SAP® Customer Experience

SAP® C/4HANA: Deliver trusted and connected customer experience

THE BEST RUN **SAP**

The new business imperative in the experience economy: Deliver experiences your customers expect.

BIG DATA DONE BETTER

The customer experience suite SAP® C/4HANA brings together customer data, experiential and operational data, and the power of intelligent technologies across sales, marketing, commerce, and service to deliver engaging and trusted experiences in the moments that matter most to your customers.

Time to market is a critical differentiator in the Experience Economy: organizations are expected to deliver personalized experiences consistently and to innovate accordingly under tight deadlines. Recognizing the need for speed and ease in integrating and extending new applications, SAP introduced SAP C/4HANA Foundation, a new self-service tool that enables system administrators and developers to implement our cloud solutions conveniently and quickly.

Automatically deployed to all SAP C/4HANA customers free of charge, SAP C/4HANA Foundation includes:

• A single entry point for administrators and developers, providing a single view of implemented solutions and subscriptions and an overview of all entitlements (subscribed applications)
• A console that enables administrators to authenticate new users, manage user authorizations, and adopt them as roles change
• Extensibility options – delivered through SAP Cloud Platform Extension Factory and project "Kyma" – providing administrators and developers tools to overcome the challenges that come with a fragmented IT infrastructure with products from different vendors

These new features enable organizations to break down existing data and process silos between sales, service, marketing and commerce, providing the highly sought-after customer engagement.

CLOSING THE EXPERIENCE GAP

The disconnect between the customer experience that companies believe they are delivering and their customers' opinion of that experience is a well-known problem: it's called the experience gap.[1] Companies have an imperative to close this gap as it has a direct effect on their stock performance, with market leaders nearly tripling the market performance of laggards.[2] However, given the need to deliver continuous, real-time, 24x7 engagement in our digital world across multiple channels, this is easier said than done. SAP's main goal for the SAP C/4HANA suite is to help companies overcome challenges they are facing from technology, data silos, and business process complexity and embrace the rapid pace of innovation needed to differentiate and drive growth in the Experience Economy.

GOING ABOVE AND BEYOND FOR CUSTOMERS

The SAP C/4HANA suite (see figure), which includes market-leading, cloud-native solutions for sales, service, marketing, e-commerce, and customer data management, is designed to enable businesses to deliver unique, trusted, and personalized journeys to their customers. Employing a unified data model and cross-platform integrations, these solutions help organizations break down silos between various systems, unifying consumer data and operational data, and applying advanced business intelligence to fuel experiences that are consistent, relevant, and based on customers' permissions and preferences. The result? A more loyal and engaged customer base and increased efficiency and lower cost and risk for the business.

1. Craig McVoy, "80% of CEOs Believe They Deliver Superior Customer Experience," Medium, May 2016.
2. "The Customer Experience ROI Study," blog published by Watermark Consulting, 2019.

LISTEN, LEARN, DELIVER: EMPATHY MATTERS

Analyzing customers' behavior and transactions provides insight about what, where, or when a customer does or is likely to do something, but this data alone cannot not address why. With our recent acquisition of Qualtrics and the introduction of Experience Management solutions from SAP, businesses can now embed the opinion and voice of the customer (X-data) throughout the entire business process (O-data) to infuse empathy into the customer's journey and engage on a deeper level. Whether applied to customer or field services, sales, e-commerce, or marketing strategy, the most effective ways to incorporate customer feedback have been identified and integrated into the suite so businesses can make the voice of the customer a native part of the product or service cycle.

A BETTER WAY TO MANAGE AND CUSTOMIZE YOUR SAP C/4HANA SOLUTIONS

Solving the technical challenge of creating a single view of the customer and a unified experience across multiple applications and lines of business is SAP's promise to all our customers, and we are committed to delivering on it. SAP C/4HANA Foundation and related business and technical components, released in May 2019, is available to all customers of SAP C/4HANA. It has the following components.

Figure: The SAP® C/4HANA Suite and SAP C/4HANA Foundation
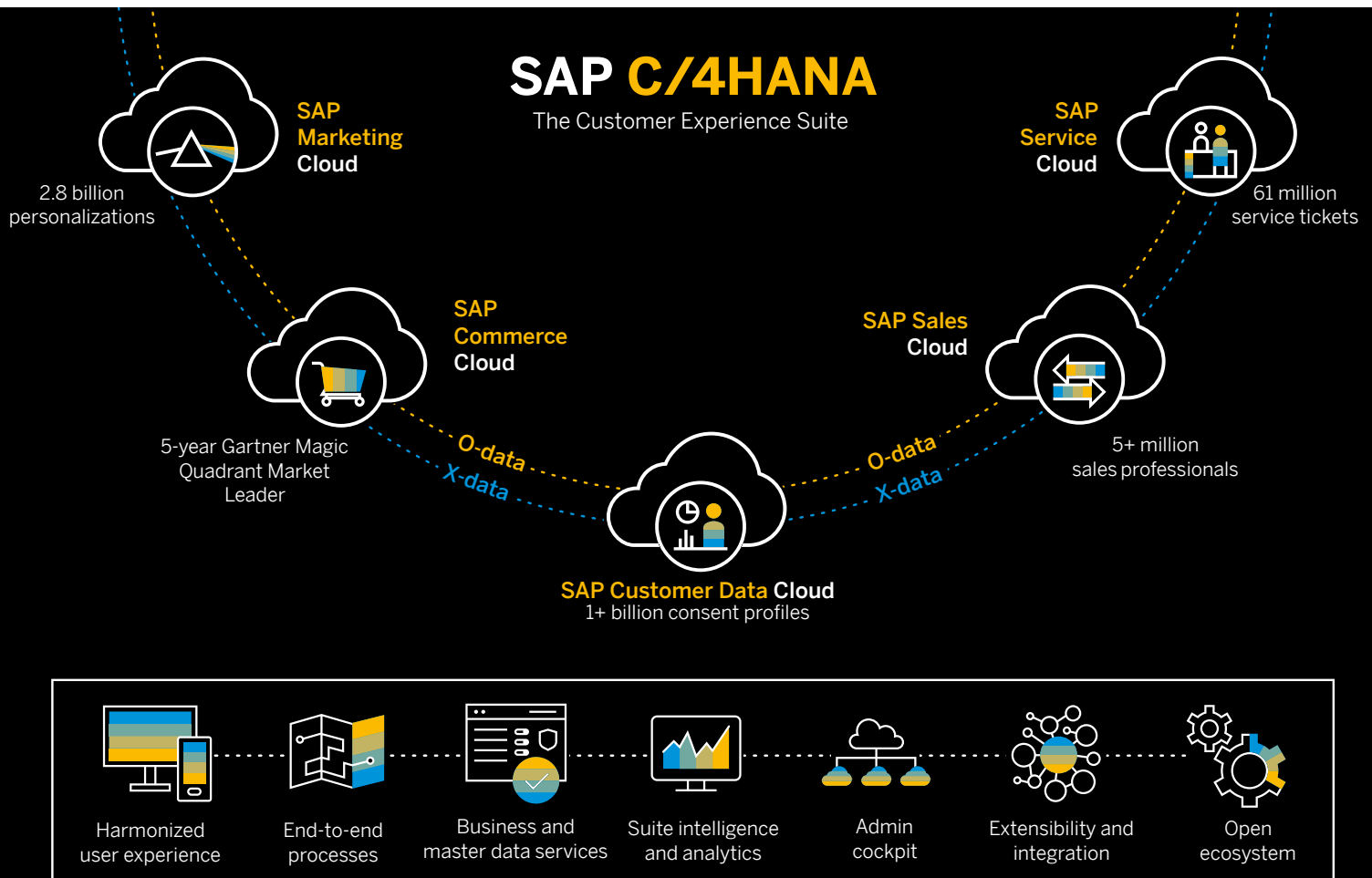
A Single View of Limitless Possibilities

SAP® C/4HANA Foundation	Business Value	User Role
SAP C/4HANA cockpit	• View system status and manage cloud solutions from a single entry point • Access usage information and manage user roles across the suite	IT administrative users Developers

SAP® C/4HANA Foundation	Business Value	User Role
SAP Cloud Platform Extension Factory	• Use out-of-the-box integrations and build custom extensions • Leverage partner services with a direct link to SAP App Center • Consume third-party software vendor services	IT administrative users Developers Partners

THE EXPERIENCE ECONOMY IS GROWING – GROW WITH IT

Given the velocity and massive complexities of modern markets, creating and delivering the ideal customer experience can be a tall order. The right technologies and strategies can help any organization successfully transform. To get there, you need to bring together technology, data, and the will to win by focusing intently on customer outcomes. With this commitment and SAP C/4HANA Foundation in place, you can begin to work on achieving a data-driven engagement strategy that includes:

• Unifying customer data gathered from every channel, brand, application, and region to unlock the 360-degree view of the customer

• Integrating business processes across the suite to drive effective and responsible cross-channel personalization
• Tapping cross-suite data analytics and visualizations to gain a deeper, real-time understanding of customers
• Creating a more harmonized user experience for business customers and partners

SAP is continuously investing in these capabilities to bring to life a unique suite of solutions that empower teams across lines of business to work together as one to create the next generation of disruptive, customer-obsessed businesses.

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