

SAP® Customer Experience

SELL SMARTER, ACT FASTER, AND CREATE A LASTING CUSTOMER IMPACT

NTT DATA Business Solutions



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.

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.

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

86 % of buyers will pay more for great customer experience.

"4 Actionable Customer Experience Statistics For 2020", Forbes, July 2020

Integrate Every Customer-Facing Process

With the complete SAP Customer Experience suite – formerly known as SAP C/4HANA and SAP Hybris® – you can do just that. The suite combines tailored software for marketing, sales, commerce, and service in a foundation to align all customer data, while complying with the strictest of data privacy and protection laws. Add to this the latest trends in machine learning, IoT, and AI and you have everything you need to create real-time engagements with every single customer.

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

In 2021, empathy will emerge as a top customer experience metric.

"11 Customer-Experience-Related Predictions For 2021", Forbes, December 2020

create more precise sales forecasts, keep control over every activity, and optimize the lead-to-order process.

SAP Commerce Cloud: Deliver with Omni-channel

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.

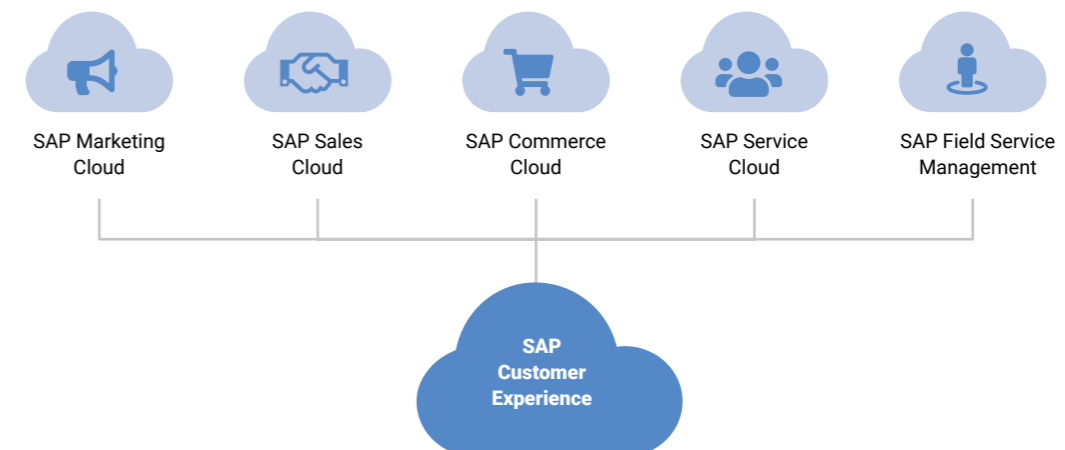
experiences regardless of channel or device throughout the customer journey. You can give your customers the exemplary service integration they expect – anytime, anywhere. And with more information at hand, your service team can even contribute to generating new sales.

SAP Field Service Management: Meet Your Customer Expectations

When a customer demands a service, they want it immediately. Proactive service experiences with SAP Field Service Management empower leaders, managers, technicians, and customers to deliver best-in-class services from field workers. Our services aid your organization to optimize the comprehensive support customers need. SAP Field Service Management unifies customer contact, back-office service, scheduling and dispatch, and mobile field services for increased efficiency, productivity, and power to make right decisions.

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



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 NTT DATA Business Solutions 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) and Microsoft Azure 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.

Why NTT DATA Business Solutions?

We have worked with businesses of all sizes for over three decades to help them transform, digitize, and grow. We support companies throughout their entire SAP journey, from planning to consultation, implementation, operation, and managed services.

With our many years as an SAP partner, we can provide businesses with everything they need regarding the new SAP Customer Experience.

We support companies of all sizes with the integration of the whole SAP Customer Experience suite and the SAP S/4HANA backend. We also have award-winning expertise in SAP and years of experience dealing with CX and a wide range of B2B and B2C customers.

We Transform. SAP® Solutions into Value

Digital transformation helps companies reach their full potential – if the underlying technologies work for the people using them! At NTT DATA Business Solutions, we design, implement, manage and continuously enhance SAP solutions to make them work for companies – and for their people.

www.nttdata-solutions.com



Our extensive knowledge of SAP applications and cloud implementations means we understand the importance of affordable, flexible, reliable, and expandable solutions. Additional data centers and hosting options are available with AWS and MS Azure. Our global experts are always on hand to offer support whenever and wherever you need it. We are also part of the NTT DATA Group and have access to its wealth of resources, including global data centers.

Official Global Qualtrics Partner

We are a member of the Qualtrics Partner Network, acting as a global go-to-market partner. With the integration of Qualtrics' digital customer experience solutions into our industry and product packages, we enable companies to measure customer needs and to provide memorable customer experience based on exclusive and relevant data insights. We offer our customers the entire SAP portfolio, including the Experience Management (XM) solutions from Qualtrics.



Your next step

Contact our specialists in your local area today.

nttdata-solutions.com/contact

Follow us on



NTT DATA Business Solutions



NTT DATA
Trusted Global Innovator