

SAP® C/4HANA and SAP Customer Experience

# Sell Smarter, Act Faster, and Create a Lasting Customer Impact

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By 2020, customer experience will overtake price and product as the key brand differentiator.<sup>1</sup>

**84%**  
of organizations working to improve CX report an increase in revenue.<sup>2</sup>

## Engaging the Empowered Customer

# Understand Customer Insights in Real Time

### **The Power Is in the Hands of the Customer**

Never before have customers been as powerful and as demanding as they are today. This has changed the way entire lines of business work: Marketing professionals can no longer trust that their target group will see the new campaign. Sales teams cannot hesitate when sending out an offer. And service departments cannot expect that customers will accept a repair not working out until the third attempt. To convince and engage, your company needs to focus fully on your customer's wishes. This is only possible if all data from every interaction with each customer is collected centrally, processed further, and then made available to everyone involved.

### **Integrate Every Customer-Facing Process**

With SAP® C/4HANA you can do just that. This suite of solutions unites the former commerce-focused SAP Hybris® solutions with tailored software for marketing, sales, commerce, and service and a foundation to align all your customer data – compliant with the strictest of data privacy and

protection laws. Add to this the latest trends in machine learning and you have everything you need to create real-time engagements with every single customer.

### **SAP Customer Data Cloud: Build Trusted Digital Relationships**

SAP Customer Data Cloud (formerly Gigya) is the market-leading platform for customer identity and access management and lies at the core of SAP C/4HANA. Think of it as your tool to create trust by providing customers with control and transparency over the personal data they share with you. Enhance your webstore with simplified social logins and single sign-on – turning unknown visitors into registered users. Let them easily view and change their profile data. And, enable them to provide or withhold their consent to use any given information. This increases the willingness of your customers to share their data – which you can use to offer personalized services. SAP Customer Data Cloud also lets you centrally merge your customer data, delivering it to your entire team.

<sup>1</sup> Source: "Customers 2020: A Progress Report", Walker, 2017

<sup>2</sup> Source: "2017 Global Customer Experience (CX) Benchmarking Report", Dimension Data

### SAP Marketing Cloud: Engage with Relevance

To stay ahead of the customer, your marketing needs to identify individual needs and automatically create and deliver personalized campaigns. SAP Marketing Cloud makes this possible by bringing together information from each touchpoint into a central customer profile: What did customers buy when and where? What does that customer express on social media? What agreements has the sales department already made? With this data at hand, marketing planning, execution and alignment become extremely accurate and fast.

### SAP Sales Cloud: Convince Through Knowledge

In modern business, customer acquisition and retention require comprehensive knowledge about your own portfolio, that of the competition and, of course, about every customer. Only in this way can sales experts maintain their information sovereignty and provide suitable offers. SAP Sales Cloud combines information on buyers, markets, and competitors to simplify sales process management and make it more effective at the same time. The performance of individual sales activities – such as promotions or personalized pricing – can be evaluated in real time. You can create more precise sales forecasts, keep control over every activity, and optimize the lead-to-order process.

### SAP Commerce Cloud: Deliver with Omnichannel

Having a web shop has become a necessity in B2B business. Customers expect it to be tightly aligned with the rest of your sales channels. Discounts agreed in person, for example, must also be reflected

in the online store. With SAP Commerce Cloud you can establish an omnichannel business, linking order management between offline and online channels. Product information is always up to date and customer-specific data, such as preferred payment methods, is stored centrally.

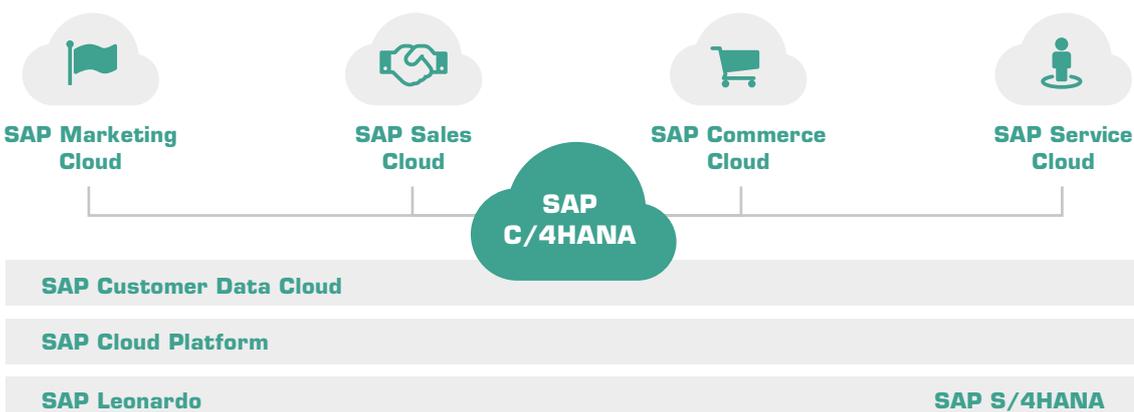
### SAP Service Cloud: Support with Ease

Whether it's via self-service, call centers, or technical on-site support, your customers expect excellent service. SAP Service Cloud enables your team to deliver consistent and contextual service experiences regardless of channel or device throughout the customer journey. You can give your customers the exemplary service integration they expect – anytime, anywhere. And with more information at hand, your service team can even contribute to generating new sales.

### The IT Perspective: Free Yourself with Managed Services

It's a tough situation for IT departments. While cloud computing has become a critical success factor for digital transformation and for establishing more agile, flexible, and scalable IT, the broad knowledge and specialized staff necessary for this remains rare. At itelligence we deliver the advisory services you need – from early planning and creating a public, private, or hybrid cloud strategy to end-to-end management of your SAP solutions. As a global Amazon Web Services (AWS) partner we combine hyper-scalable cloud services with rich SAP expertise to create a strategy that fits your business model, budget, and goals. So, whether your IT performance and capacity needs are stable or prone to change, you always have the right partner at your side.

### At a Glance: SAP Portfolio for Customer Experience





With its many years of SAP and Hybris experience, itelligence can provide businesses with everything they need regarding the new SAP Customer Experience and SAP C/4HANA.

We support companies of all sizes with the integration of the whole SAP C/4HANA suite and the SAP S/4HANA backend, highlighted by a range of SAP Hybris awards and many successful SAP Hybris projects in B2B and B2C markets around the globe.

Having an expert partner will be more important than ever in the coming years due to SAP's realignment in the CRM environment.

#### **Why itelligence?**

itelligence has worked with businesses of all sizes for nearly three decades to help them get the most out of their SAP solutions. We support companies throughout their entire SAP journey, from planning to consultation, implementation, operation, and managed services.

**Find out more about transforming the customer experience you offer with the SAP C/4HANA suite online.**

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