SAP Customer Experience

Transform into a Customer Centric Enterprise: SAP Customer Data Management Strategy and Roadmap

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PUBLIC

THE BEST RUN SAP

Consumers Have High Expectations

Easy and user friendly

Security and trustworthiness
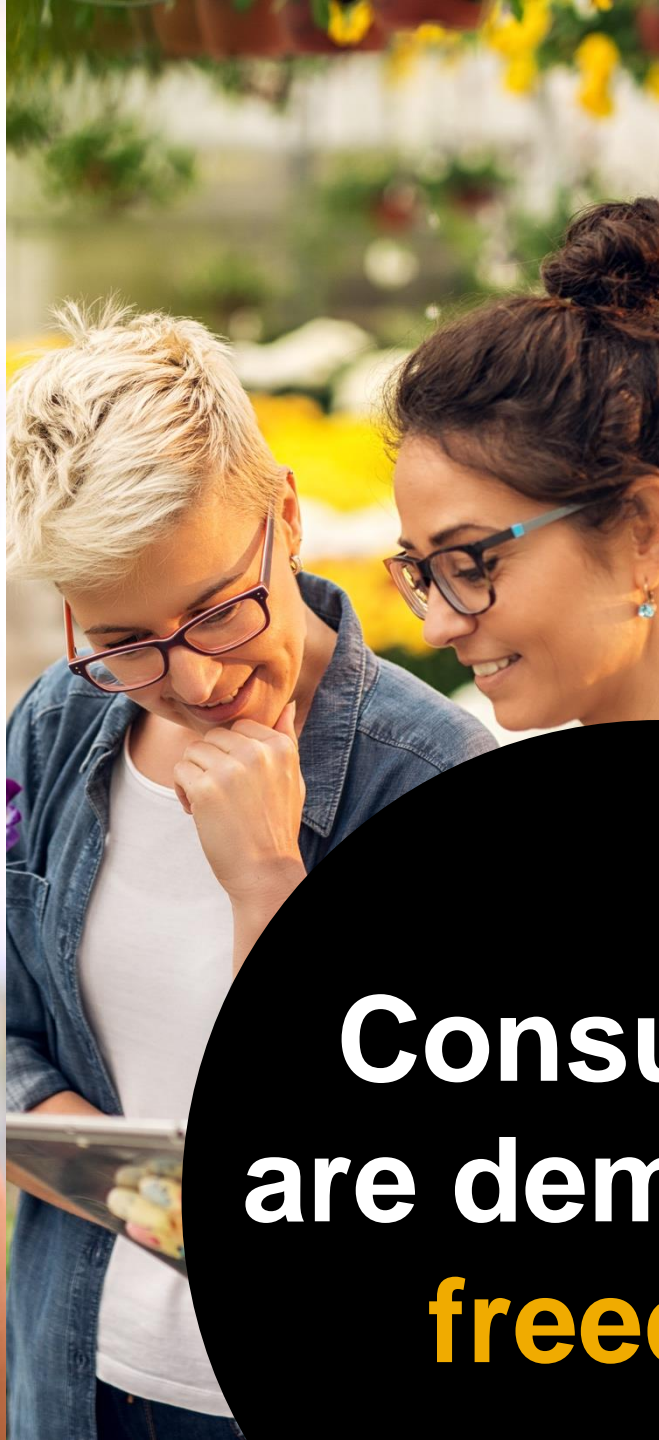
Always available

Great customer service

Quality and value

Meets and exceeds expectations

Consumers
are demanding
freedom

THE **ERA OF CUSTOMER FREEDOM** MEANS CUSTOMERS ARE IN CONTROL

Customers have the freedom to ...

Companies need to...

EXPLORE

Unlock customer understanding through hyper-personalization

UNDERSTAND

INTERACT

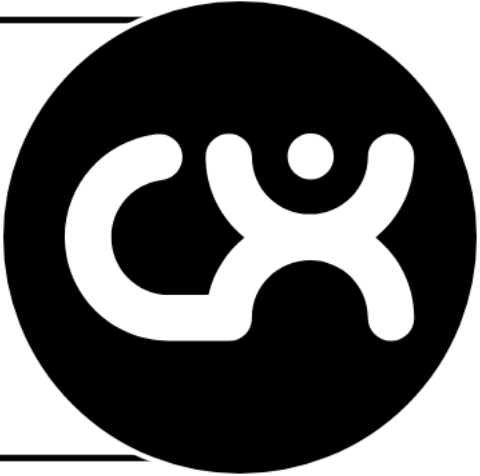Accelerate brands' customer engagement with precision to maximize impact

ENGAGE

CHOOSE

True transparency by connecting the entire end to end process: Enabling brands to deliver the promise
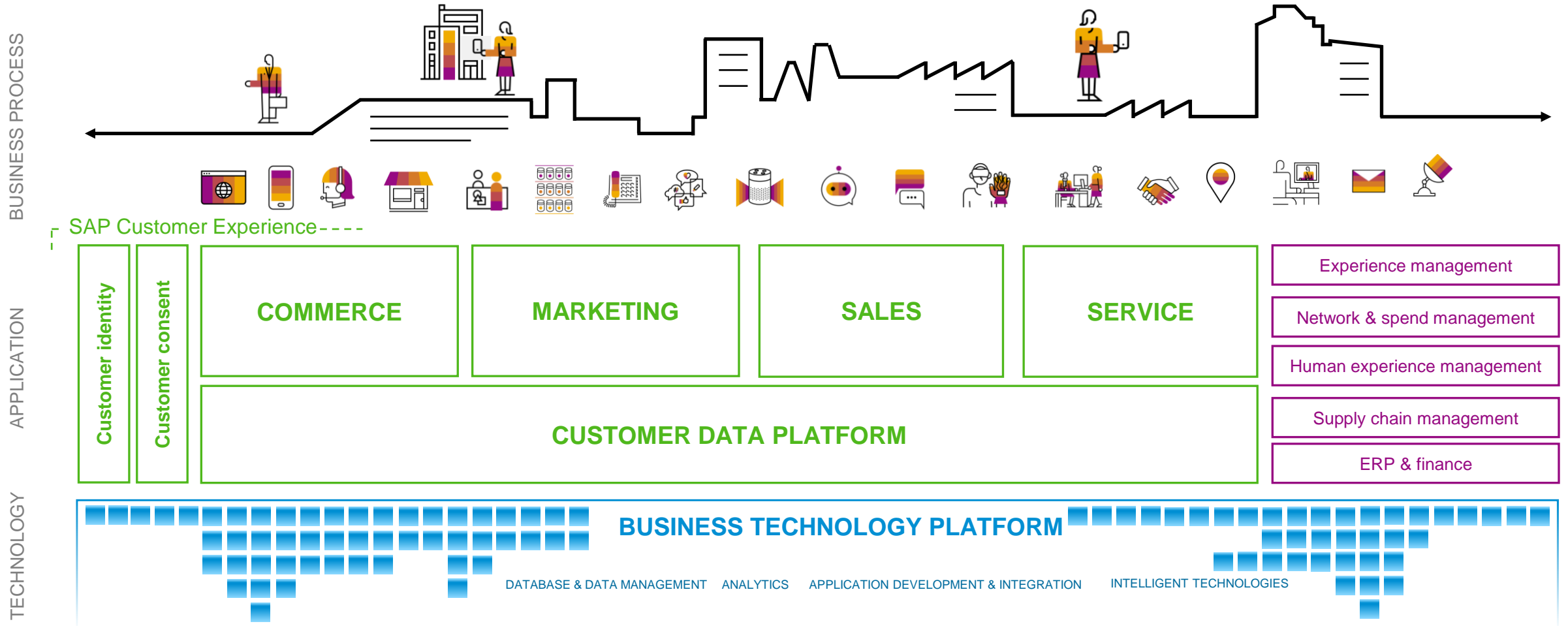
DELIVER

Customer centricity outcomes: Human + Digital become companions

Businesses need to pivot to become customer centric

Customer engagement and relationships powering the Intelligent Enterprise

BUSINESS PROCESS

SAP Customer Experience

APPLICATION

Customer identity	Customer consent	COMMERCE	MARKETING	SALES	SERVICE	Experience management
						Network & spend management
						Human experience management
		CUSTOMER DATA PLATFORM				Supply chain management
						ERP & finance

TECHNOLOGY

BUSINESS TECHNOLOGY PLATFORM

DATABASE & DATA MANAGEMENT   ANALYTICS   APPLICATION DEVELOPMENT & INTEGRATION   INTELLIGENT TECHNOLOGIES

Customers Demand More, Win On Experience

Experience is the battleground.

Know and understand me

Be ready when I'm ready

Deliver on the promise

My terms, I'm in control

Enterprises need to…

Get data right

Understand your customer

Activate across all channels

Build trust, satisfy privacy regulations

But, it's not easy.

Too many data silos

Inconsistent data-collection practices

Inability to manage data volume

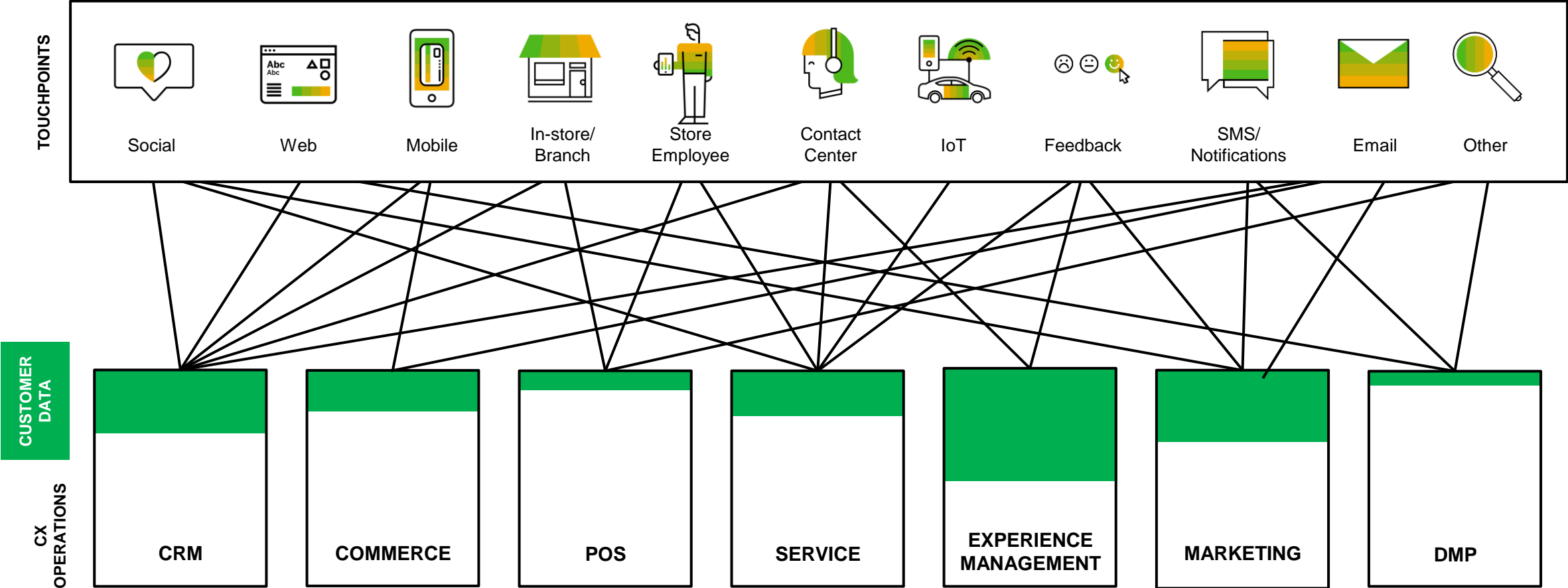**86%** Of customers value experience over products[1]

80% Of customers feel they have little or no control of their data[2]

77% Of organizations fail to connect insight in real time across channels[3]

1., 2., 3. "Exceeding Customer Expectations with the Next-Generation Customer Data Platform," 451 Research, a part of S&P Global Market Intelligence, commissioned by SAP, 2020.

The Challenge: Customer Data is Everywhere

TOUCHPOINTS

| Social | Web | Mobile | In-store/ Branch | Store Employee | Contact Center | IoT | Feedback | SMS/ Notifications | Email | Other |

CUSTOMER DATA

CX OPERATIONS

| CRM | COMMERCE | POS | SERVICE | EXPERIENCE MANAGEMENT | MARKETING | DMP |

The Customer Data Challenge Goes Beyond Identity Management

STRUCTURED

3RD PARTY DATA

Page Views

Point of Sale

UNSTRUCTURED

Orders & Purchases

Service Tickets

REAL-TIME

Email Opens

Social

Offline/ In Person

STREAMING

Loyalty Status

App Interactions

Surveys

Wishlist's

Events

Chat Bot

CUSTOMER

BATCH

IDENTITY

1ST PARTY PROFILE

CONSENT

SAP CUSTOMER IDENTITY & CONSENT

TO EXCEED CUSTOMER EXPECTATIONS, COMPANIES NEED TO…

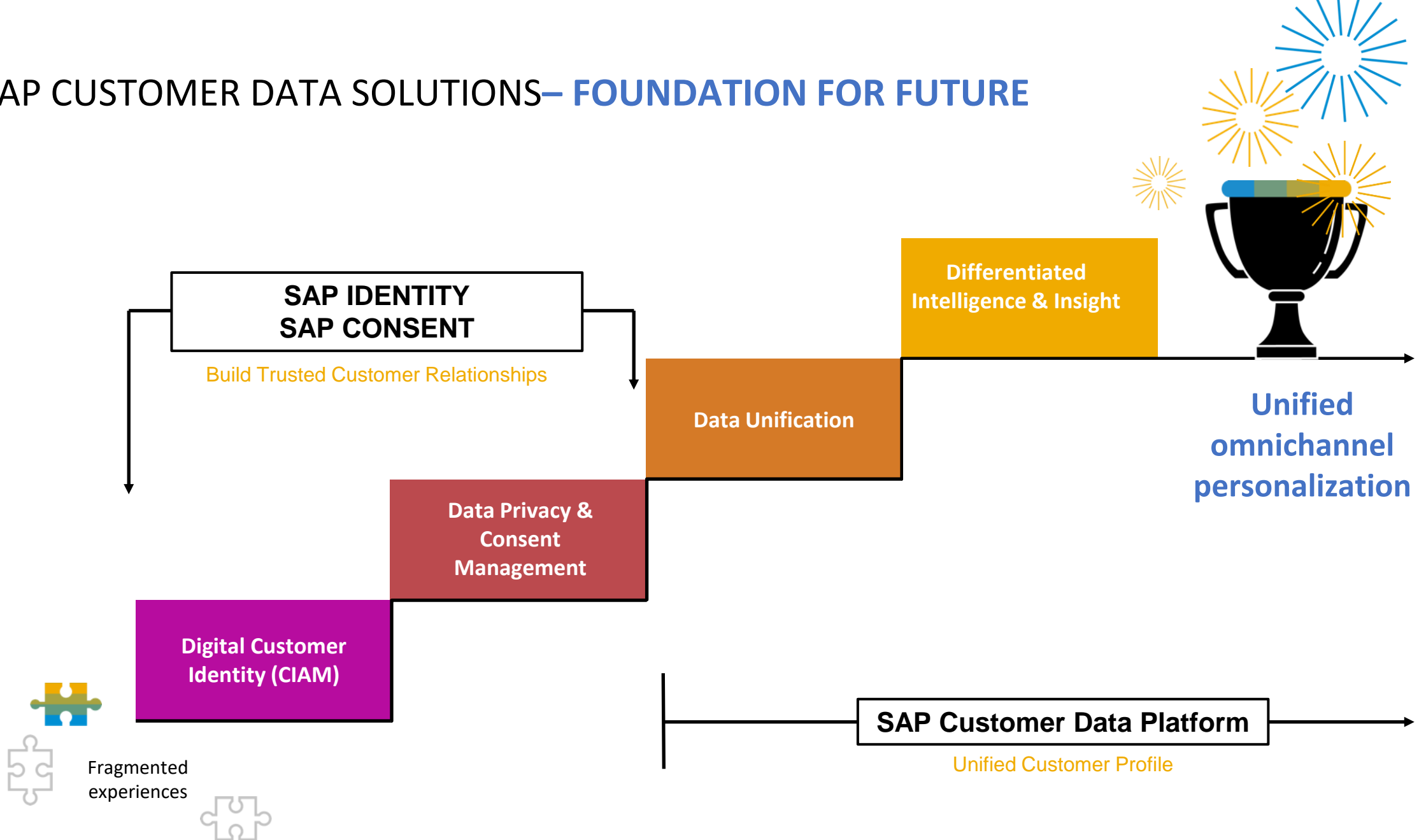Know and understand customers across the customers own unique journey

Unlock this customer insight across any system of engagement

Move at real-time to meet the customers expectation of relevance in those moments of engagement
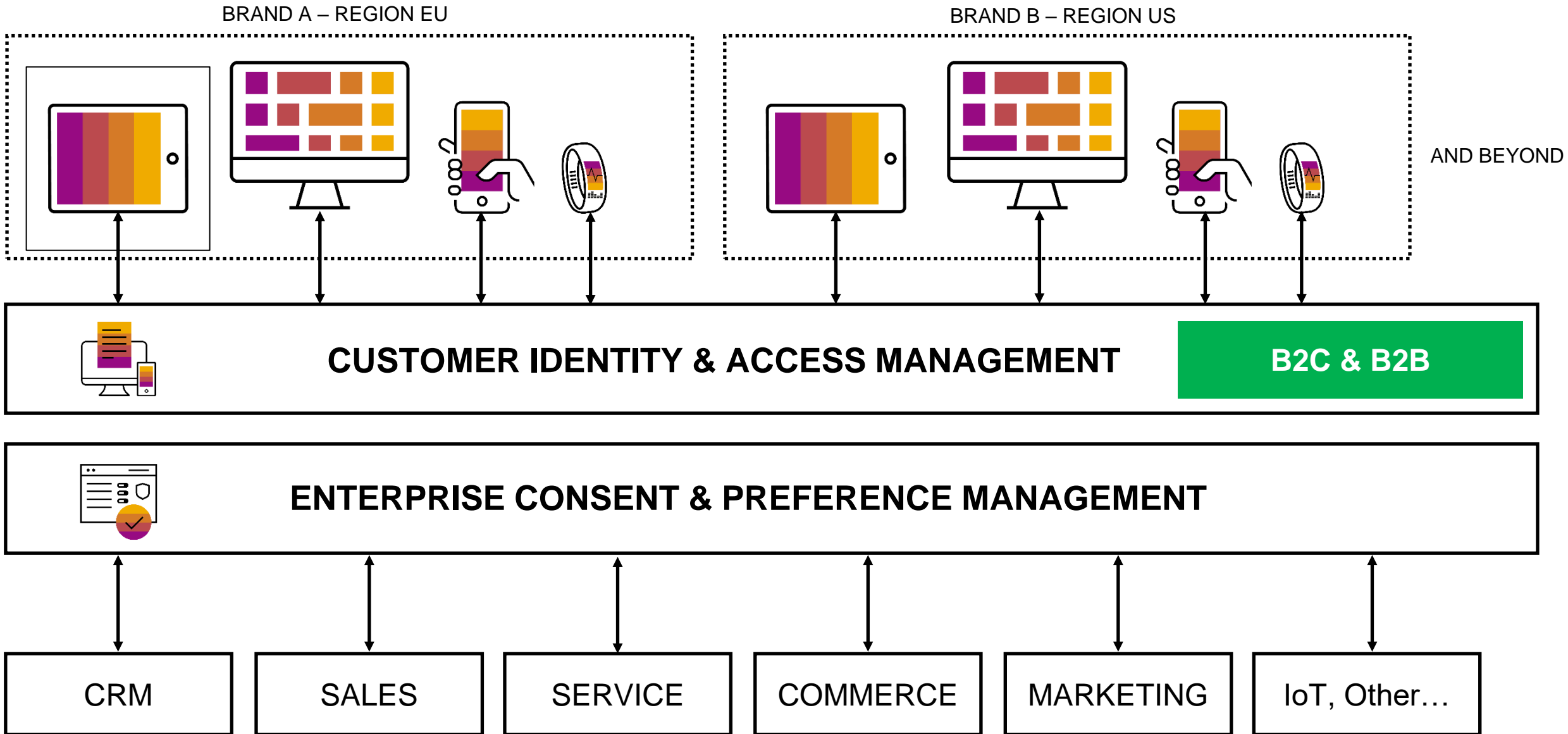
Deeply understand why, when and how data can be used with a data privacy core

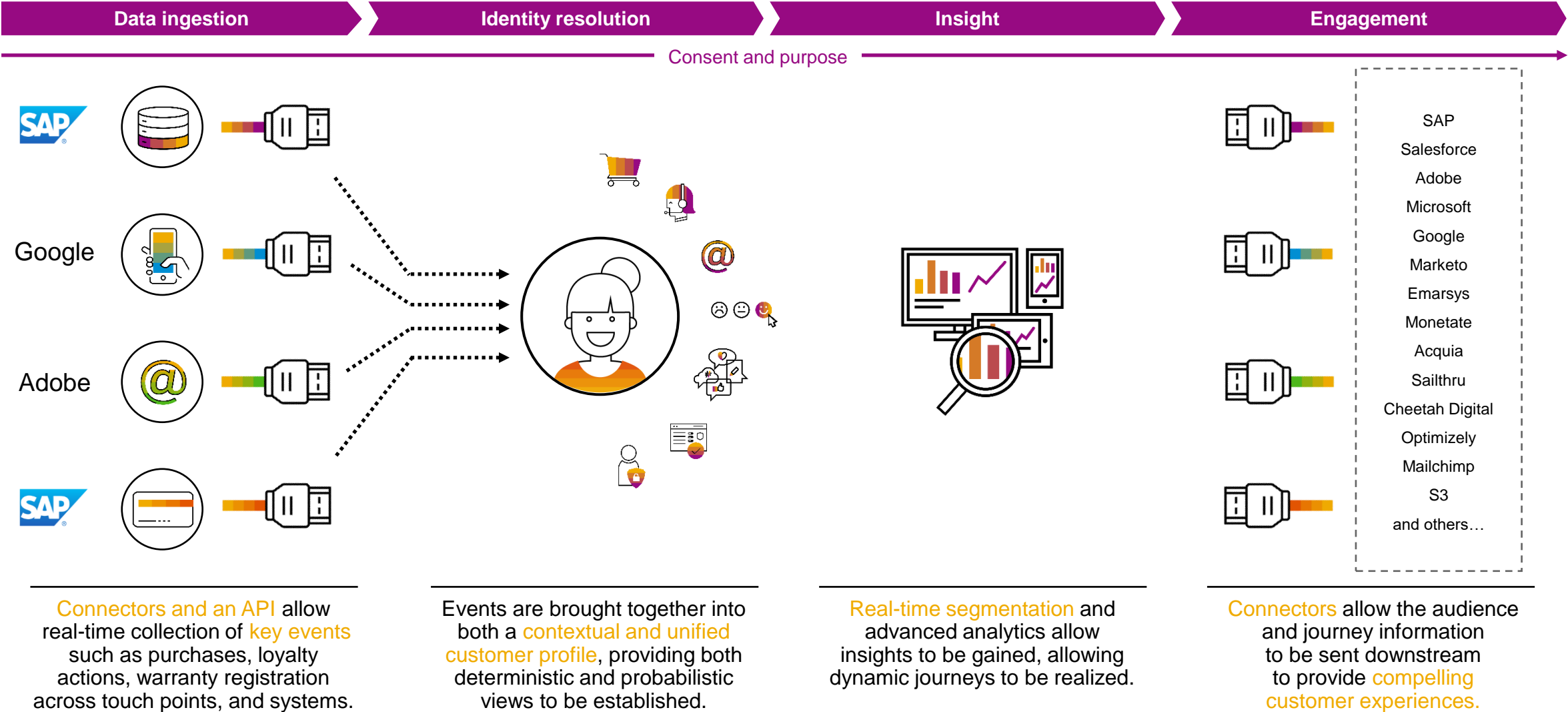Build the data foundation for hyper-personalization, across any channel, at any time
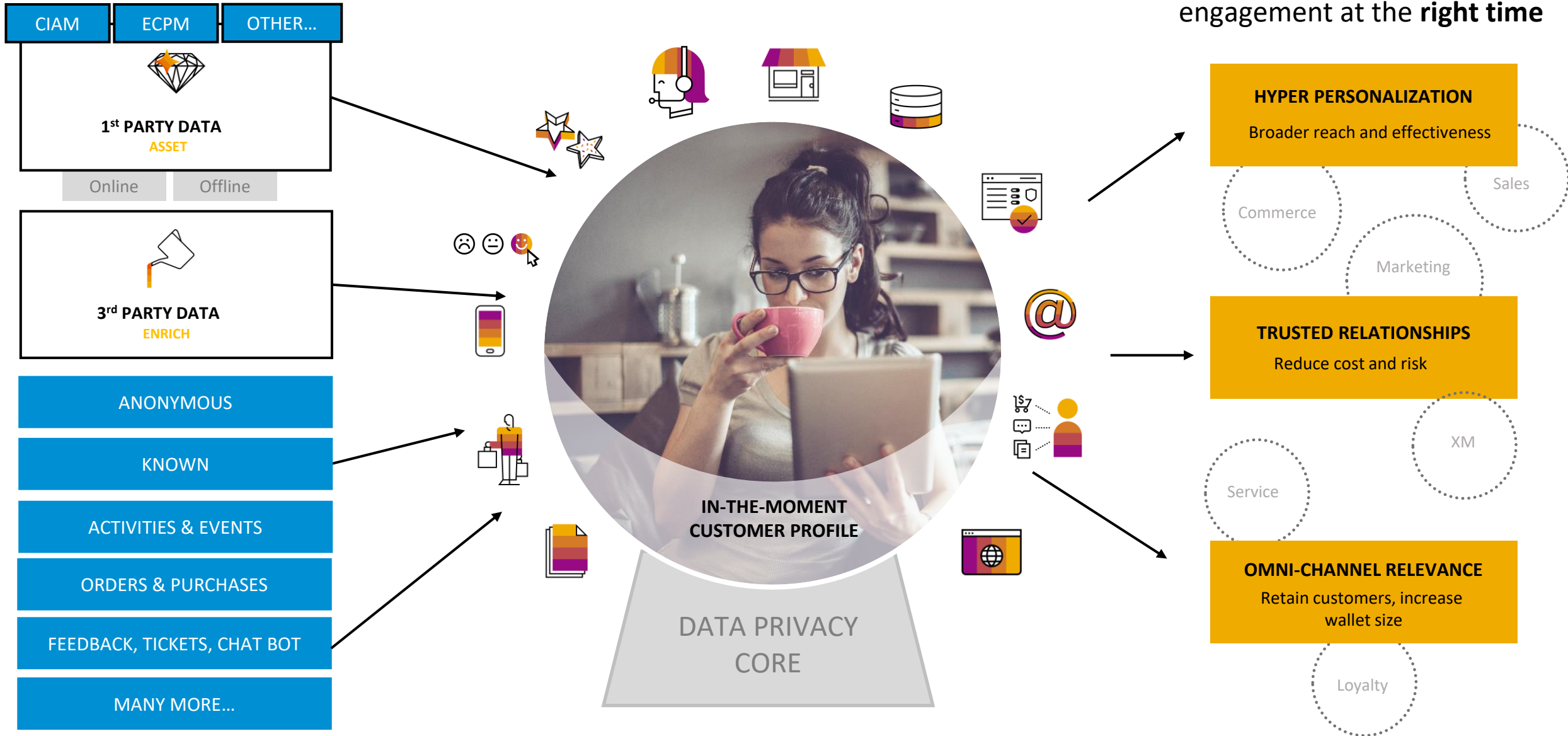
SAP CUSTOMER DATA SOLUTIONS– **FOUNDATION FOR FUTURE**

**SAP IDENTITY
SAP CONSENT**
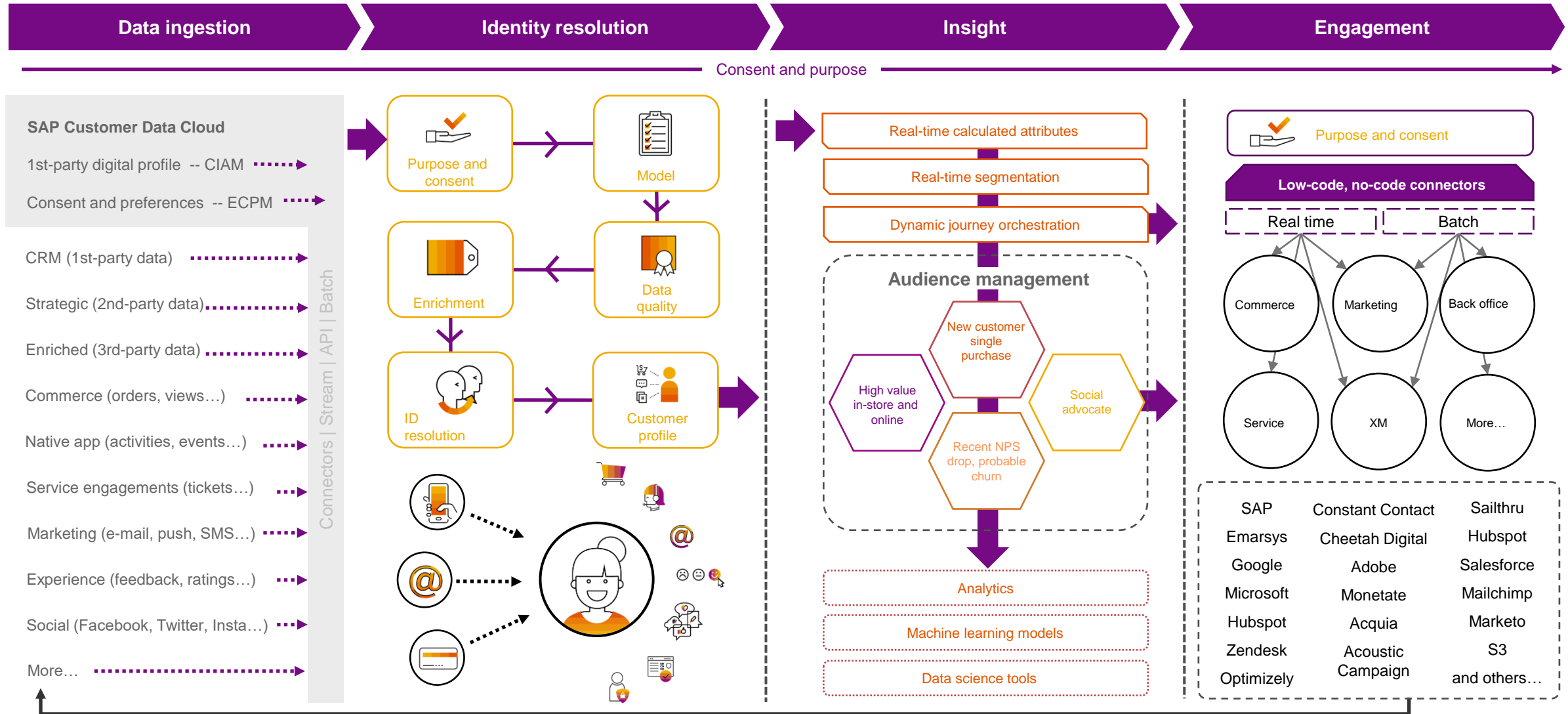
Build Trusted Customer Relationships

**Differentiated
Intelligence & Insight**

Data Unification

**Unified
omnichannel
personalization**

**Data Privacy &
Consent
Management**

**Digital Customer
Identity (CIAM)**

Fragmented
experiences

SAP Customer Data Platform

Unified Customer Profile

The SAP Customer Data Solutions

BRAND A – REGION EU

BRAND B – REGION US

AND BEYOND

CUSTOMER IDENTITY & ACCESS MANAGEMENT

B2C & B2B

ENTERPRISE CONSENT & PREFERENCE MANAGEMENT

| CRM | SALES | SERVICE | COMMERCE | MARKETING | IoT, Other… |

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Rise Above The Challenges

Data ingestion	Identity resolution	Insight	Engagement

Consent and purpose

SAP

Google

Adobe

SAP

SAP
Salesforce
Adobe
Microsoft
Google
Marketo
Emarsys
Monetate
Acquia
Sailthru
Cheetah Digital
Optimizely
Mailchimp
S3
and others…

Connectors and an API allow real-time collection of **key events** such as purchases, loyalty actions, warranty registration across touch points, and systems.

Events are brought together into both a **contextual and unified customer profile**, providing both deterministic and probabilistic views to be established.

Real-time segmentation and advanced analytics allow insights to be gained, allowing dynamic journeys to be realized.

Connectors allow the audience and journey information to be sent downstream to provide **compelling customer experiences.**

Truly Know Your Customer

Across **any** system of engagement at the **right time**

CIAM | ECPM | OTHER…

1st PARTY DATA
ASSET

Online | Offline

3rd PARTY DATA
ENRICH

ANONYMOUS

KNOWN

ACTIVITIES & EVENTS

ORDERS & PURCHASES

FEEDBACK, TICKETS, CHAT BOT

MANY MORE…

IN-THE-MOMENT CUSTOMER PROFILE

DATA PRIVACY CORE

HYPER PERSONALIZATION
Broader reach and effectiveness

Commerce

Sales

Marketing

TRUSTED RELATIONSHIPS
Reduce cost and risk

Service

XM

OMNI-CHANNEL RELEVANCE
Retain customers, increase wallet size

Loyalty

SAP Customer Data Solutions – Putting it all together

| Data ingestion | Identity resolution | Insight | Engagement |

Consent and purpose

SAP Customer Data Cloud

1st-party digital profile -- CIAM

Consent and preferences -- ECPM

CRM (1st-party data)

Strategic (2nd-party data)

Enriched (3rd-party data)

Commerce (orders, views…)

Native app (activities, events…)

Service engagements (tickets…)

Marketing (e-mail, push, SMS…)

Experience (feedback, ratings…)

Social (Facebook, Twitter, Insta…)

More…

Connectors | Stream | API | Batch

Purpose and consent

Model

Enrichment

Data quality

ID resolution

Customer profile

Real-time calculated attributes

Real-time segmentation

Dynamic journey orchestration

Audience management

New customer single purchase

High value in-store and online

Social advocate

Recent NPS drop, probable churn

Analytics

Machine learning models

Data science tools

Purpose and consent

Low-code, no-code connectors

Real time

Batch

Commerce

Marketing

Back office

Service

XM

More…

SAP	Constant Contact	Sailthru
Emarsys	Cheetah Digital	Hubspot
Google	Adobe	Salesforce
Microsoft	Monetate	Mailchimp
Hubspot	Acquia	Marketo
Zendesk	Acoustic Campaign	S3
Optimizely		and others…

The SAP Customer Data Platform Brings it All Together

Channels

| Social | Web | Mobile | In-store/Branch | Store Employee | Contact Center | IoT | Feedback | SMS/Notifications | Email | Other |

Customer Experience

| IDENTITY & PRIVACY | COMMERCE | SALES | SERVICE | EXPERIENCE MANAGEMENT | MARKETING | PARTNER … |

DATA COLLECTION → INGESTION & RESOLUTION → INSIGHT → ENGAGEMENT

CUSTOMER DATA PLATFORM

See it in Action

Cookieless World

IMPORTANCE OF FIRST-PARTY DATA

73% of brands are concerned with new privacy laws

41% of advertisers rely exclusively on 3rd party data

36% of brands say that improving customer trust is a top priority

Today´s consumers are becoming more privacy conscious

Minimal privacy concerns around first-party data

SAP Customer Data Solutions can deliver immediate business impact
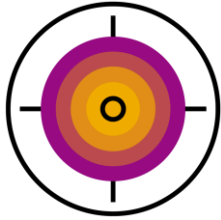
3 times conversion rate
by targeting your customers
in a more personalized way

30% revenue increase
by knowing customers online
and offline

Quicker time to value
by leveraging pre-defined
integrations
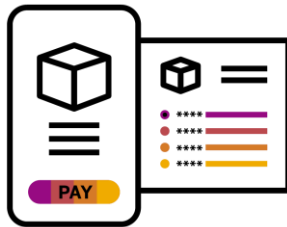
2 times increase in purchase rate
by offering better
recommendations

100% increase in customer reactivation rate
by proactively reaching out
after a bad experience

20% reduction in incoming call center contacts
by offering a customer facing 360
view of all interactions & self-
service options

Reference: https://www.cdpinstitute.org/

SAP Customer Data Platform

Customer insight foundation ready for when the customer chooses to engage

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Customer profiles built the right way and on the customers' terms

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Hyperpersonalized, omnichannel experiences for the enterprise

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Ability to connect SAP and non-SAP platforms in real time
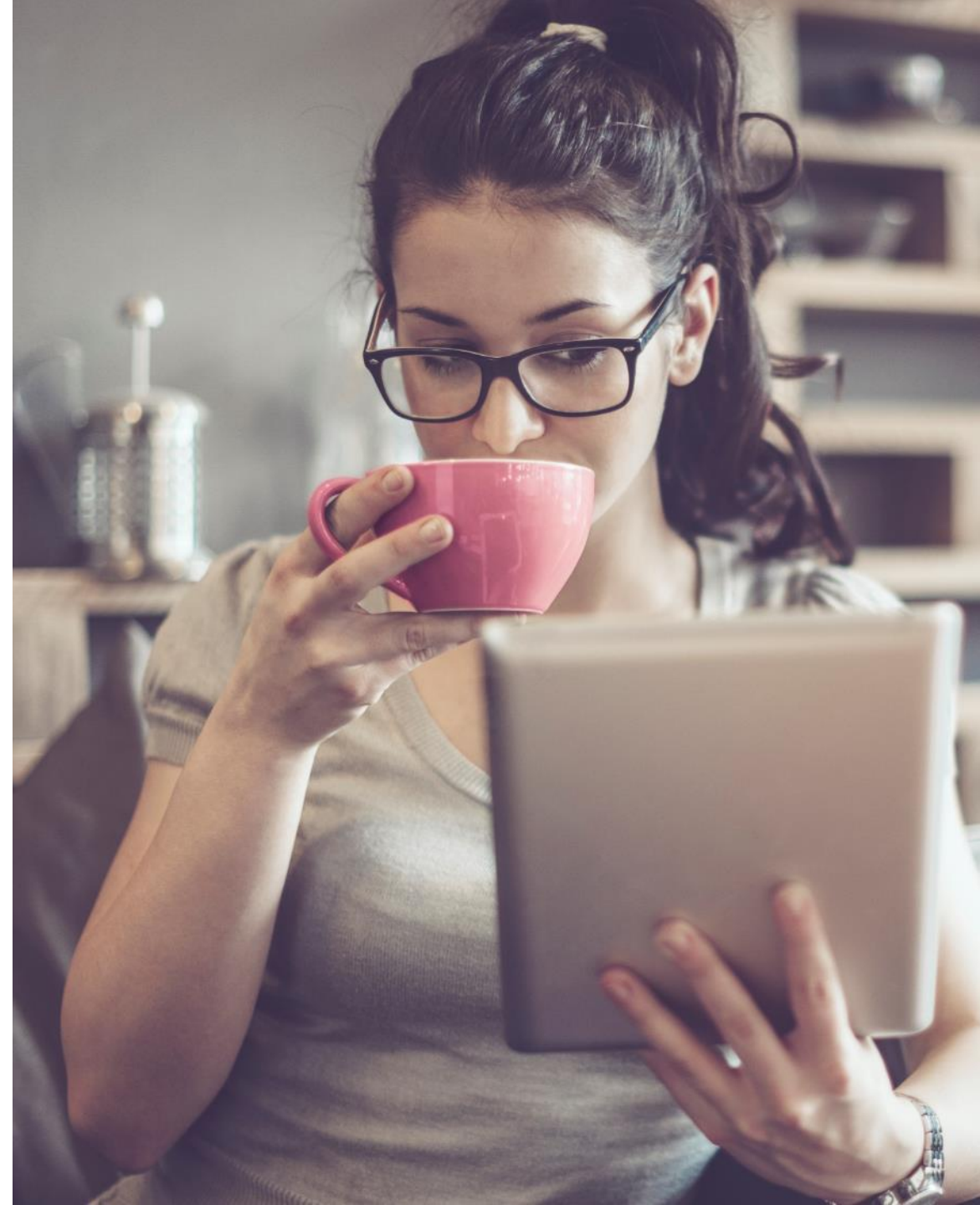
What's coming next?

Intelligent customer
lifecycle management
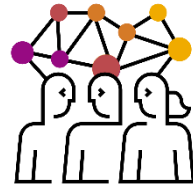
Business2Everyone
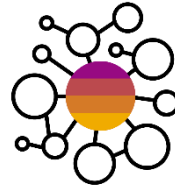
Native integration
into SAP ecosystem

Secure customer engagement

Global
expansion

SAP Customer Data Portfolio

Capabilities Roadmap

CIAM 2021 Roadmap
B2B & B2C
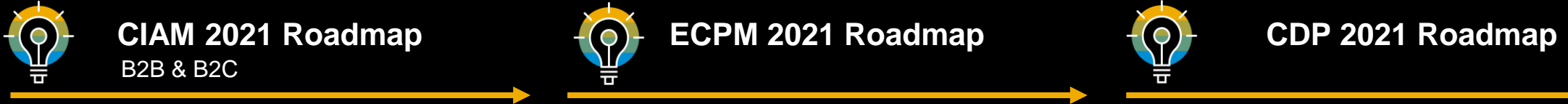
- **Additional Data Centers**– additional hosting environment on MS Azure in EU, support B2B in Russian data center.

- **Secure Customer Engagement** – Protect brand reputation by defending against malicious traffic leveraging relevant collected metrics and account take over.

- **User Experience Enhancements –** Continue to reduce friction during onboarding by offering additional password-less authentication options and A/B testing capabilities.

- **Integration Enhancements** – native integration with SAP Commerce(Upscale), Emarsys, and MDI.

- **Administration Enhancements –** Console and dashboards redesign for flexibility and transparency. Faster time to market with Mobile Native screen editor.

ECPM 2021 Roadmap

- **Consent Management**–Make SAP Consent Solution a central consent repository with the enterprise by managing the entire life-cycle of localized consent versions at enterprise scale and supporting import of historical consent.

- **Compliance Enhancements**– Support flexibility in defining different retention periods for the consent transactions for the entire vault and per purpose for global, regional, industry specific compliances.

- **Enterprise Scale** – Support larger number of consent statements & Subscription definitions

- **Cookie Consent** – consent based on IAB TCF version 2, supporting publishers registered on GVL (Global vendor list, that declare all the processing purposes they might use consumer data for.

CDP 2021 Roadmap

- **Additional Data Centers**- Offer additional data center in North America.

- **System Administration**– single authentication from your CIAM / ECPM User Interface and the CDP and offer non-production and production workspace environment configuration to verify changes before being made in production

- **Connectivity Enhancement** – support integration to all CX portfolio and S/4 HANA based on defined by Industry Cloud(s) use cases.

- **Product Enhancement** – support marketing and operational use cases by managing two views in one platform: contextual Profile (deterministic) and Unified Customer Profile (opportunistic) for every customer. Extending platform to support general B2B use case.

Thank you.

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