

# SAP CX User Experience

## What's next?

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November 2020



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# SAP Customer Experience – Portfolio: **Our DNA**

## Commerce

Deliver **commerce everywhere** with personalized frictionless and transparent experiences

- Revamp commerce to modern modularized, cloud native mobile first intelligent store platform.
- Seamless integration to the business technology platform.

## Sales

[ SAP Sales Cloud  
Sales Performance Management ]

Connected sales experiences that accelerate the buying process and turn **customers into advocates**

- Move to modern cloud model.
- Add B2B Engagement (B2B Marketing) functionality to strengthen solution.

## Customer Data

The living breathing **unified view of the customer** for use across CX and beyond

- Build on Identity and Consent foundation as a central piece of the Customer Data Platform.
- Seamless integration to the business technology platform.

## Marketing

Engage the customer on their terms **across any channel** at scale

- Deliver next generation Marketing Platform, with market leading B2C and B2B capabilities and shared services, to deliver the needs of new industry domains.

## Service

[ SAP Service Cloud  
Field Service Management ]

Provide great service experiences and enable **fast resolutions across channels**

- End-to-end service framework based on cloud native technology

# UX is even more important because the way we live...



**interact**



**watch**



**learn**



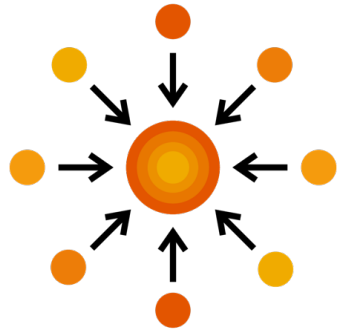
**travel**



**shop**

...impacts the way **we want to work**

# User Experience



**Tailored**



**Consistent**



**Effective**





## Order



## Assembly



## Brand Recognition



## Tools



## Brand Experience



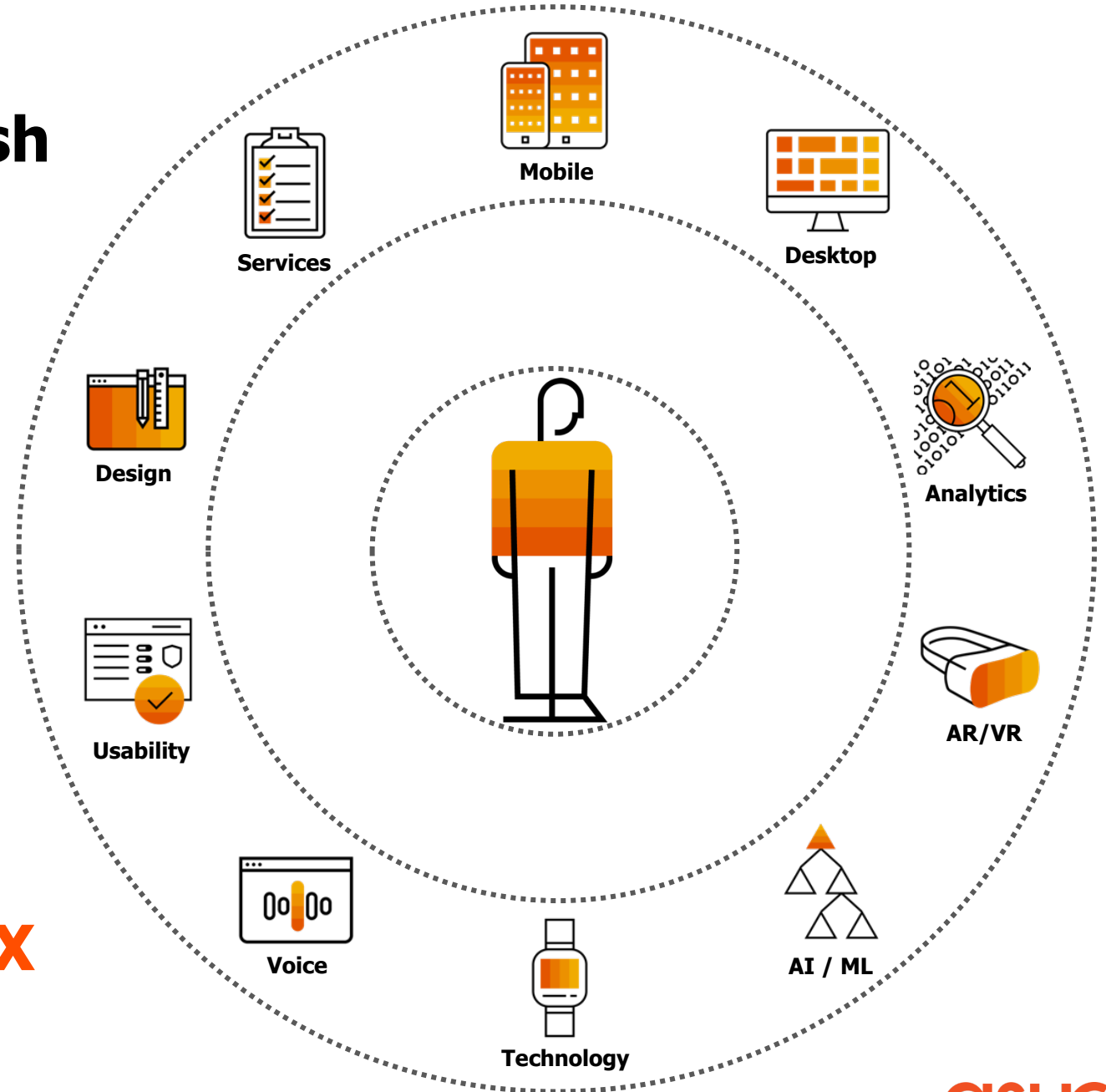
# User's Task/Need/Wish

## Business Process

## Personas

## Ingredients

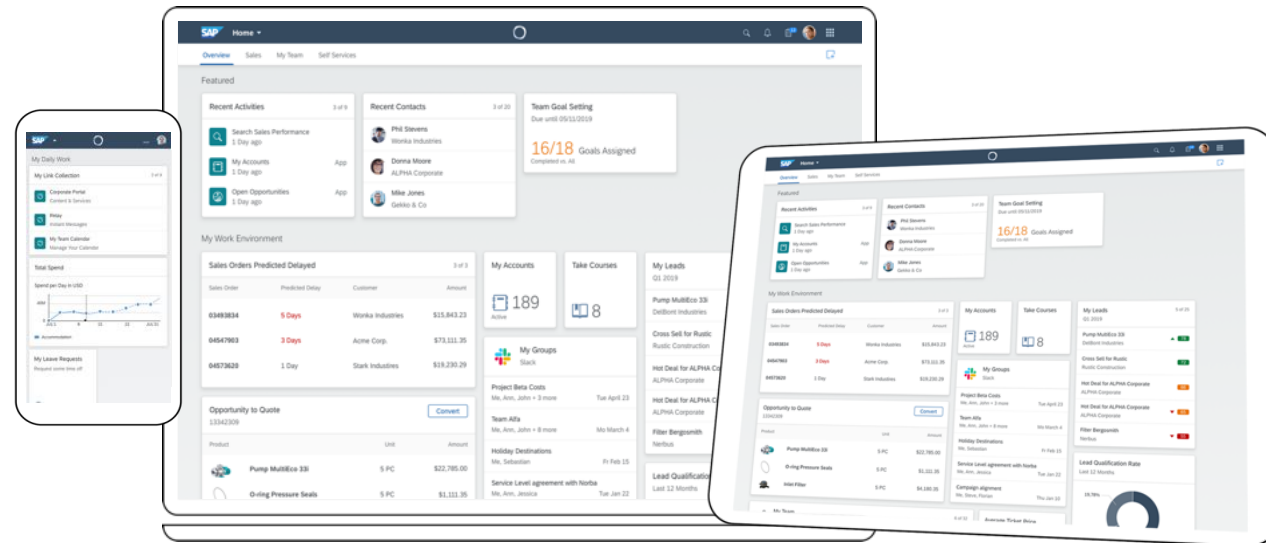
# Tailored UX





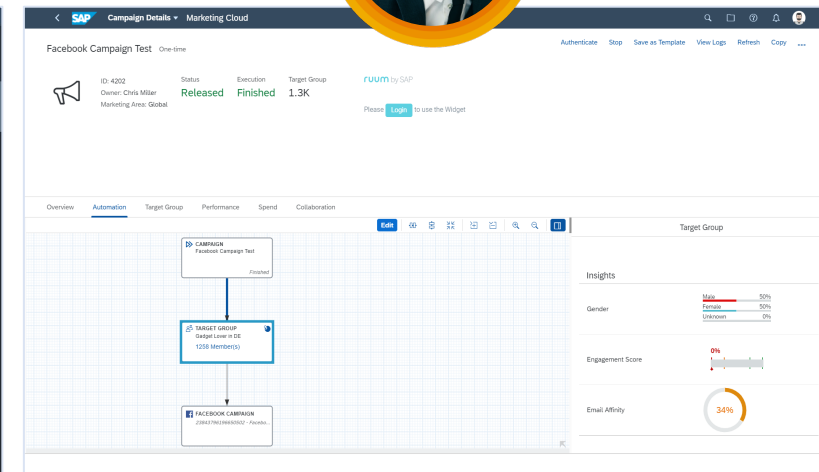
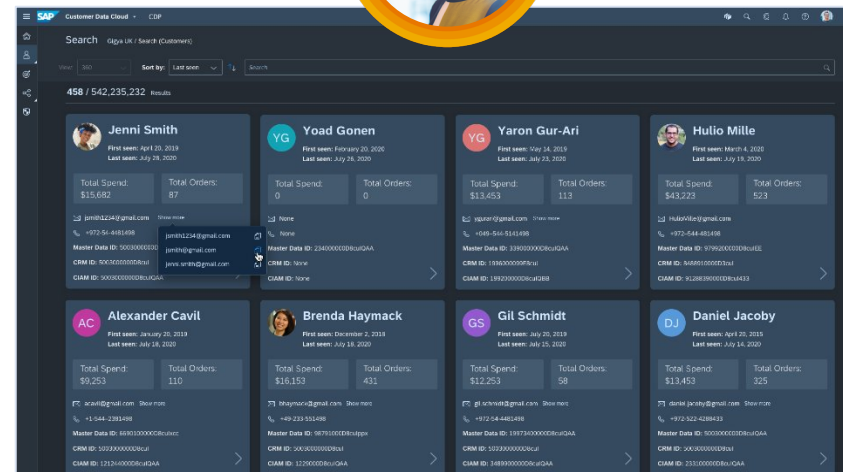
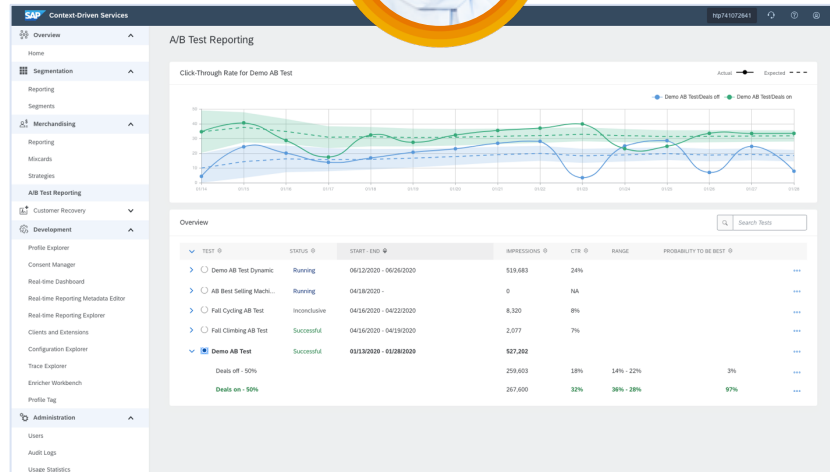
“**Consistency** is one of the most powerful usability principles:  
When things always **behave** the **same**,  
users don’t have to worry about what will happen.”

*by Jakob Nielsen*  
UX Advocate and Usability Guru



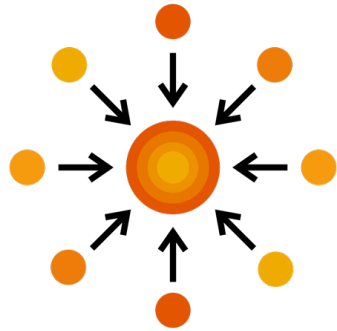
## Consistent UX through SAP Fiori Design System

# Flow across CX



## Effective UX with the right steps

# User Experience



## Tailored

Persona-Driven  
Different Needs  
Personal Preferences



## Consistent

Actions & Navigation  
Shellbar & Menu  
Omni-Channel



## Effective

Task-Driven Interaction  
Getting things done  
Fast & Intuitively



&



# Questions?

For questions after this session:

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