The New perspective of Customer Engagement

Wim Verschoore

SAP Hybris
1st June 2016
SAP Forum Luxembourg
CUSTOMER ENGAGEMENT

WHY DOES IT MATTER?
CUSTOMER EXPERIENCE LEADERS

Top 10 in Forrester Customer Experience Index

+22.5%

OUTPERFORM THE LAGGARDS.

-46.3%

Lowest 10 in Forrester Customer Experience Index

-1.3%

S&P 500

SOURCE: Watermark Consulting & Forrester Research
AND YET, CUSTOMERS ARE HARDER TO ENGAGE THAN EVER.

EXPECT MORE

TRUST LESS

INFLUENCED BY PEERS
LEGACY APPLICATIONS, INTEGRATION CHALLENGES, AND DATA SILOS MAKE THIS IMPOSSIBLE TODAY.

NO INSIGHT
NO OMNI-CHANNEL
NO RELEVANCE

CRM. WEB CMS. MOBILE. MARKETING. OMS. STORES. CONTACT CENTERS. SFA. ETC.
THESE LEGACY TOOLS SUPPORT ELMO LOUIS’ FUNNEL SALES MODEL FROM 1898

THIS IS NOT YOUR CUSTOMER’S JOURNEY IN 2016
YOUR CUSTOMER CHOOSES HIS OWN JOURNEY.
ONE CUSTOMER.
INFINITE POSSIBILITIES.
THE NEW RULES
SALES MUST GET BACK IN THE CUSTOMER VALUE CHAIN

HAVE COMPLETE INSIGHT INTO CUSTOMER JOURNEY FROM START TO END, BE BETTER INFORMED AND ENGAGE AT THE RIGHT POINT.

ACCESS INFORMATION AND HAVE COMPLETE VISIBILITY FORM ANYWHERE, ANYTIME ON ANY DEVICE.

INFLUENCE AND GUIDE THE CUSTOMER JOURNEY AS A TRUSTED ADVISOR

OVER 1 MILLION FEWER B2B SALES REPS WILL BE EMPLOYED IN 2020 AS COMPARED TO TODAY.

SOURCE: FORRESTER 2015
SAP CUSTOMER ENGAGEMENT & COMMERCE
EVERY CHANNEL. EVERY TOUCHPOINT. END 2 END. FLEXIBLE. INDUSTRY SPECIFIC.

Experience Management

Industries

Commerce | Marketing | Service | Sales

MDM for Customer Engagement & Commerce (product, customer, order)

Infrastructure, Platform, Integration

REAL-TIME CONTEXT

CONSISTENT, END-TO-END USER EXPERIENCE ACROSS CHANNELS & DEVICES
SAP Hybris Commerce
74% of customers, on the average, are willing to pay more for a better customer service experiences.

Source: AMEX Global Barometer, 2014

By 2020
Customer experience will overtake price and product as key brand differentiator.


67% of consumers cited bad experiences as reason for churn.

22% CEO's believe that business model change is the cause of ‘The Next Big Thing’
Source: PWC 17th Annual Global CEO Survey

$15.3 trillion Channel shift alone will contribute to global GDP over next 15 years
Source: Industrial Internet: Pushing Boundaries of Minds and Machines

1 million Direct Sales Representatives (20%) will lose their jobs to digital channel shift by 2020
Source: Death of a (B2B) Salesman, Forrester (2015)
87% of consumers say they use their devices as second-screens while watching TV at the same time.

Source: Accenture report, Q2 2015.

75% of shoppers use mobile devices when shopping in store.

Source: InReality Report, Q2 2015.

40,000 search queries are performed every second on Google.

Source: Forbes, Sep 2015.
62% of B2Bs: Ecommerce has fundamentally changed the way customers interact with us.
SAP Hybris Commerce transforms how you engage with customers and innovates how you do business. It simplifies the technology landscape.
BECOME AN OMNI-CHANNEL BUSINESS

CONDUCT COMMERCE ON ALL TOUCHPOINTS
Be where your customers want to be, seamlessly

ACHIEVE BUSINESS AGILITY
Address customers’ changing needs as well as capturing emerging opportunities

SPEAK YOUR CUSTOMER LANGUAGE
Different industries, customers, locations have different requirements and context
DELIVER CONTEXTUAL CUSTOMER EXPERIENCE

GAIN CUSTOMER INTELLIGENCE
Knowing your customers enable you to meet their expectations

ENGAGE CUSTOMERS ON THEIR JOURNEY
Build relevancy, relationship, and trust which differentiate you from your competitions

DELIVER CONSISTENTLY ANYWHERE ANYTIME
Customers use many channels on their journey; moving from one to others should be seamless and with context
UNIFY CUSTOMER PROCESSES

RUN COMMERCE MARKETING
Your customers’ journey with you should be seamless and without hurdles

SERVICE ON THE SPOT
Customers are willing to pay more when they experience prompt and effortless service

CONNECT TO THE BACK OFFICE
Deliver accurate, transparent, and timely information to customers when they want it
Better Customer Experience Management

- $38%$ increase in online sales in total
- $18%$ increased cart size
- $29%$ increased conversion rate

Better Process and Data Management

- $15%$ cost reduction
- $45%$ of them by reducing costs through better product management
- $34%$ process simplification

Based on hybris annual customer survey.
OMNI-CHANNEL COMMERCE MADE SIMPLE

PRODUCT CONTENT MANAGEMENT
- Content and Catalog Management
- Workflow & Collaboration Tools
- Product Classification & Catagorization
- Intuitive, Multilingual Product Cockpit

WEB CONTENT MANAGEMENT
- Page Templates for All Channels
- Live Edit Functionality
- Preview Mode, incl. Device Context Preview
- Drag & Drop Editing of Components and Slots

SEARCH & MERCHANDISING
- Solr Based Search & Navigation
- Faceted Browsing, Keyword & Product Suggestions
- Boost & Bury and Visual Search Editing
- Merchandising Mix Based on Customers, Business (Margin, Inventory) and Product Context

INTEGRATION
- Data Hub for Data Aggregation and Validation
- Open Omni Commerce Connect (OCC) API
- Hybris Extend Marketplace

MOBILITY
- Responsive Design Templates
- iOS and Android Mobile App SDK
- Mobile Optimized Websites

PLATFORM
- Java Based
- Agile, Flexible, Extensible
- Various Deployment Options (On-Premise, Cloud, Edge)
- YaaS Microservices Architecture

CUSTOMER SERVICE
- C4C Integration incl. Ticketing System Assisted Service Mode
- Native Customer Service Cockpit for Basic Service Environments

ORDER MANAGEMENT
- Real-Time Inventory Management Across Entire Organization
- Sourcing and Allocation
- Order Versioning, Order Routing, Order Replenishment
- Pick, Pack and Dispatch
- Omni-Channel Fulfillment, incl. Buy Online Pick Up In-Store & Buy Online Return In-Store
SAP Hybris Marketing
Email from wife asking for opinion

Visits website, gives feedback to wife & abandons.

Wife buys blender on her laptop.

Days later...

Sports website

Travel website

News website

Useless promotional Email from Kitchenaid
54% of marketers have successfully integrated campaigns across channels.

Source: Forrester
Marketers accept a 2% conversion rate as ‘good’, ignoring the effect on the 98% who do not convert.

The customer is one of hundreds of thousands of targets, and is bombarded with irrelevant marketing.
Welcome to the Digital Economy

1900
INDUSTRIAL ECONOMY
ABUNDANCE
PRODUCTS
SCARCITY

1950
CONSUMER ECONOMY
DESIRE

2000
DIGITAL ECONOMY
ENGAGEMENT
66% of Marketers rate their efforts at personalization as very good or excellent.

31% of Consumers report companies are consistently delivering personalized cross-channel experiences.

The Cost Of Dissatisfied Customers Is High

- 86% will quit doing business with the company
- 91% won’t ever do business with the company, again
- For every customer that complains, 26 others remain silent
- It takes 12 positive experiences to make up for 1 bad one

CONTEXTUAL MARKETING IS THE NEW MARKETING

Technology does not have to be so out of sync with the customer.

We transfer our most valuable trait as humans – innate intuition – to our technology.
Only 16% capture customer intent and deliver real-time, behavior-based marketing across channels. Only 96% don’t have a single view. And 80% don’t understand customers beyond basic data.

Marketers use 11 siloed channels... …15 separate systems to house customer data.

Only 28% deliver a personalized experience across channels.

Source 2: “Marketer Stuck on Basic Data for Personalization”, eMarketer June 2015
The Data Driven, Contextual, Digital Marketing Process

Events & interactions from all channels
- Market data & events
- Sales & service data
- Financial data
- Big data industry
- Social media, web

Merge, match and enrich

Context, interests & predictions

Personalized targeting & orchestration

Campaign execution in all channels
- Digital & social channel
- Personalized commerce
- Interaction center
- Lead, opportunity
- E-mail, SMS, traditional

Capture response

Plan, measure & optimize
Gain Real-Time Customer Insights

Marketing Data Management
- **Real-time customer profile** built from all cross-channel interactions and sources to track context, interests and predictions for a rich contextual customer view.
- Powerful analytics and discovery tools to analyze hidden customer behavior patterns, and visually see and gain insights into all relevant customer journeys.

Segmentation
- Accurately build **target groups and segments** from any data source.
- Leverage visualization tools and built-in predictive analysis to easily discover hidden trends, anticipate buying behavior and identify micro-segments.

Recommendation
- Deliver intelligent recommendations in real-time
- Leverage predictive algorithms to develop context-relevant, **personalized product recommendations** based on each customer’s purchasing behavior.
- Benefit from self-learning models that optimize recommendations for the best offers and increase conversion rate and average order size.
Deliver Unique Customer Experiences

Acquisition (Campaigns)
- Plan and execute personalized and targeted multi-touch campaigns through email, SMS/text, direct mail, Facebook, and other channels.
- Easily manage all campaign content and use the marketing calendar to gain an overview of all marketing activities.
- Capture campaign effectiveness as well as detailed analytics at individual engagement levels.

Convert
- Leverage online browsing behaviors and purchase intent to retarget your customers and make it easy for them to convert.
- Deliver targeted emails based on recently viewed content or send an email reminder to a customer who has abandoned their shopping cart, prompting them to return and complete the purchase with one click.

Loyalty
- Create multichannel loyalty programs that transform points and rewards into true customer loyalty.
- Improve customer retention rates and increase customer lifetime values.
- Encourage brand advocacy and referrals through social channels.
Market with Speed and Agility

**Planning**
- Collaboratively manage the budgeting process in a central system; from top down distribution to bottom up planning.
- Align your marketing teams with transparent budget plans and programs, and gain insights into real-time spend.
- Gain a single view on all relevant marketing activities and analysis with the integrated calendar.

**Insight**
- Gain real-time view into your marketing performance with a management dashboard that shows relevant marketing KPIs across your organization.
- Quickly identify opportunities and drill down to discover key insights on segments, products, channels, budgets, campaigns and assets.
SAP Hybris Sales
THE NEW RULES
SALES - BE AGILE and DATA DRIVEN

“By 2016, 55% of sales people will access sales applications exclusively through smart phone and tablets”

Source: Gartner

Mobile First - access information and have complete visibility from anywhere, anytime on any device.

Have complete insight into the customer journey from start to finish, be better informed and engage at the right moment.

Accelerate Sales Productivity so more time is spent selling
SAP HYBRIS CLOUD FOR SALES

Collaboration & Social
- Feeds, Followers and @mentions
- Internal, Customers, Partners
- Deal Sites, Social Selling

Opportunity Management & Insight
- Easy Lead, Opportunity, Activity Management
- Tailored sales methodology, Guided Selling
- Competitor insight, Partner Management

Visit Management & Execution
- Complete Activity and Task Management
- Visit and Route Planning and Execution
- Survey Design and Execution

Quote & Order Management
- Integrated pricing and transactional document creation with SAP ERP or CRM
- CPQ through partners

Integration
- Pre-built integration to SAP ERP & CRM, SAP JAM
- Partners like InsideView, D&B 360, Xactly & more
- Mashups with most other apps

Account Management & Intelligence
- Fast Account & Contact Updates, Relationships
- 360 Customer Intelligence

Productivity & Personalization
- Flags
- Quick Creates
- Map Views
- Tags
- Field Extensions
- Graphical Views
- Shelf
- Workflow

Real-Time & Predictive Analytics
- Dashboards, ad-hoc reports, forecasting
- Front and back-office data
- Mash-ups with SAP BW & Business Objects
- Custom dashboards, KPIs, and reports

Groupware Integration
- Full-Featured support for MS Outlook, Google Gmail and Lotus Notes, Server side via partner (e.g. Office 365)

Mobility
- Complete mobile apps, no extra cost
- Support for iPad, iPhone, Android, MS Windows, Watch
- Responsive UI with Off-line support
- Business Card Scanner

Platform
- Real-time, scalable, powered by SAP HANA
- Simplified enhancement tools for power users
- Easily extended for tailored UX and business processes
SAP STRATEGY FOR SALES
SELL SMARTER

SELL ANYWHERE  TURN INSIGHT INTO ACTION  ACCELERATE PRODUCTIVITY  KNOW YOUR CUSTOMER
SIMPLE IS: SELL ANYWHERE, ANYTIME
SAP’S MOBILE FIRST APPROACH

- Easy & convenient access to all critical business & customer data and productivity tools through your mobile device of choice
- Full-featured, seamless experience from on-line to mobile via most flexible persona-based responsive UI powered by award-winning Fiori UI
- Engage in real time with your customers, manage your activities, and track your performance, even when you’re offline
- Support for extensions, custom objects and custom validations
- Smartphones support planned for 1602*
Easy access to real-time customer analytics and sales data in the context of accounts and opportunities to engage and connect with customers in a personal, relevant way

- Comprehensive customizable KPI tiles, reports, and dashboards
- Sophisticated analytics infrastructure
- Simplified ad-hoc and custom reports
- Deliver intelligence where needed
Get the information you need, when you need it and how you want it

- Personalize your experience and get quick access to the information you need via your personal award-winning FIORI launchpad
- Easy-to-use social collaboration and productivity apps keeps all conversations in one place and no double data entry
- Collaborate with colleagues and customers directly from within the sales activities with SAP Jam
ACCELERATE PRODUCTIVITY
SALES TOOLS

Account, Lead & Opportunity Management. Gain the visibility needed to exceed your sales targets.

Quotes, Orders, Activities, Surveys & Visits. All functions required by Sales People.

Leverage tools you use everyday. Feature-rich integration with Outlook, Gmail and Lotus Notes boots your sales productivity.
EASY TO CONFIGURE AND ADAPT
EXTENTION READY

Personalize
your workplace

Configure & Adapt
without coding

Extend & customize
with the SAP Cloud Applications Studio

End User

Key User

IT Department
or Partner
Major Trends

CUSTOMER SERVICE

- Omni-channel
- Self-service
- Social becoming mainstream
- Proactive engagement + predictive analytics
- Internet of Things / M2M for preemptive service
- Knowledge management

FIELD SERVICE

- Cloud (Gartner FSM MQ calls out strong cloud adoption)
- Mobile-driven FSM (Gartner reports 85% of survey respondents use/will use mobile FS apps)
- Service knowledge

Strategic planning assumptions (from Gartner MQ CEC2):
- By 2018, 85% of CECs for b2b support will be in a software as a service (SaaS) model.
- Through 2017, 60% of core customer support (that is, consumer-facing support) for CECs will be SaaS.
THE MAJORITY OF BUSINESSES CAN’T SUPPORT AN OMNI-CHANNEL CUSTOMER JOURNEY.

JUST 12% CAN PROVIDE A SEAMLESS HAND-OFF BETWEEN CHANNELS.

SOURCE: Forrester Wave Customer Service Solutions 2014
SAP Hybris Service

**UNIFY THE CUSTOMER VIEW**
Develop a holistic customer view and enable complete context

**CLOSED LOOP ENTERPRISE PROCESSES**
End-to-end integrated process automation

**OPEN FRAMEWORK**
Leverage existing solutions, partners, or build your own

---

OMNICHANNEL SUPPORT | SELF-SERVICE | SOCIAL SERVICE | SERVICE ORDER MANAGEMENT | RESOURCE SCHEDULING | MOBILE

CUSTOMER SERVICE | FIELD SERVICE

KNOWLEDGE | SOCIAL COLLABORATION | SALES

ANALYTICS

SAP HANA CLOUD PLATFORM

---

WEB | MOBILE | SOCIAL | EMAIL&SMS | INTERNET OF THINGS | CHAT | CALL CENTER

---
SAP Hybris Service
Designed To WOW The Customer, The Agent, AND The Field Technician

Omni-channel Service
- EMail
- Phone (CTI)*
- Chat*
- SMS*
- Web self-service portal*
- Branded communities*
- Social Media* (Twitter, FB, Youtube)

Collaboration
- Contextual social collaboration with integrated feed (native & SAP Jam*)
- Video/Chat via Genband*

Solution Finder
- SAP Knowledge Central by Mindtouch*
- SAP Jam*
- Integrate with existing knowledge base
- Context-sensitive recommendations
- Easily share sensitive content with customers

Productivity
- E-mail Response Management
- Routing and escalation rules
- Workflows, notifications, approvals
- Service Request Management
- Resource Scheduling
- Time Recording
- End-to-End Field Service execution
- Deal Desk execution
- Employee Help Desk

Integration
- Native integration with SAP ERP and SAP CRM, hybris Commerce
- Open API/ODATA Console

Analytics
- Real-time service performance with pre-built dashboards
- Embedded reports response times, handle times, priority and escalation trends

Personalization
- Flags
- Tags
- Shelf
- Quick Creates
- User-Defined Fields
- Favorites

Mobility
- Manage service & work requests on iPad/tablet – anytime, anywhere

*Additional license required (includes SAP or Partner solution)
Thank You

Wim Verschoore
SAP Hybris

+32 486 136 426
wim.verschoore@sap.com
be.linkedin.com/in/wimverschoore
@WimVerschoore