of CEOs believe
they are delivering a superior
experience...



8%
of customers
agree

Connecting the X's and O's

eXperience

Why things are happening

The human factor: beliefs, emotions, and sentiments.

X-data helps to uncover what matters most to customers and employees.



Operational

What's happening

Insights from your day-to-day operations, like sales, finance, win rates, time to close.

O-data helps you run your business.

Connecting the X's and O's



Hear directly from your customers
from multiple sources

X

Listen

O

Insights gained from operational
metrics

Define the experience gap

X

Understand

O

Find operational root causes

Delight customers by predicting their
needs

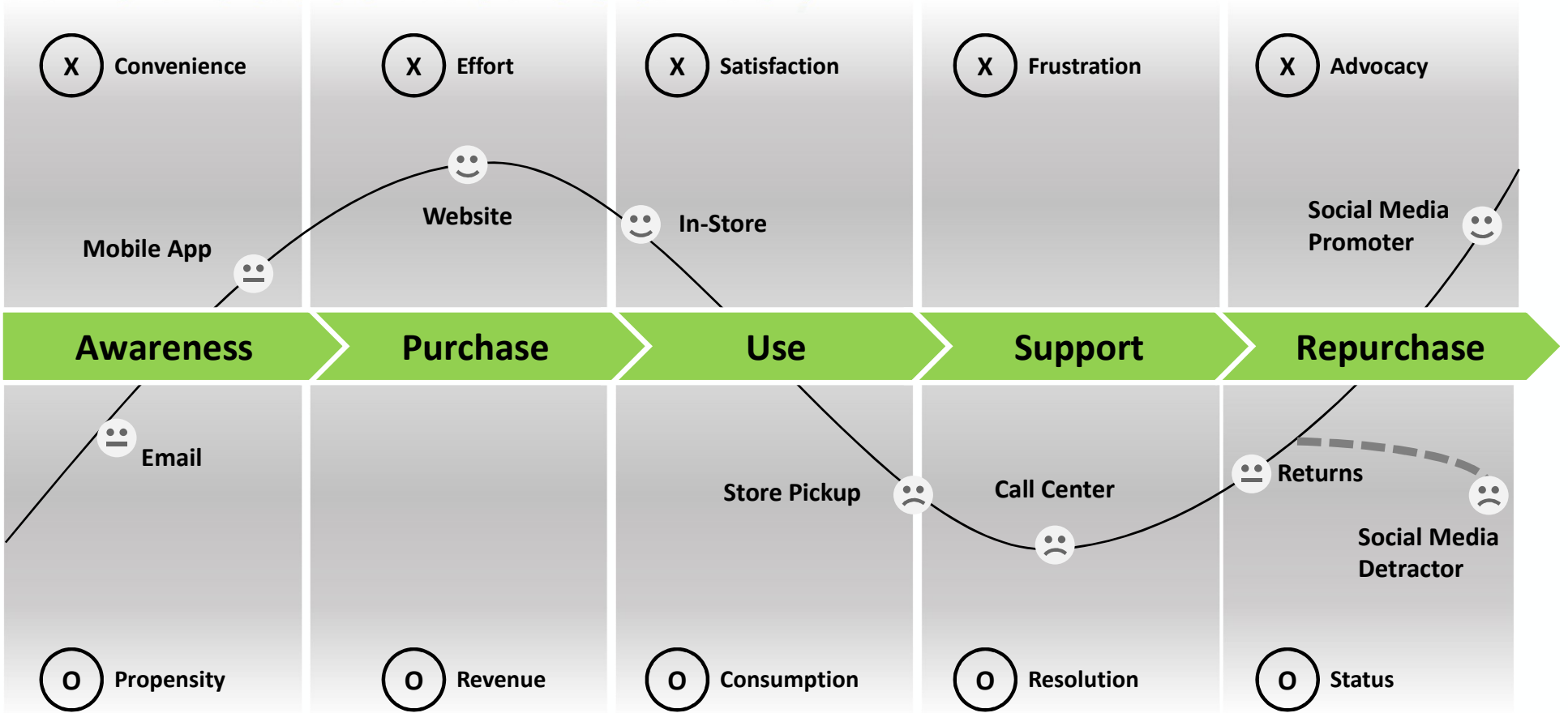
X

Act

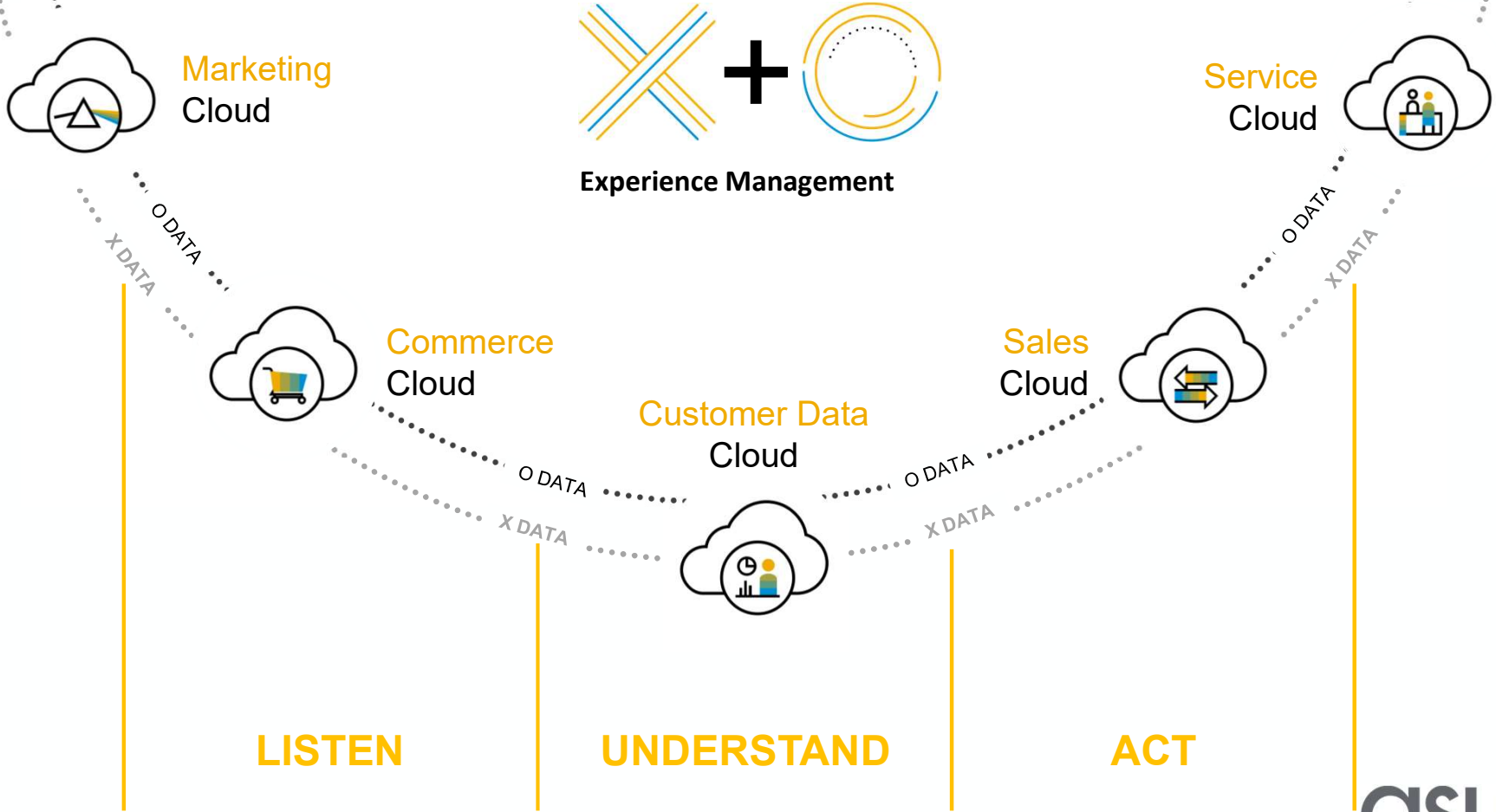
O

Transform your business from reactive to
proactive

X+O: Customer Journey



SAP C/4HANA

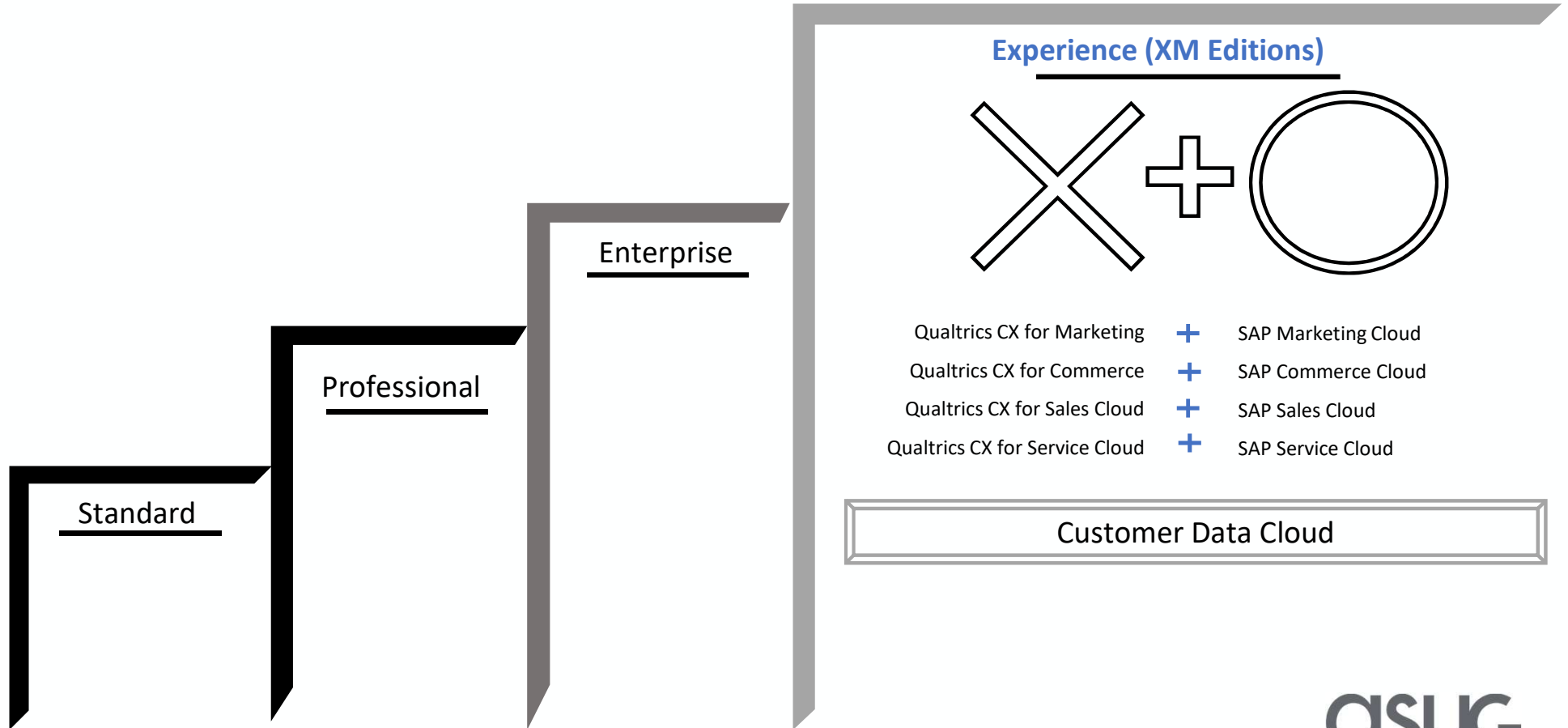


X+O: Outcomes

- Build brand awareness & equity
- Optimize customer acquisition
- Increase share of wallet
- Reduce cost to serve
- Improve customer retention & loyalty



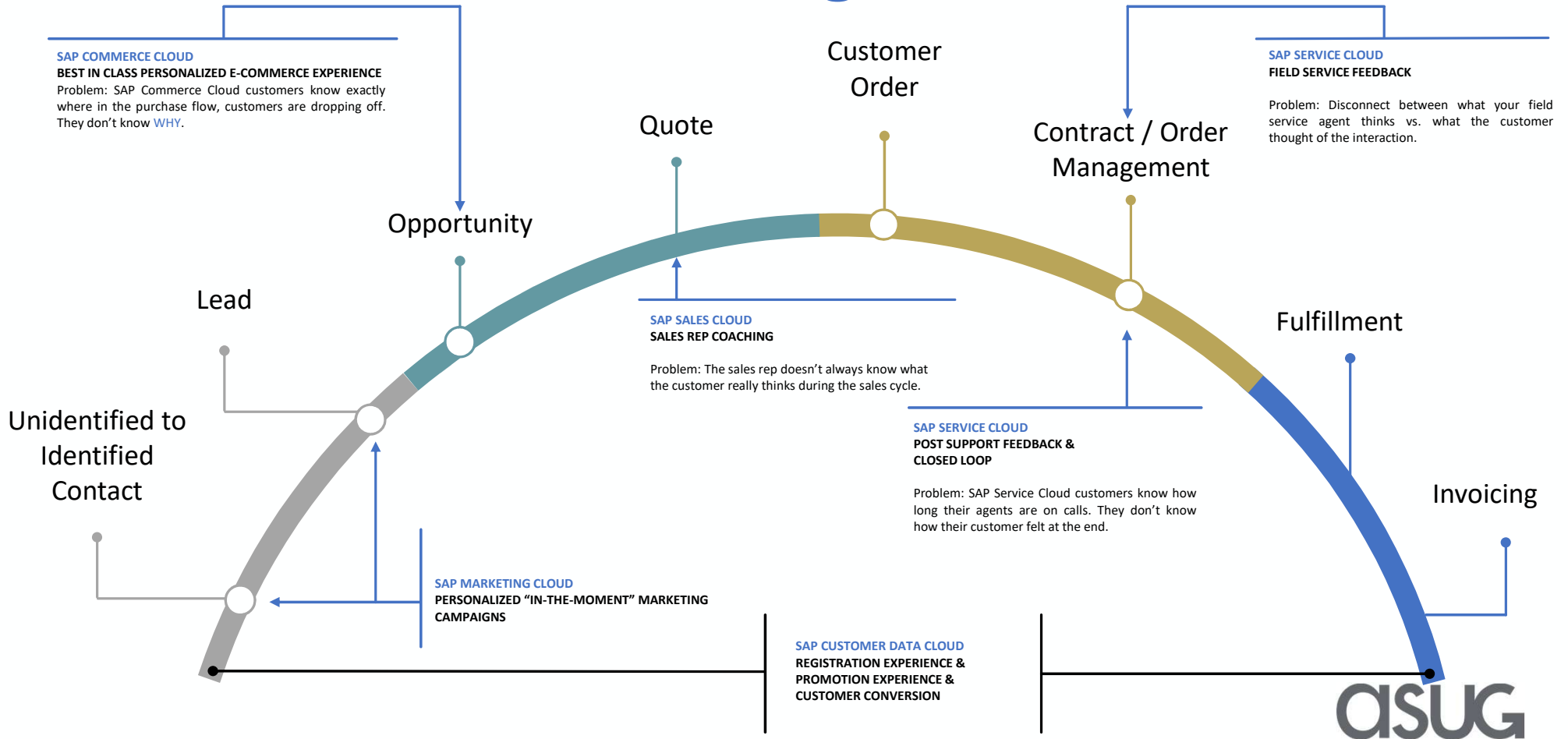
CX Experience Editions



Agenda

- SAP Customer Experience and Qualtrics
- Use Cases
- Roadmap
- Q&A

Define the Future Along the Value Chain



Customer Service Experience



INCREASE PRODUCTIVITY



REDUCE EMPLOYEE
ATTRITION



DEVELOP EMPLOYEES



CUSTOMER SATISFACTION



INCREASE REVENUE

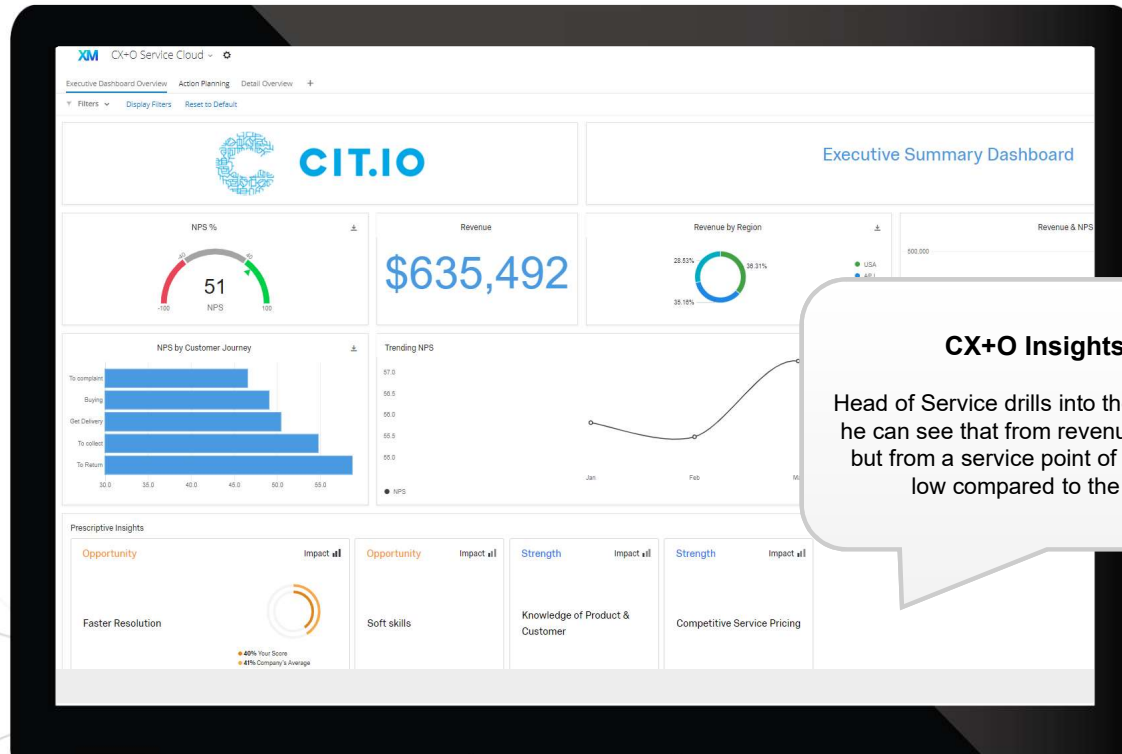
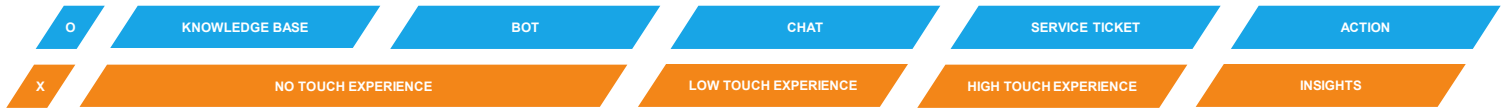


REDUCE CHURN



DECREASE COST

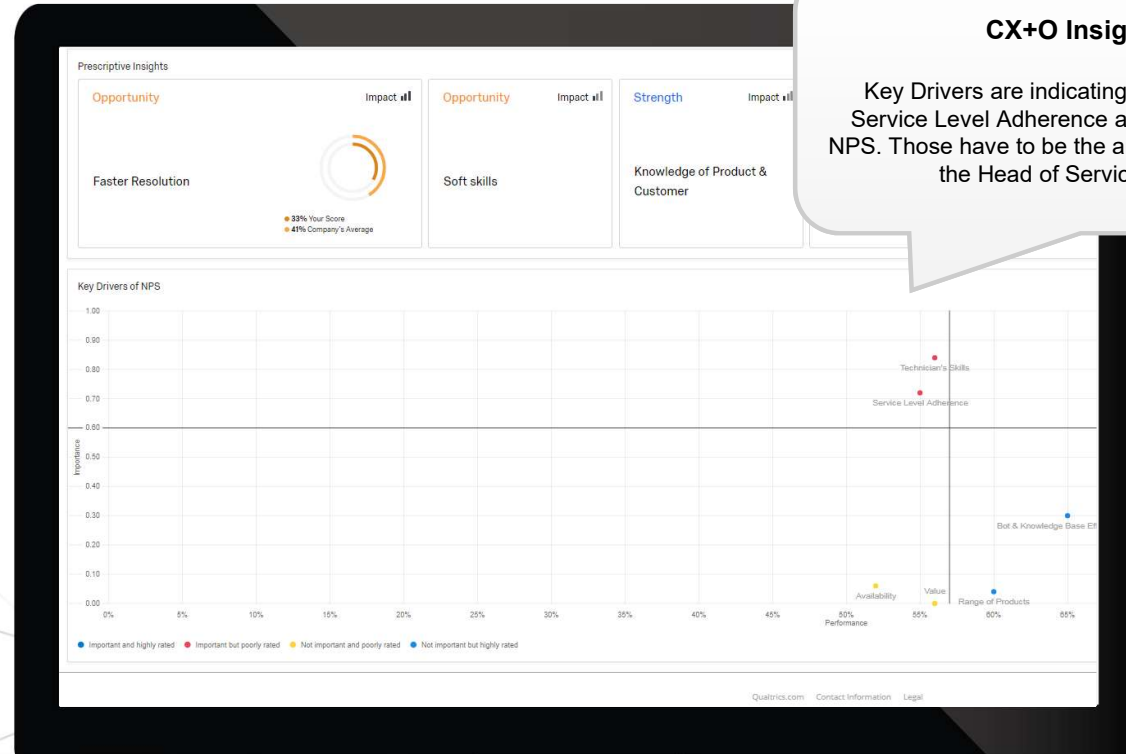
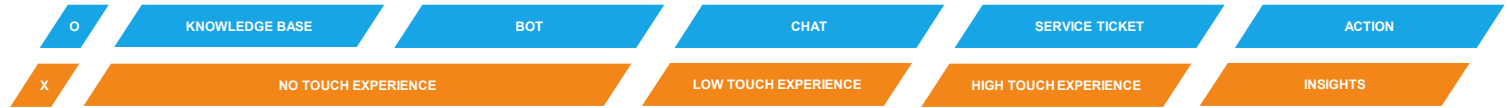
Bringing Insights to Action



CX+O Insights to Action

Head of Service drills into the refrigerator details as he can see that from revenue it is performing well, but from a service point of view, the NPS is very low compared to the other products.

Bringing Insights to Action



CX+O Insights to Action

Key Drivers are indicating that Technician's skills and Service Level Adherence are very critical to improve the NPS. Those have to be the areas to be focussed upon when the Head of Service is defining Actions

Customer Buying Experience

BUSINESS BENEFITS

By combining the CX+O insights, companies can uncover and leverage key experience drivers to create, optimize and measure end-to-end customer experiences which exceed customers' expectations and build a loyal customer base.



INCREASE NPS



INCREASE CUSTOMER ENGAGEMENT AND SATISFACTION SCORE



INCREASE CLICK-THROUGH AND CONVERSION RATES



CONVERSION RATE



INCREASE ORDER VALUE



REDUCE WEBSITE/
CART ABANDONMENT



REDUCE UNSUBSCRIBE
RATE



REDUCE BOUNCE RATE



REDUCE CHURN

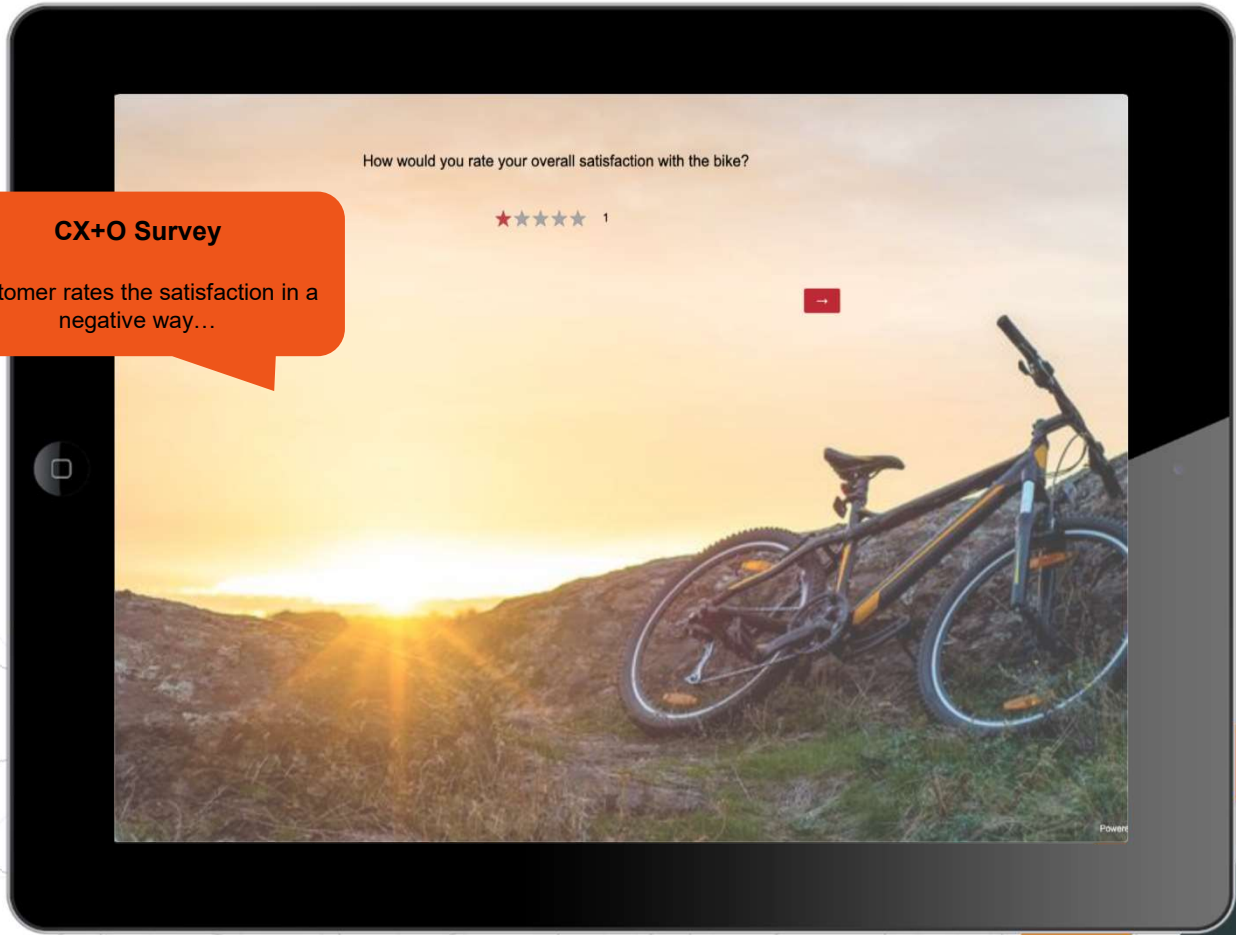




Negative Feedback

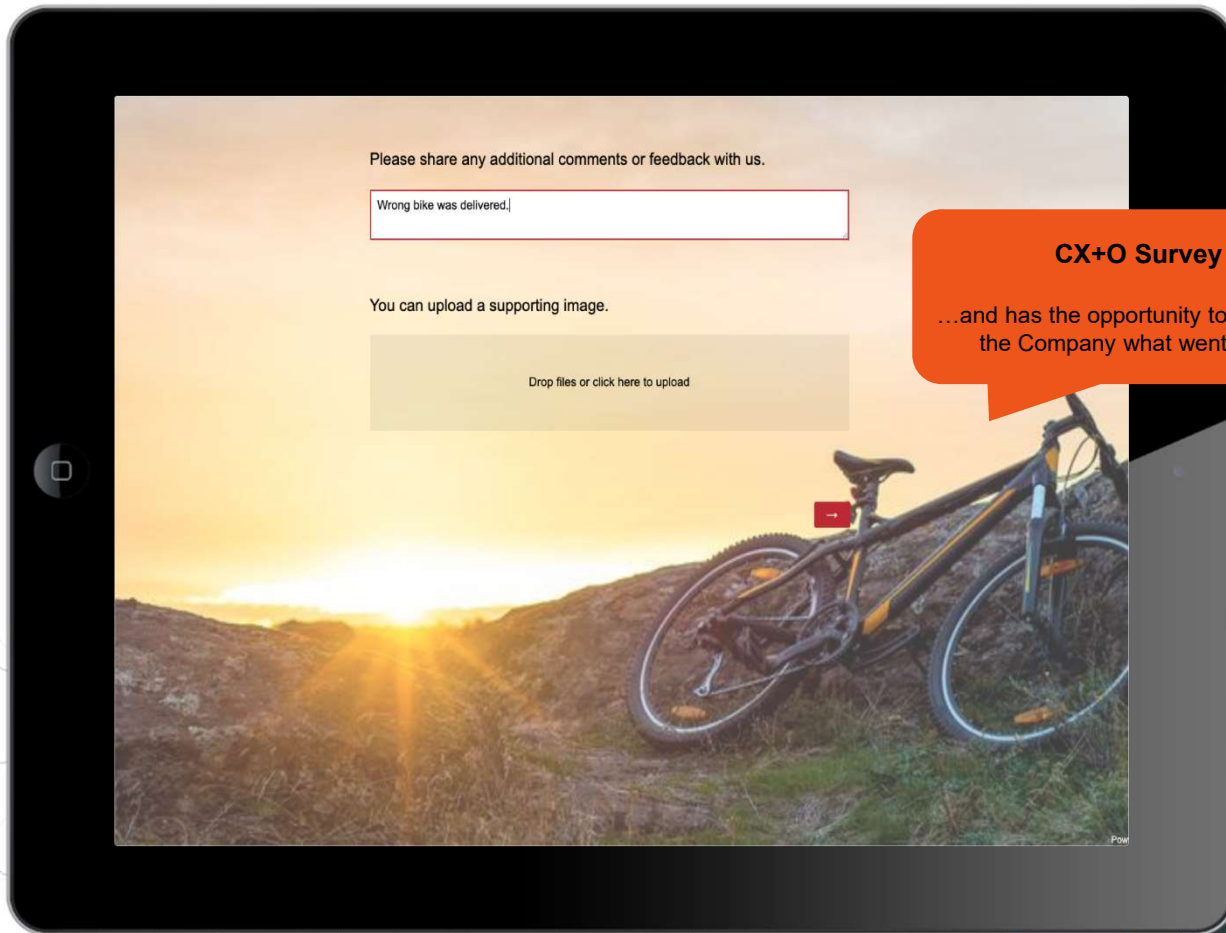


CX+O Survey
Customer rates the satisfaction in a negative way...



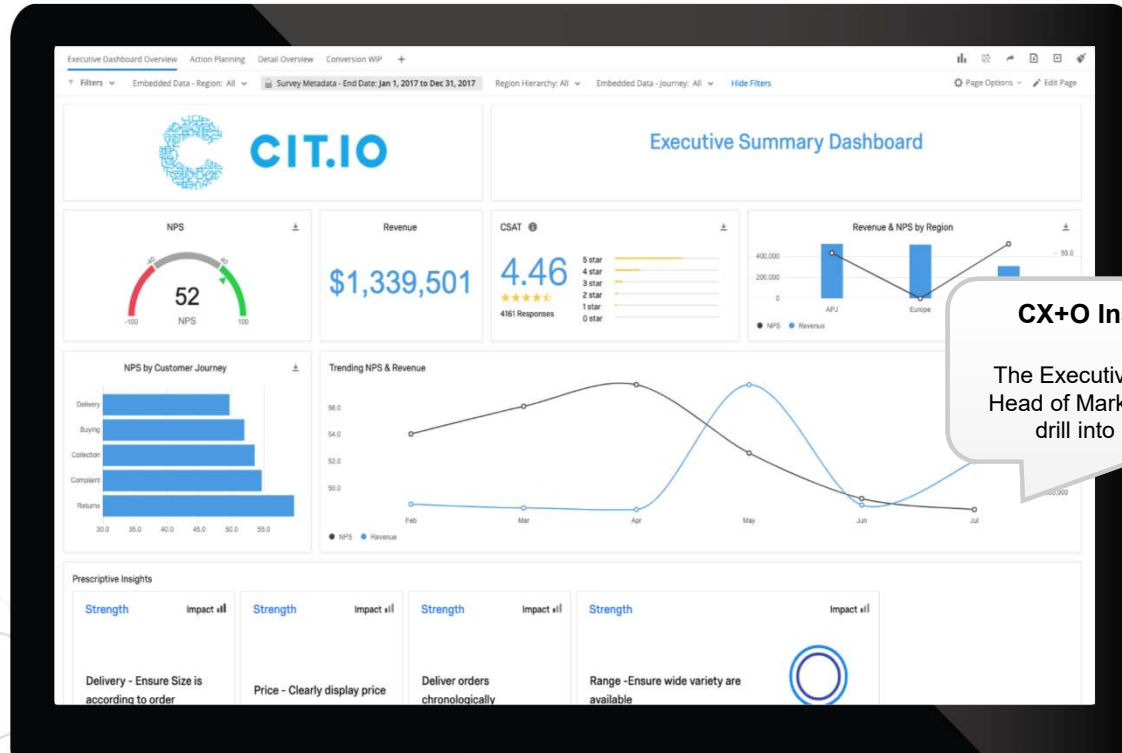
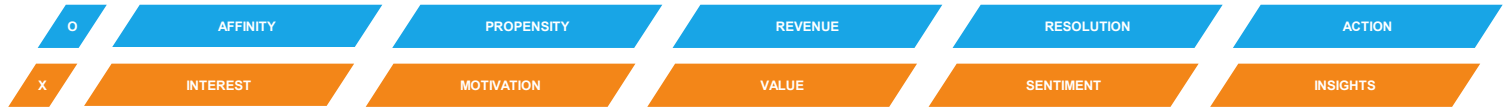


Negative Feedback



CX+O Survey
 ...and has the opportunity to share with the Company what went wrong

Bringing Insights and Action

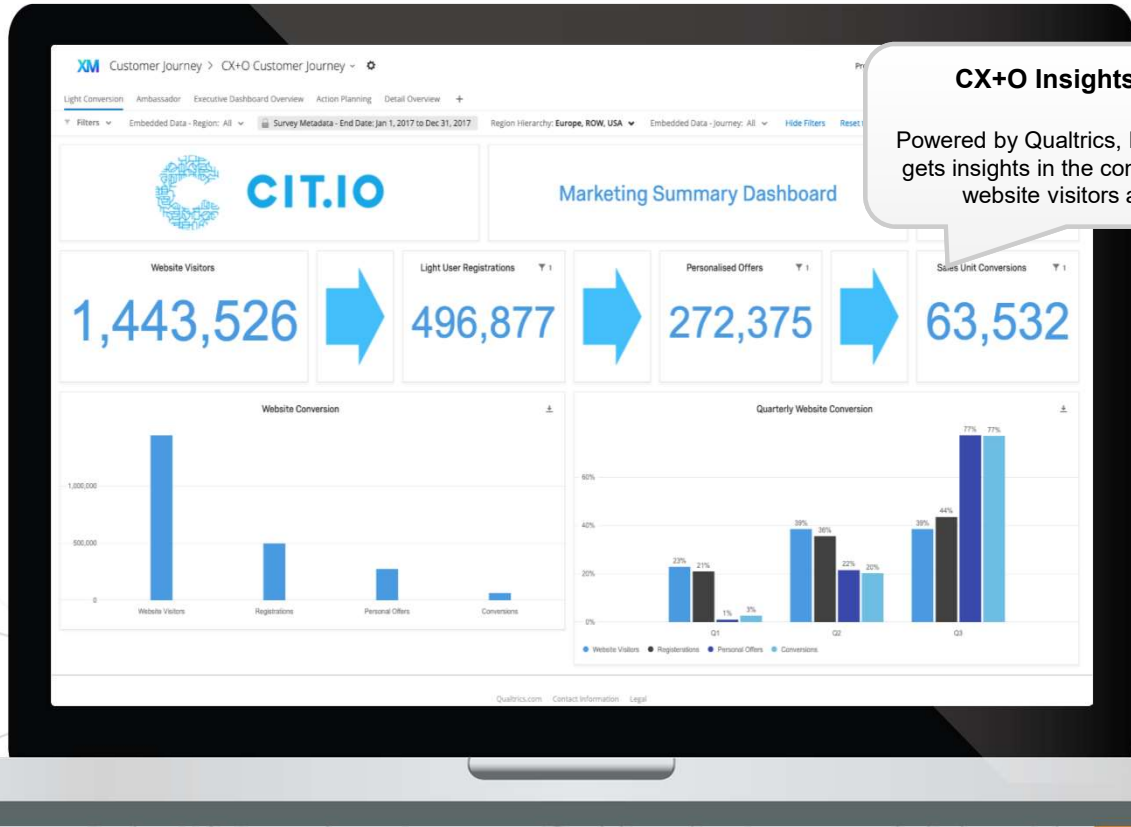


CX+O Insights to Action

The Executive Summary gives the Head of Marketing the possibility to drill into NPS per region...

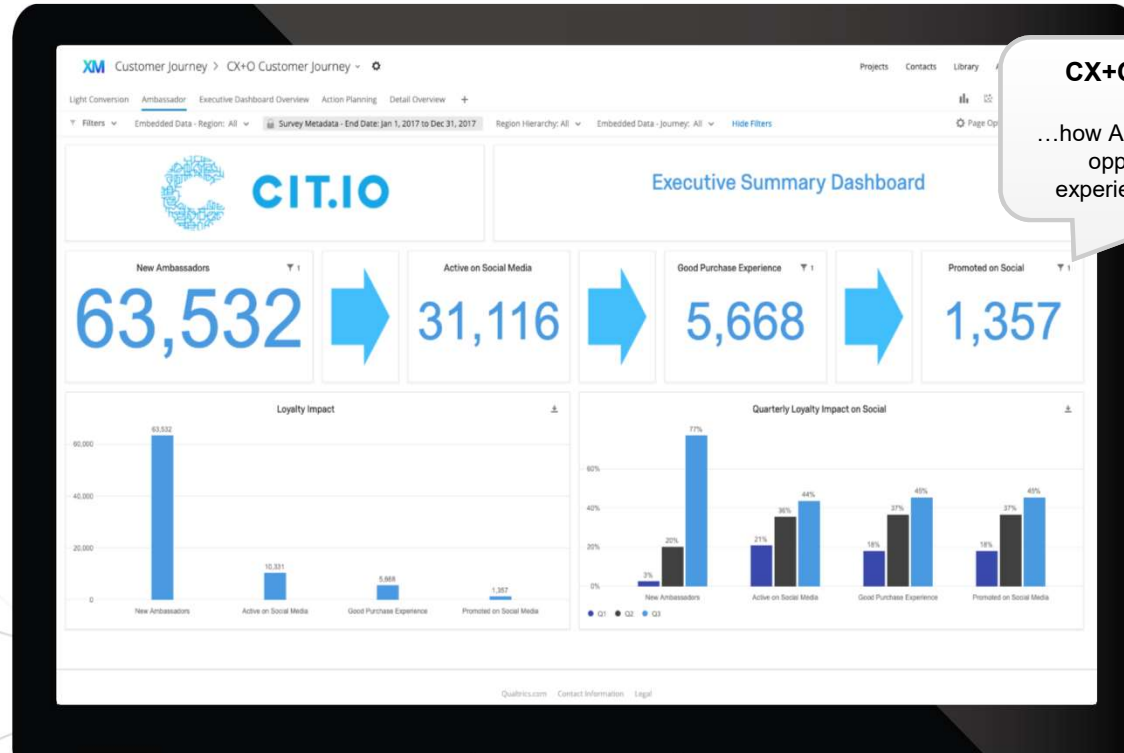


Bringing Insights and Action



CX+O Insights to Action
 Powered by Qualtrics, Head of Marketing gets insights in the conversion rate from website visitors as well as...

Bringing Insights and Action

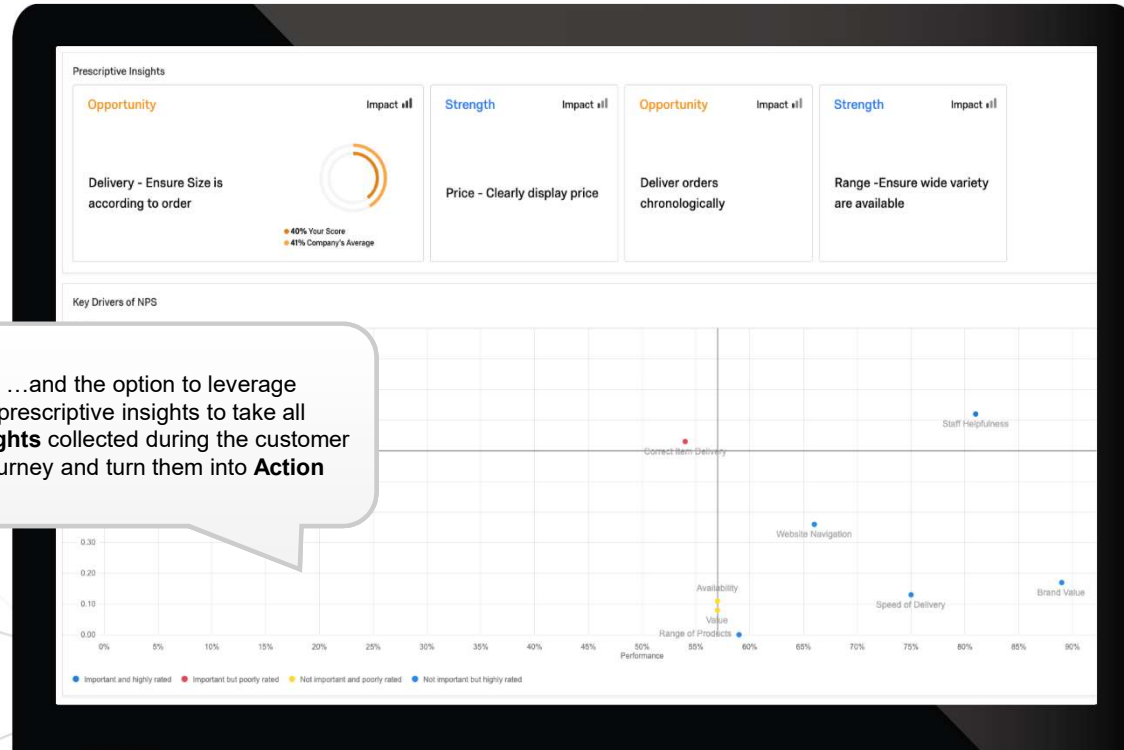


CX+O Insights to Action
...how Ambassadors are taking the opportunity to share their experiences on social channels

Bringing Insights and Action



...and the option to leverage prescriptive insights to take all **Insights** collected during the customer journey and turn them into **Action**





Commerce - Drive business growth on digital commerce experiences

X

Experience Data, "Why?"



High unsubscribe rate on email promotions



"I was unable to check out or had difficulty in checking out."



"Shipping time is too long & cost is too high"



Negative mentions on social media.

+

O

Operational Data, "What?"

- Cart Abandonment is **HIGH & GROWING**
- Order Value is **AVERAGE** or **SHRINKING**
- Bounce Rate is **HIGH**
- Conversion Rate is **LOW**

=

XM

Experience Management

- Capture feedback on the shopping experience
- Capture reasons for cart abandonment and drive corrective actions
- Make checkout and payment processes hassle free
- Make commerce experiences more contextual and personal for each visitor
- Understand drivers for customer satisfaction and its implications on operational KPIs



Marketing - Drive above-market growth and build trusted relationships

X


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=


XM

Experience Data, "Why?"

 Low rating on purchase experience

 "The experience was great. Love playing with the products at the launch."

 "I'm not satisfied with your product quality and the way your sales resolve the issue."

 Negative feedback shared on social media and popular review sites .

Operational Data, "What?"

- Website abandonment is high and core user action metrics are low
- Average click-through and conversion rates are low
- Unsubscribe rates are high
- Customer engagement or satisfaction scores are low
- NPS is low
- Churn rates are high

Experience Management

- Develop a single, comprehensive view of customers that delivers powerful insight to shape marketing strategy
- Engage with accuracy and personalization that delights customers and builds trust.
- Refine approaches and optimize marketing performance and ROI



Customer Data - Win more customers and build trusted personalized relationships

X

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=

XM

Experience Data, "Why?"



"I couldn't register with my social account from my phone."

"The terms of service were unclear so I didn't sign up."



"You didn't honor my consent and preferences so I opted out."



"As a frequent online shopper, the high cost of your shipping and long delivery time drove me to another brand."



"I would never buy the products and services you recommended to me."



Operational Data, "What?"

- Registration abandonment is **HIGH**
- Mobile registrations are **LOW**
- Unsubscribe rates are **AVERAGE**
- Opt-in for marketing is **LOW**
- Page views and time-on-page are **LOW**
- Inconsistent journeys are **HIGH**
- Cart abandonment is **HIGH**
- Conversion rates are **LOW**

Experience Management

- Reducing friction in registration, login, and consent workflows to win more new customers and smooth their journeys
- Honoring customers' consent and preferences throughout their relationship with your business to earn their trust
- Personalizing customers' experiences at each touchpoint to deliver real convenience
- Delivering consistent and relevant experiences that encourage more engagement, sales, and sign-ups
- Identify customers' pains, understanding their needs, and delivering the right solutions to foster trust and loyalty



Service - Improve Customer Retention and Loyalty

with proactive, in-moment, closed looped feedback

X

+

O

=

XM

Experience Data, "Why?"



"The Knowledge Base Article on Installing Ice Maker was not really useful"



"The last service agent I spoke did not know my purchase history and context – I had to repeat the issue I was facing from scratch"



"Website search is not effective – I Usually can't find relevant answers to my questions so I need to call in"



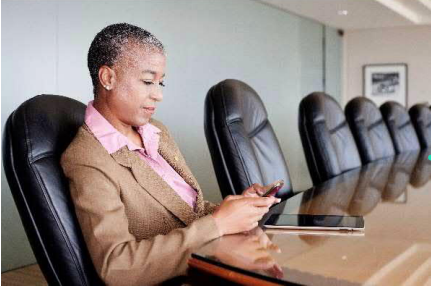
Trending Negative Sentiment for a newly launched Ice Maker Product

Operational Data, "What?"

- Customer Satisfaction Score is **LOW**
- First Response Time is **HIGH**
- Customer Effort Score is **HIGH**
- Net Promoter Score is **AVERAGE**
- Customer Churn Rate is **HIGH**
- Customer Lifetime value is **AVERAGE**

Experience Management

- ✓ **Engage and capture feedback from customers on their preferred channels**
- ✓ **Intercept and capture real-time feedback after service touchpoint**
- ✓ **Recover Service Quality & Customer Satisfaction by proactively following with your detractors**
- ✓ **Go from reactive to proactive service by using the analytics platform to identify at risk customers**



Sales - Drive business growth by improving Sales Execution

X

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XM

Experience Data, "Why?"



"My sales rep did not know what products I really wanted, even after multiple conversations."



"I can't make a purchase decision if I have this many outstanding questions about the solution. I wish my sales rep would communicate with me more frequently"



"Your sales rep never asked me about my goals or my business pain points."



"I am not closing deals at the same rate as my peers. They are making money and I am not."

Operational Data, "What?"

- Sales Rep churn is trending **UP**
- Customer interaction score is **HIGH**
- Deal Close Rate is **LOW**
- Average deal size is **LOW**
- Sales Cycles are **TOO LONG**

Experience Management

- Improved customer satisfaction score for the sales rep, improved customer's knowledge of the Sales Cloud, and improved sales rep deal closure rate
- Sales cycles will be shorter and the average deal size will increase
- Reduced overall cost of sales rep churn including increase of job satisfaction scores
- Understand if customer experience goals are met, or quickly identify potential issues
- Understand additional product capabilities required to enhance the customer experience

SAP CX & Qualtrics CX Customers

The X&O Opportunity for future integrations and a common value proposition





PORSCHE



Getting back on the
rails to deliver excellence
in experience

<https://vimeo.com/169248892>



PORSCHE

INDUSTRY Automotive
COMPANY SIZE Enterprise
USE CASES CX, CSAT, Vocalize



HOW PORSCHE NORTH AMERICA CLOSED THE EXPERIENCE GAP

+ COLLECTED MEANINGFUL IN-THE-MOMENT INSIGHTS

With Qualtrics' cross-device data collection capabilities, Porsche was able to collect customer data through emailed surveys as well as in-dealership tablets in order to get a full picture of the end-to-end customer experience.

+ TRANSFORMED THE IN-DEALERSHIP EXPERIENCE

Qualtrics' analytical capabilities enabled Porsche to run deep diagnostics and clearly identify key opportunities to "make the customer experience as great as – and possibly greater than – the product experience."

+ TRACKED CHANGE OVER TIME

Qualtrics Vocalize delivered real-time results as data visualization that presented performance scores by dealership across the organization.



As good as we are and as good as we've become, we need to continue to raise the bar. And in true Porsche fashion, we are."

ANDREW PINE, VP CUSTOMER RELATIONS

THE RESULTS

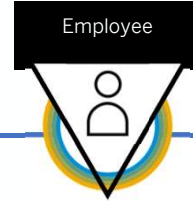
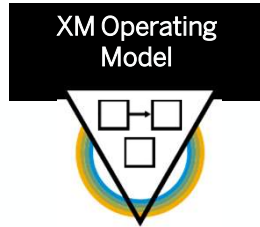
1 comprehensive VOC program

198 dealerships have been implemented

#1 for service satisfaction

XM Vision at SAP: a world-class XM practice

One Model –
4 Pillars



One
Consistent
Approach



Listen Identify expectations and opportunities via feedback

Learn Understand insights + operational data to assess impact and prioritize efforts for max impact

Act Act quickly on challenges and fix systemic issues via cross-functional efforts

Guiding Principles

- Always accompany listening with action
- Intentionally design & manage the experience
- Translate across the business & enable E2E connection across silos
- Continuous improvement in an agile environment

Brand
Promise

Great experiences are built on the foundation of our brand.

Purpose | Promise | Principle

Agenda

- SAP Customer Experience and Qualtrics
- Use Cases
- Roadmap
- Q&A

The Journey Towards Adding Empathy to the Intelligent Enterprise

SAPPHIRE NOW

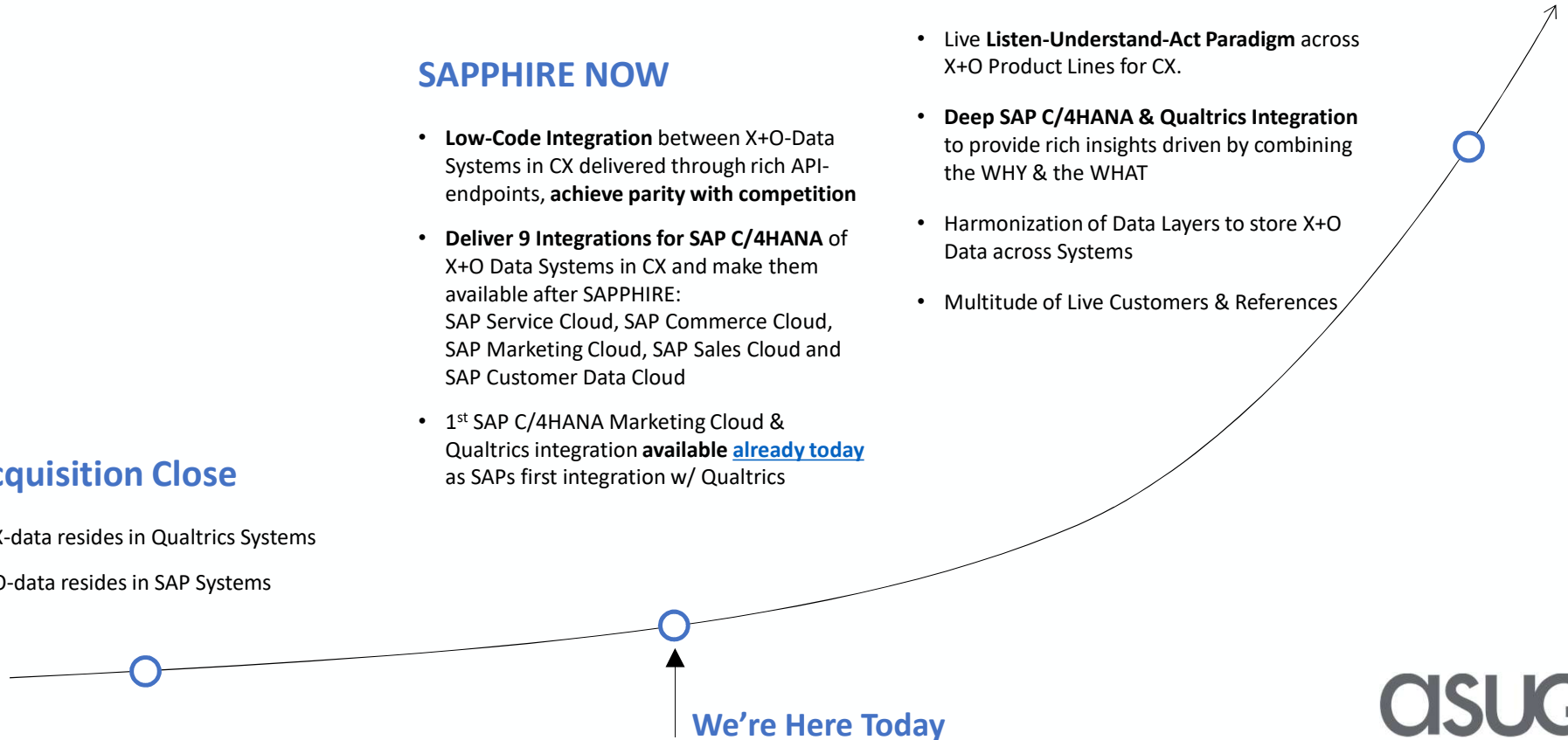
- **Low-Code Integration** between X+O-Data Systems in CX delivered through rich API-endpoints, **achieve parity with competition**
- **Deliver 9 Integrations for SAP C/4HANA** of X+O Data Systems in CX and make them available after SAPPHIRE:
SAP Service Cloud, SAP Commerce Cloud, SAP Marketing Cloud, SAP Sales Cloud and SAP Customer Data Cloud
- 1st SAP C/4HANA Marketing Cloud & Qualtrics integration **available already today** as SAPs first integration w/ Qualtrics

End of 2019 & Beyond

- Live **Listen-Understand-Act Paradigm** across X+O Product Lines for CX.
- **Deep SAP C/4HANA & Qualtrics Integration** to provide rich insights driven by combining the WHY & the WHAT
- Harmonization of Data Layers to store X+O Data across Systems
- Multitude of Live Customers & References

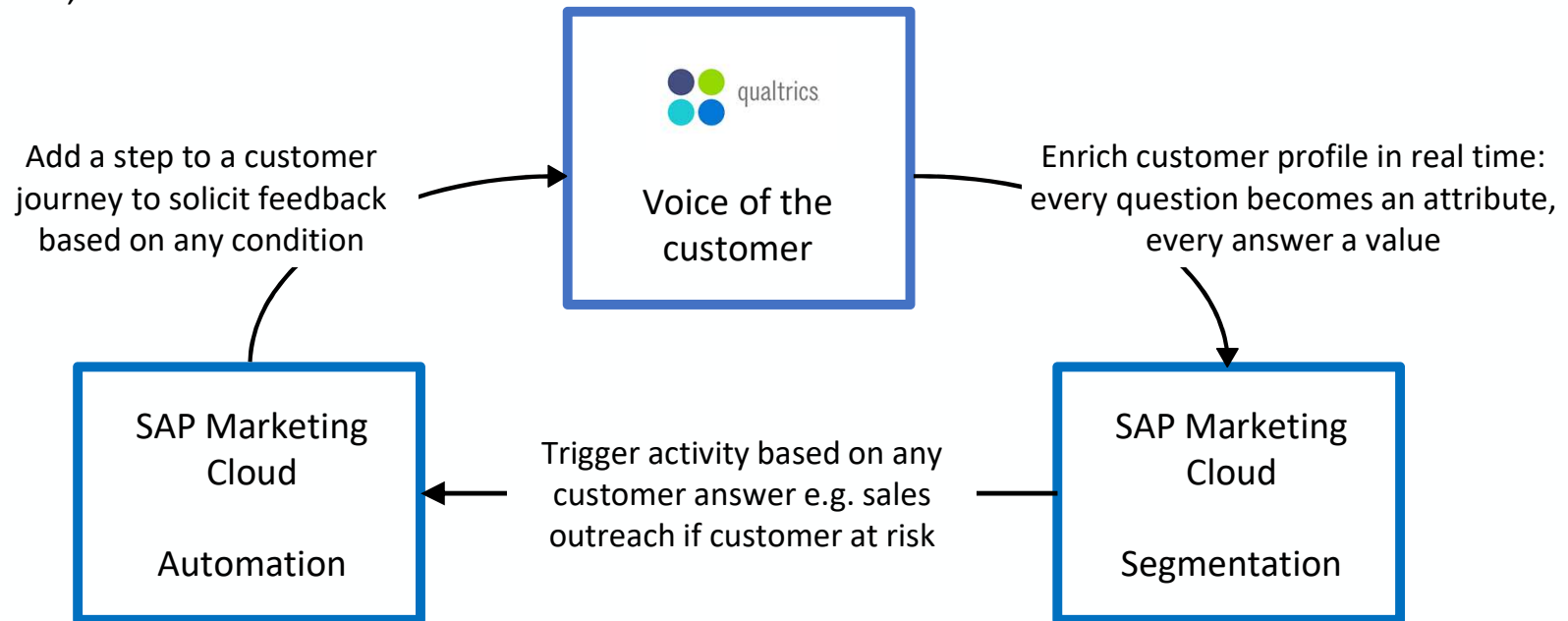
Acquisition Close

- X-data resides in Qualtrics Systems
- O-data resides in SAP Systems



Qualtrics + SAP Marketing Cloud

- Qualtrics has a number of capabilities that are directly relevant to the Marketing line of business, e.g. for market research or to better understand the impact of the brand
- More importantly Qualtrics can supercharge the Marketing Cloud with the best customer data: their voice, at scale



Roadmap Qualtrics + SAP Marketing Cloud

Q2/2019

- iFlow on integration with Qualtrics now live on the [SAP API Hub](#)
- Leverage full SAP Marketing Cloud segmentation & marketing permission capabilities to identify and target feedback candidates
- Distribute or trigger Qualtrics survey as part of campaign automation flow in SAP Marketing Cloud
- Fully capture survey data (questions, responses) as part of SAP Marketing Cloud customer profile to build powerful segments
- Capture additional X-data in SAP Marketing Cloud derived from survey data leveraging Qualtrics ML and statistical capabilities (sentiments, text analysis, prediction models)
- Trigger activities, campaigns, nurture streams in SAP Marketing Cloud

Q3-Q4/2019

- Provide account-based X-data analysis (e.g., NPS) in SAP Marketing Cloud
- Update SAP Marketing Cloud scoring models, feed analytical dashboards
- Import Qualtrics statistical models on group level to SAP Marketing Cloud (correlations: e.g., NPS+Age, Income+Interest) to auto-generate intelligent target groups
- Combine X-data and O-data to identify customers at risk and counteract churn
- Tightly integrate survey and feedback designer into SAP Marketing Cloud content studio and leverage survey object seamlessly as part of SAP Marketing Cloud processes (e.g., automation flows)
- Further scenarios prioritized based on customer feedback (Feedback and Co-Innovation Customers)

Qualtrics + SAP Marketing Cloud

The screenshot displays the SAP API Business Hub interface. At the top, the navigation bar includes 'SAP API Business Hub', 'Getting Started', 'API Cockpit BETA', and a 'Log On' button. The main content area features the title 'Qualtrics Survey Data Integration with SAP Marketing Cloud' and a subtitle 'Integration of Qualtrics Survey and Response Data with SAP Marketing Cloud'. Below the title are two icons: a star and an envelope. A horizontal menu below the title has 'Integration' (selected) and 'Details'. The main content area contains two integration flow cards. The first card is titled 'Create Survey Subscription in Qualtrics' and describes a one-time subscription to survey metadata. The second card is titled 'Mapping Qualtrics Survey Data for SAP...' and describes mapping survey and response data into SAP Marketing Cloud format. Both cards indicate they are Version 1.0.0 Integration Flows. A share icon is visible on the right side of the page.

SAP API Business Hub Getting Started API Cockpit BETA Log On →

Qualtrics Survey Data Integration with SAP Marketing Cloud

Integration of Qualtrics Survey and Response Data with SAP Marketing Cloud

★ ✉

Integration Details

Create Survey Subscription in Qualtrics

This integration flow provides a one-time subscription to survey metadata from Qualtrics.

Version 1.0.0 Integration Flow

Mapping Qualtrics Survey Data for SAP...

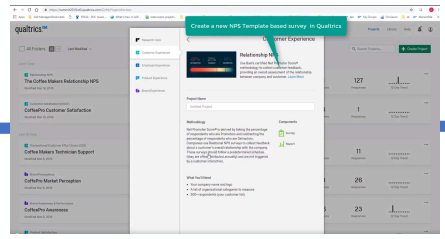
This integration flow map Qualtrics survey and response data into SAP Marketing Cloud format and subscribe to Qualtrics response event.

Version 1.0.0 Integration Flow

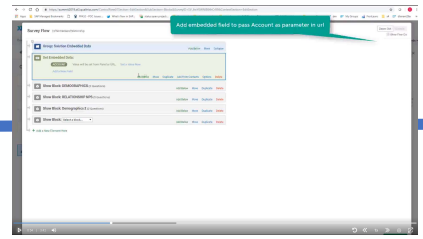
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<https://api.sap.com/package/QualtricsIntegrationwithSAPMarketingCloud?section=Artifacts>

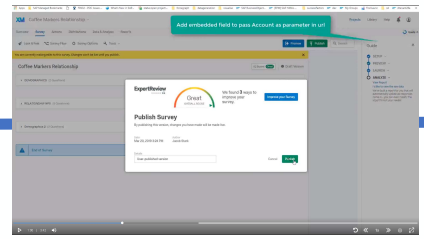
ABM programs based on Xdata from Qualtrics



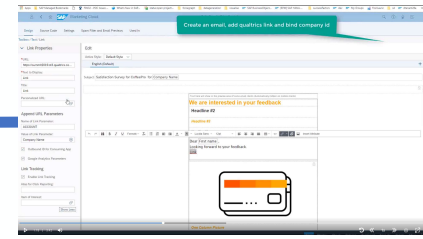
Create NPS template based survey



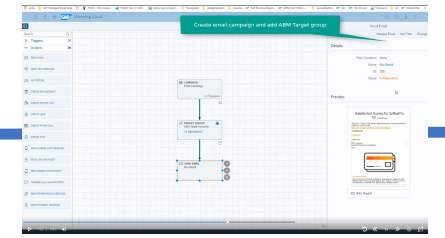
Enable tracking on account level as URL parameter



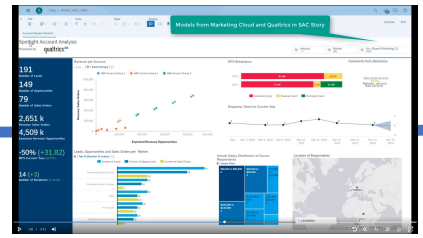
Publish & distribute survey via URL



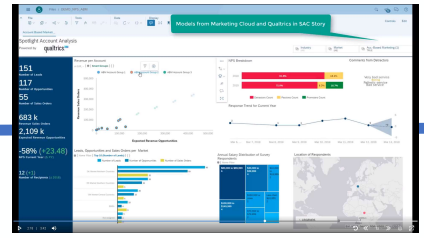
Design email content, add URL link and bind account ID



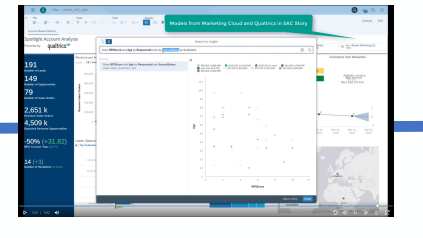
Run email campaign to invite key contacts of ABM account to NPS survey



Use SAC to analyze success of ABM (Account Based Marketing) programs based on X & O-data

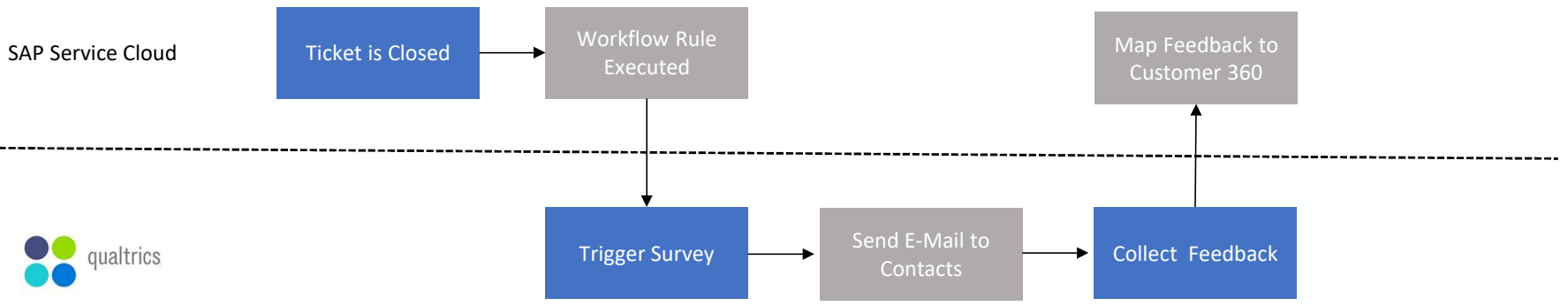


NPS comparison, SAC to auto detect similar accounts (smart grouping capability)



Natural language based ad hoc analysis (search to insight capability)

Roadmap Qualtrics + SAP Service Cloud



Roadmap Qualtrics + SAP Service Cloud

1908

- Trigger & Execute Survey (Feedback Collection)
- Mapping Feedback /Responses to Customer 360
- Survey Authoring & Execution in Qualtrics Platform

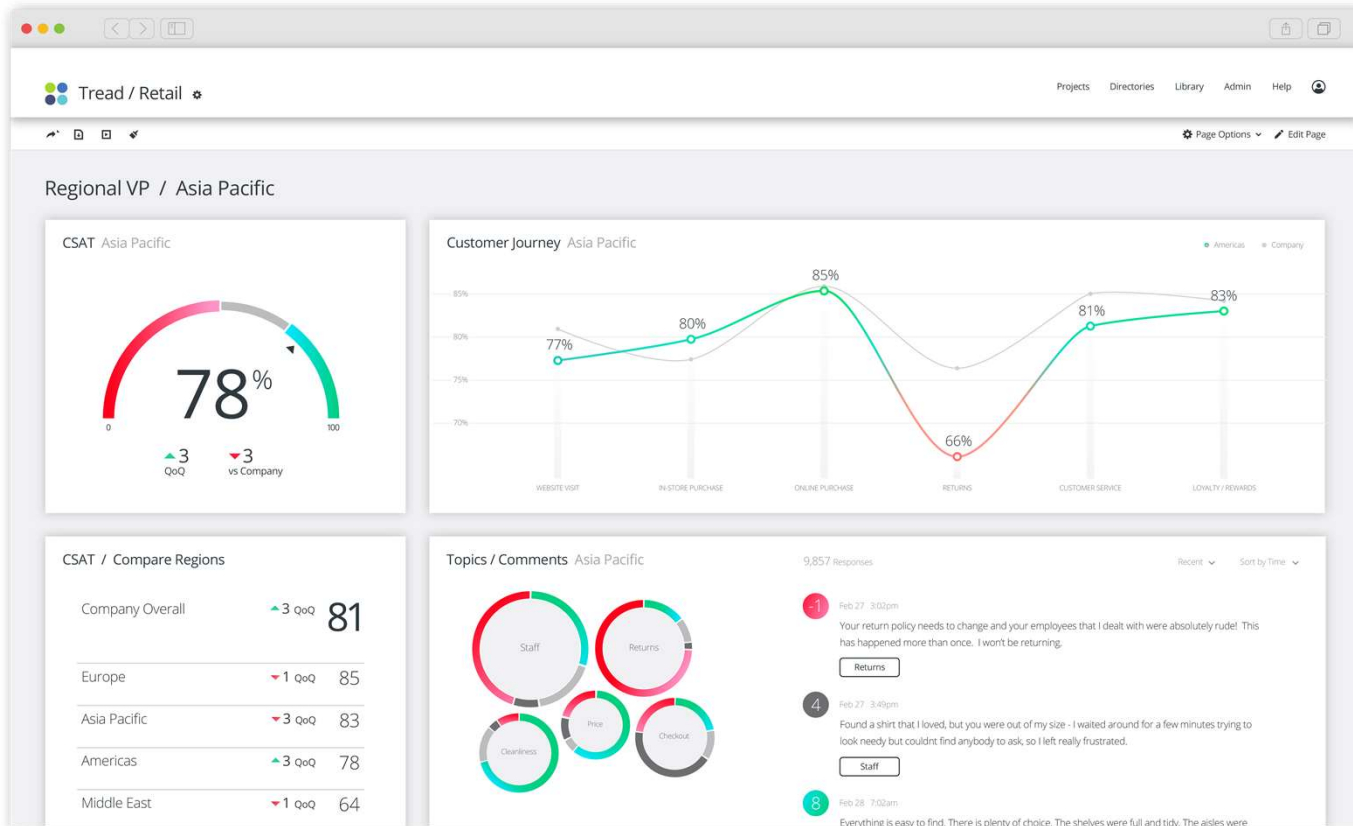
1911

- Implement POC items
- Closed Loop: In case of negative customer feedback, trigger reopening of ticket or new sub-ticket workflow
- Workflow execution in Service Cloud

2002

- Digital Feedback collection (website content, KB, Communities)
- Text Analytics for E-Mail, Chat & Phone-Call interactions and tickets
- Embedded Survey Authoring capabilities in Service Cloud

Voice of the Customer Analytics

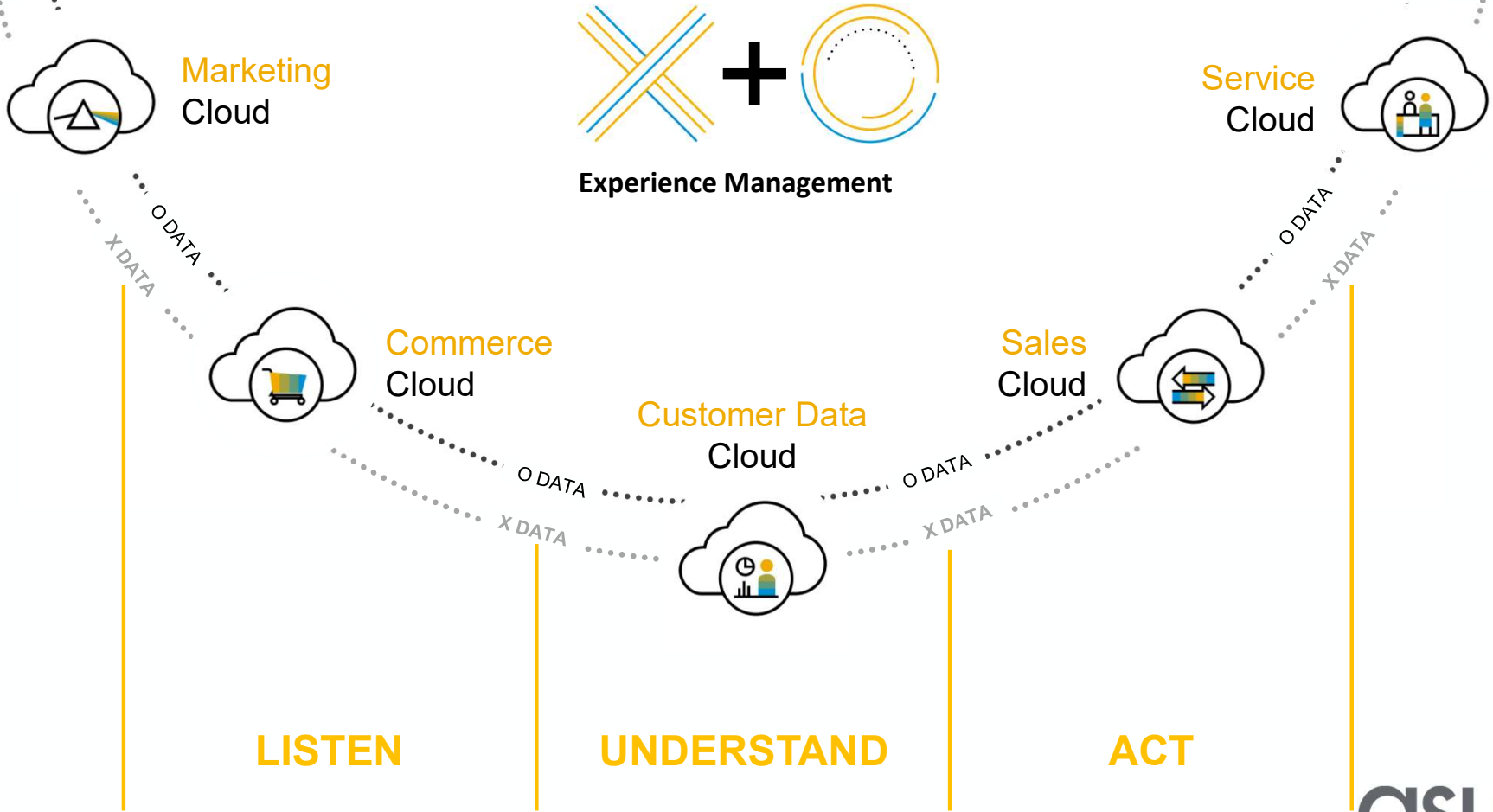


- Identify at Risk customers based on CSAT & NPS Score trends
- Track entire customers journey across every touchpoint and interaction
- Identify Top Topics & based out of aggregate interactions
- Leverage NLP to analyze customer sentiment for every interaction

Agenda

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SAP C/4HANA



Join the roundtable on Thursday!

- **Follow-up Discussion to Redefining Customer Experience with SAP Qualtrics Offerings**
- Roundtable on Thursday 12PM-12:40PM
- S220DE: Roundtable 3 (South Concourse, Level 2)
- SID: ASUG95408
- https://sessioncatalog.sapevents.com/go/agendabuilder.sessions/?l=205&sid=95408_503898&locale=en_US
- Attend this session following the 1:00pm Redefining Customer Experience with SAP Qualtrics Offerings (ASUG91077) and learn more from François Genon-Catalot as he answers your questions and keeps the conversation going around the vision, strategy and value of the combined portfolio of SAP C/4HANA and SAP Qualtrics in the Experience Economy.

Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.



Q&A

For questions after this session, contact me at

francois.genon-catalot@sap.com

Linkedin: <https://www.linkedin.com/in/fgenon>

Twitter: @FranGenon

Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

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

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