



# Conferencia Anual ASUG México 2019

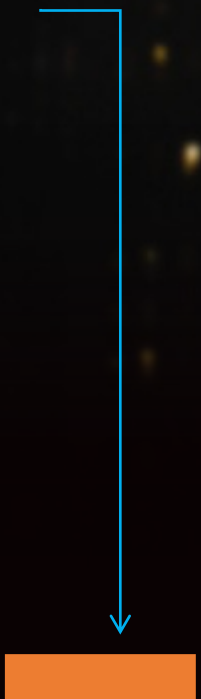
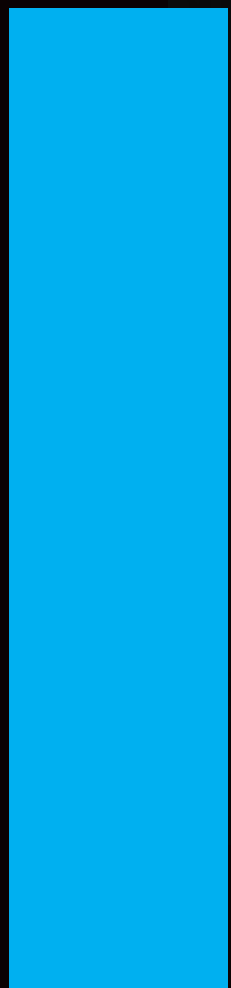
Cuando  
**el cambio**  
es la constante

**Qualtrics + C/4HANA**

11 Septiembre

Encuesta realizada por Bain & Company entrevistando a 362 empresas y sus clientes? ¡Y la investigación fue realizada por Frederick F. Reichheld, inventor del concepto NPS!

**80%**  
de los CEOs  
creen que  
entregan  
experiencias  
inigualables



**8%**  
de los clientes  
estan de acuerdo







▶ **Interacciones  
aisladas**

▶ **Sistemas en  
silos**

▶ **Experiencia  
desconocida**



# ...Usando el poder de X & O

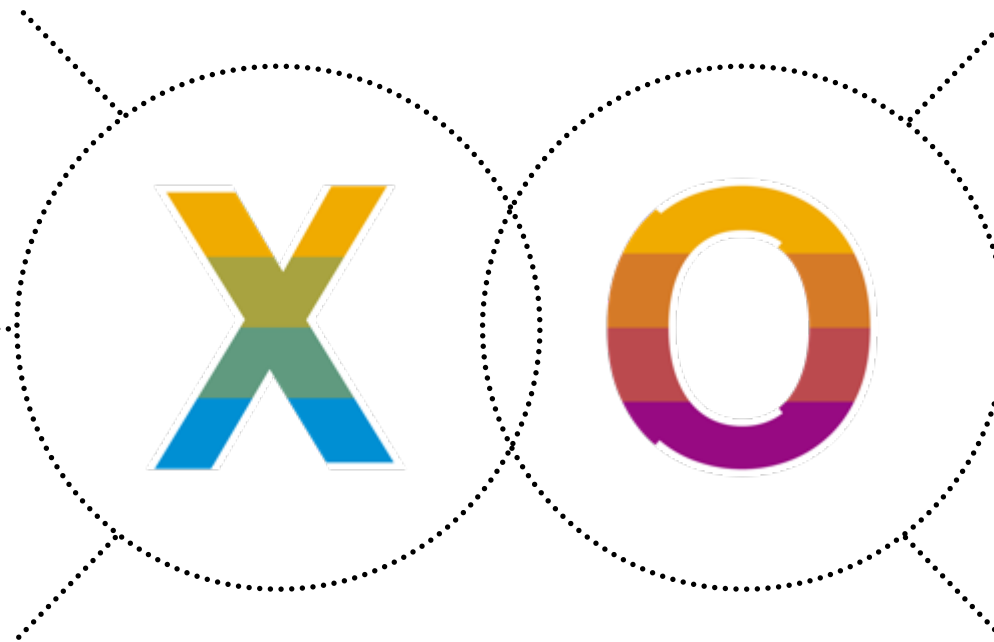
## eXperience

¿Por qué están pasando las cosas?

## Operational

¿Que esta pasando?

El factor humano:  
retroalimentación,  
emociones y  
sentimientos.



Información sobre sus  
operaciones diarias, como  
ventas, finanzas, ganancias,  
perdidas, etc.

X-data ayuda a descubrir qué es lo más  
importante para los clientes

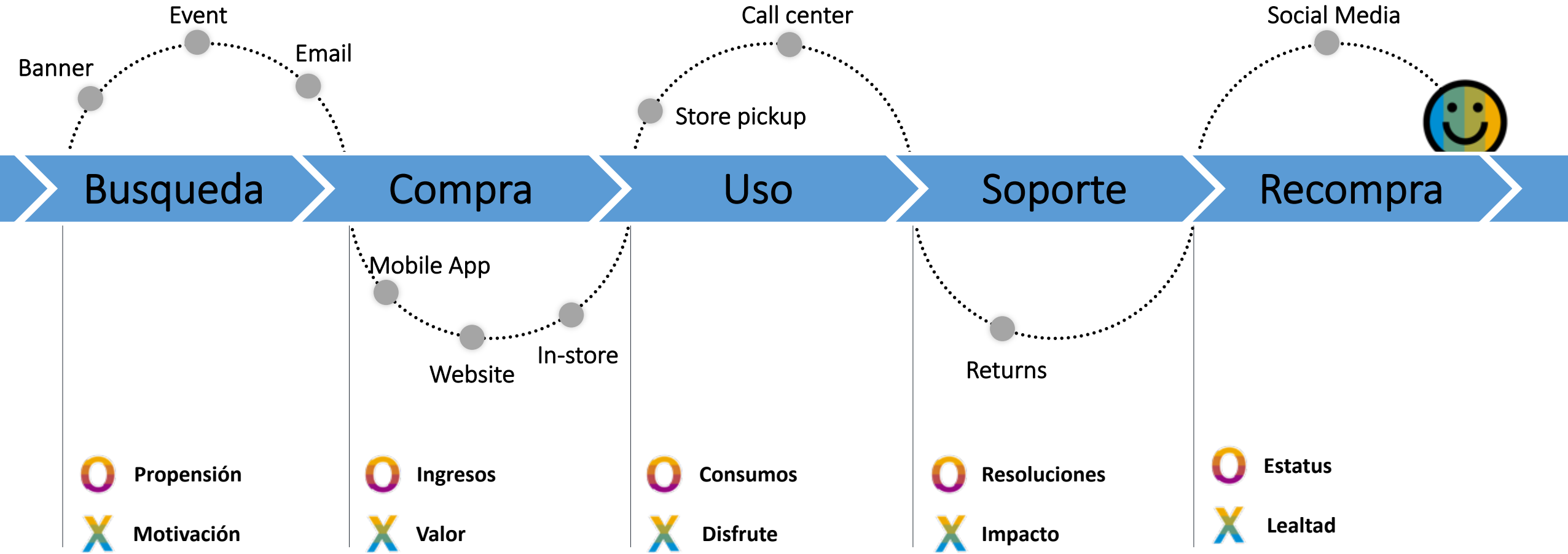
O-data te ayuda a  
dirigir su negocio







# Customer Journey



# CX to XM

PROPELLING HUMANITY & INTELLIGENCE

qualtrics<sup>XM</sup><sup>®</sup>





# EXPERIENCE MANAGEMENT

Your customer knows best. The best run SAP.

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## ESCUCHAR

Recopile datos de experiencia de clientes en cada punto de contacto significativo.

## ENTENDER

Encuentra tendencias ocultas y automáticamente obtenga recomendaciones sobre qué hacer al respecto.

## ACTUAR

Cerrar las brechas en la experiencia. Lleve los datos X y O a los sistemas operativos y procesos de negocio para crear experiencias atractivas.

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Business Operations

Marketing

Aumente el reconocimiento de la marca descubriendo lo que más importa para sus clientes

Ventas

Identifique de forma proactiva a los clientes descontentos en riesgo e identifique las oportunidades de ventas que agreguen valor a sus clientes.

Datos del Cliente

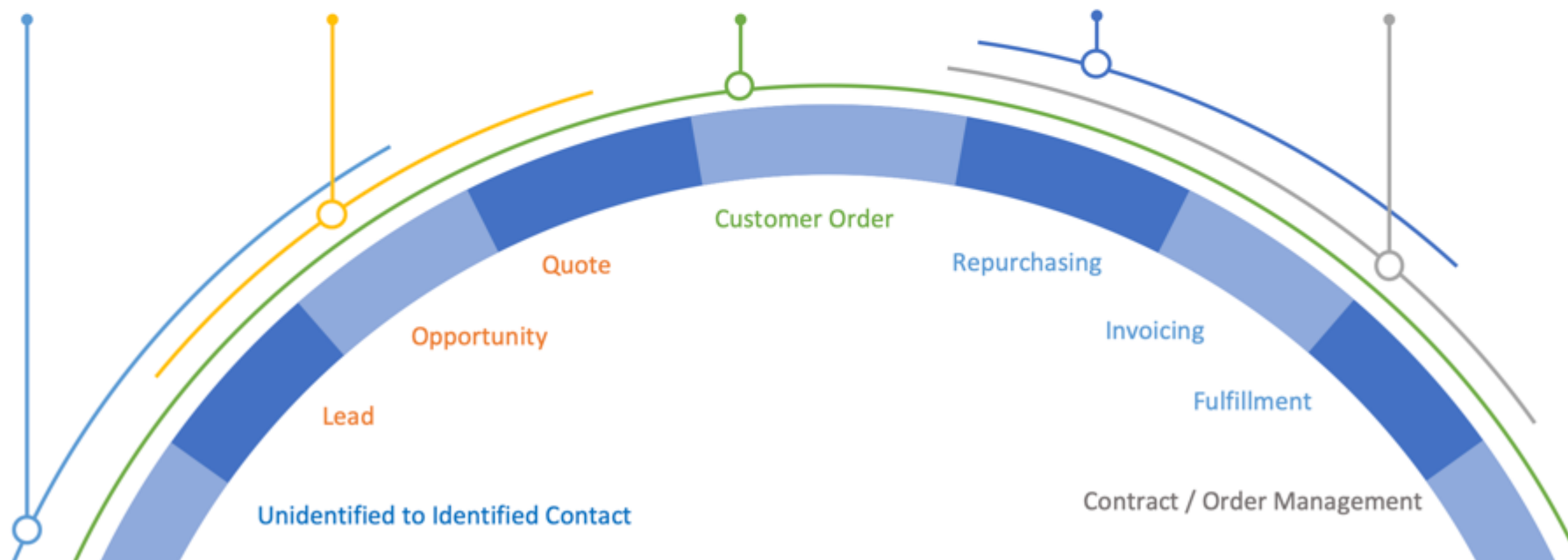
Conecte la retroalimentación con un perfil ligado al consentimiento de su cliente para generar confianza y transparencia

Comercio Omnicanal

incremente la adquisición de nuevos clientes al saber qué variables explican mejor su satisfacción y comportamiento

Soporte y atención en campo

Reduzca el costo de servicio al identificar y resolver temas comunes que sus clientes están planteando. Obtenga respuesta inmediata por cada interacción



# Beneficios

 INCREASE NPS

 INCREASE CUSTOMER ENGAGEMENT AND SATISFACTION SCORE

 INCREASE CLICK-THROUGH AND CONVERSION RATES

 CONVERSION RATE


 INCREASE ORDER VALUE



●  REDUCE WEBSITE/ CART ABANDONMENT

●  REDUCE UNSUBSCRIBE RATE

●  REDUCE BOUNCE RATE

●  REDUCE CHURN





# Customer Buying Experience

**CX + O**



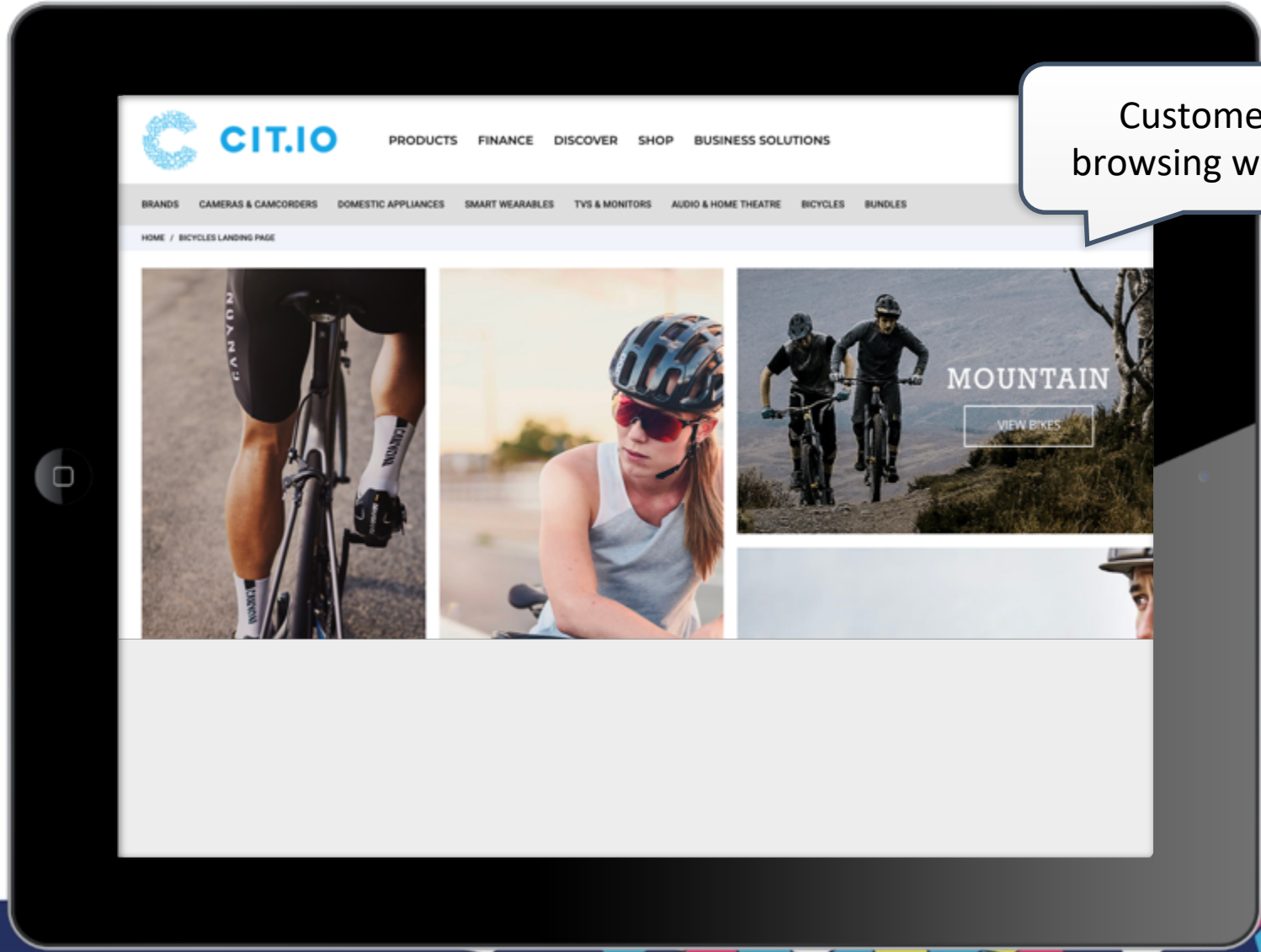
Conferencia Anual  
ASUG México 2019



# Personalized Offer



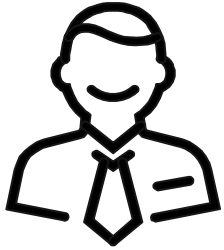
O	AFFINITY	PROPENSITY	REVENUE	RESOLUTION	ACTION
X	INTEREST	MOTIVATION	VALUE	SENTIMENT	INSIGHTS



Customer is browsing website



# Personalized Offer



**CIT.IO** PRODUCTS FINANCE DISCOVER SHOP BUSINESS SOLUTIONS

BRANDS CAMERAS & CAMCORDERS DOMESTIC APPLIANCES SMART WEARABLES TVS & MONITORS AUDIO & HOME THEATRE BICYCLES BUNDLES

HOME / OPEN CATALOGUE / BICYCLES / MOUNTAIN BIKES / MOUNTAIN BIKE M500

### Mountain Bike M500 ID MZ-FG-M500

★★★★★ (8) Show Reviews Write a Review

€499.43

541 In

Shopping cart icon and social media icons (Facebook, Twitter, Google+, Pinterest)

**Specifications**

Bicycle specifications	
Type	Mountain
Tires	Clincher Tires
Shifters and Levers	BR 01 Basic Shifters
Pedals	BR 01 Basic
Handlebar	Aluminium
Frame	BR MBx01
Fork	Aluminium
Chain	BR 11-1

**Reviews**

4.2

★★★★☆ 4/5 30.04.19

**Great bike for the price**  
Well constructed and durable example, I had to reverse the rubbing on the front fork.



# Personalized Offer



**CX+O intercept**  
Powered by Qualtrics,  
user enters his  
browsing experience  
right in the moment

PRODUCTS & MONITORS AUDIO & HOME THEATRE BICYCLES BUNDLES

541 In Stock

Feedback: What could we do to improve this page?  
Add more details  
Make it easier to understand  
Make it easier to find what I need  
Improve the images and visuals  
Something else  
Powered by Qualtrics

REVIEWS

5	4
4	2
3	2
2	0
1	0

4.2 8 reviews  
4.2 out of 5 stars  
[write review](#) [read more](#)

4/5 Great bike for the price  
Well constructed and durable bicycle. The fit and finish is not perfect, for example, I had to reverse the disc on the front wheel in order to mount it from





# Personalized Offer

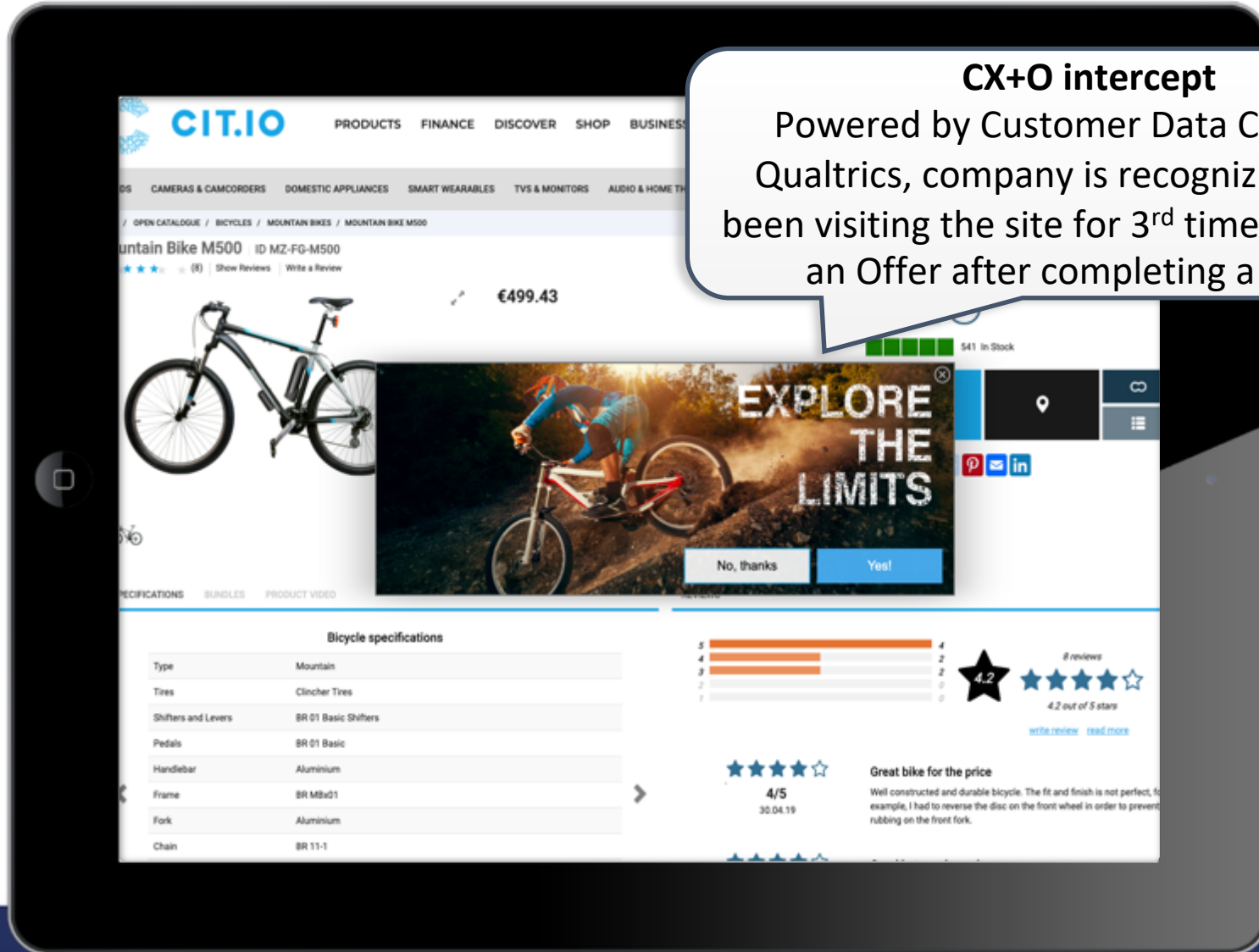
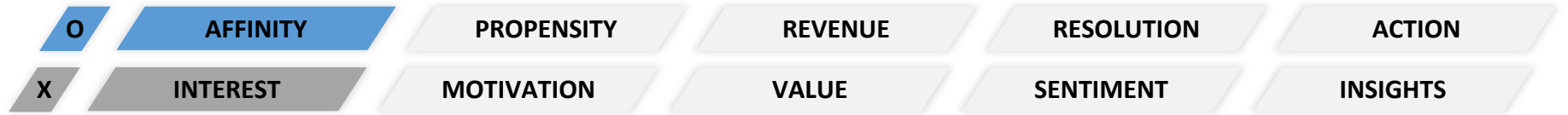


**CX+O intercept**  
Powered by Qualtrics, user enters his browsing experience right in the moment

The screenshot shows a tablet displaying a product page for bicycles. At the top, there are navigation tabs: "/S & MONITORS", "AUDIO & HOME THEATRE", "BICYCLES", and "BUNDLES". The main content area shows a product listing with a "541 In Stock" indicator and social media sharing icons for Facebook, Twitter, Google+, Pinterest, Email, and LinkedIn. A feedback overlay is visible on the right side, titled "Feedback" and asking "What could we do to improve this page?". The overlay includes several options: "Add more details", "Make it easier to understand", "Make it easier to find what I need", "Improve the images and visuals" (highlighted in red), and "Something else". Below the feedback overlay, there is a "REVIEWS" section showing a star rating of 4.2 out of 5 stars based on 8 reviews. A sample review is visible: "Great bike for the price" with a 4/5 star rating. The review text reads: "Well constructed and durable bicycle. The fit and finish is not perfect, for example, I had to reverse the disc on the front wheel in order to prevent it from..."



# Personalized Offer



**CX+O intercept**  
Powered by Customer Data Cloud and Qualtrics, company is recognizing he has been visiting the site for 3<sup>rd</sup> time and pushes an Offer after completing a survey



# Personalized Offer



**CIT.IO** PRODUCTS FINANCE DISCOVER SHOP BUSINESS SOLUTIONS

Online Survey | Built with Qualtrics Experience Management™

https://xmdemo.az1.qualtrics.com/jfe/form/SV\_eFpmCb8Ovh79G17Q\_CHL=sl&productName=Mountain+Bike+M500

Please provide some personal details to register to our newsletter.

First name

Last name

E-mail

Submit

Mountain Bike M500 ID MZ-FG-M500

8 reviews  
4.2 out of 5 stars

Great bike for the price  
Well constructed and durable bicycle. The fit and finish is in example, I had to reverse the disc on the front wheel in order to rub on the front fork.

4/5  
30.04.19

...user is asked to provide more information about himself...

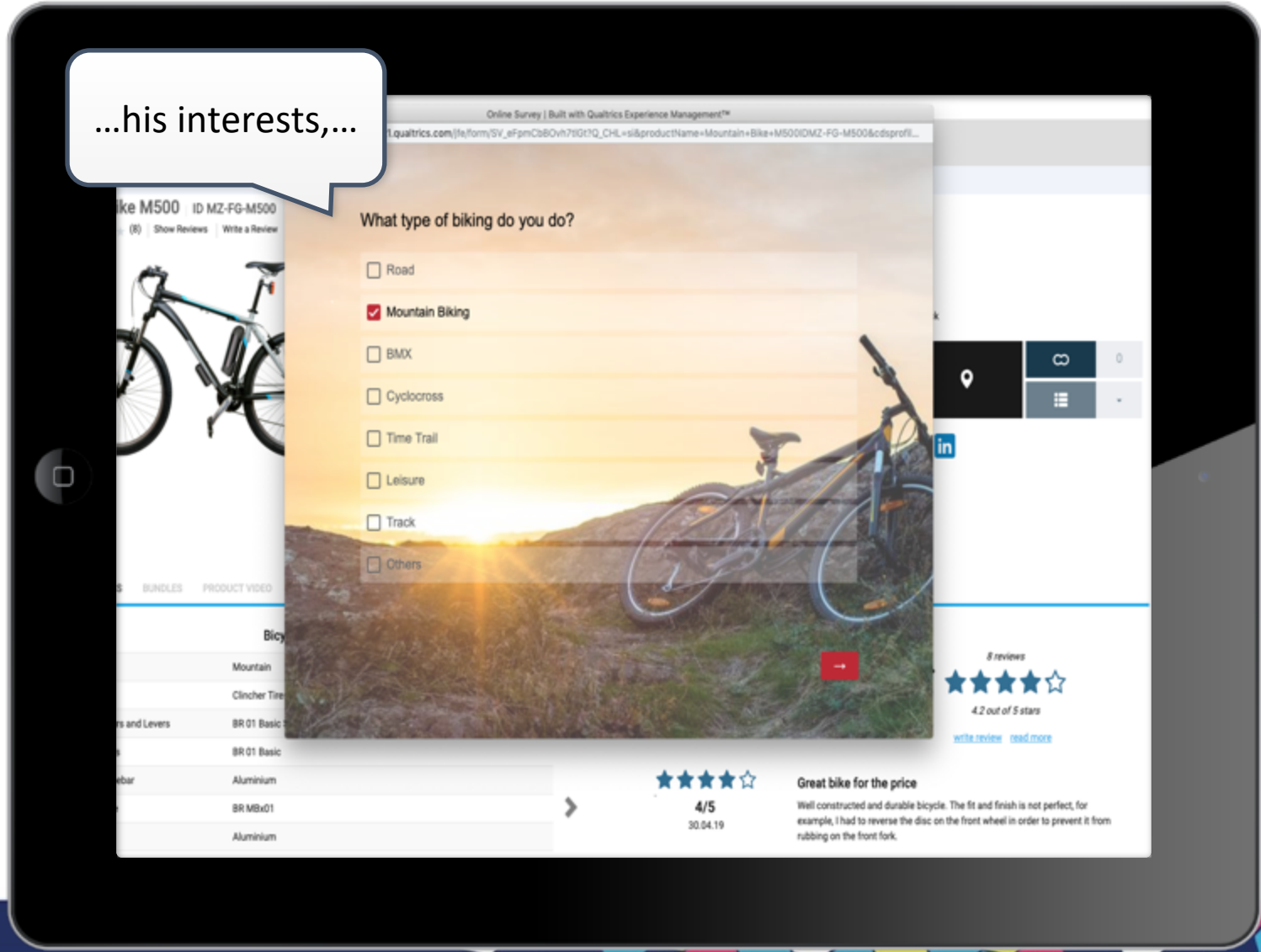




# Personalized Offer



...his interests,...



Online Survey | Built with Qualtrics Experience Management™

What type of biking do you do?

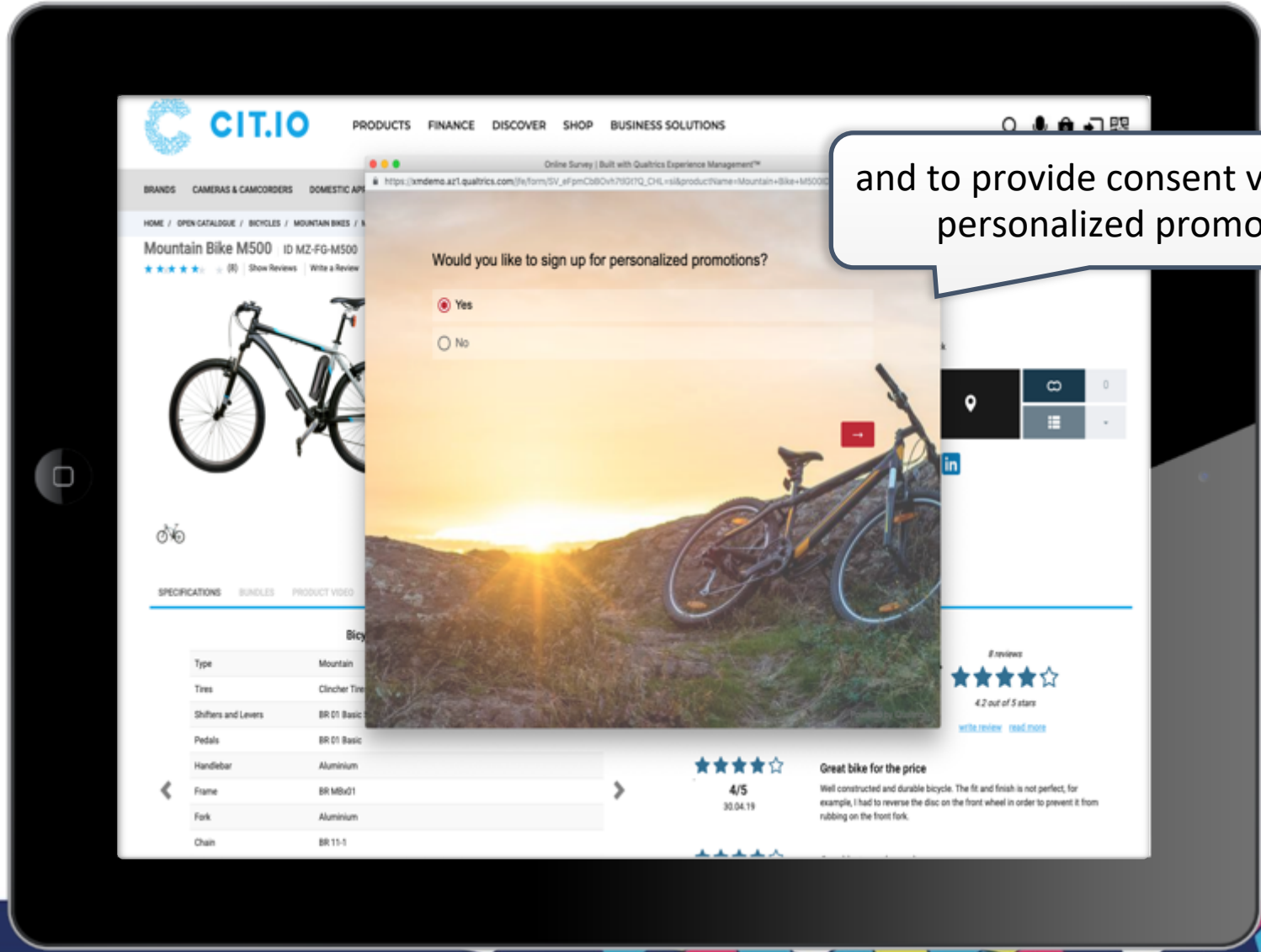
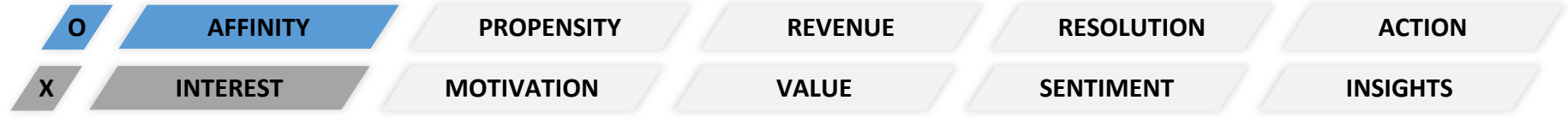
- Road
- Mountain Biking
- BMX
- Cyclocross
- Time Trial
- Leisure
- Track
- Others

8 reviews  
4.2 out of 5 stars  
write review read more

Great bike for the price  
Well constructed and durable bicycle. The fit and finish is not perfect, for example, I had to reverse the disc on the front wheel in order to prevent it from rubbing on the front fork.  
4/5  
30.04.19



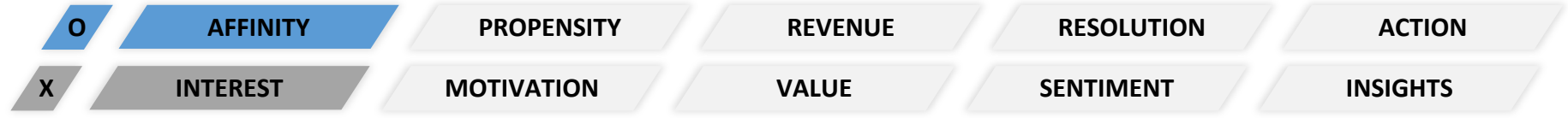
# Personalized Offer



and to provide consent via CDC for personalized promotions



# Personalized Offer



Marketing Cloud triggers a personalized E-Mail offer based on the feedback provided



# Personalized Offer



**CIT.IO** PRODUCTS FINANCE DISCOVER SHOP BUSINESS SOLUTIONS

BRANDS CAMERAS & CAMCORDERS DOMESTIC APPLIANCES SMART WEARABLES TVS & MONITORS AUDIO & HOME THEATRE BICYCLES

HOME / ALL BUNDLES / RIDE BUNDLE

## SUMMER RIDING

**SAVE 5%**

# BUNDLE OFFER

**Ride Bundle** ID 99999909

★★★★★ (8) Show Reviews Write a Review

*With our Ride Bundle you can smooth out the trail ahead, take on new challenges and tame the mountain*

*"Well constructed and durable bicycle. You can go wherever you want to feel your favourite taste of dust."*

**Ride Bike**  
It convinces with its sporty sit... ambitious riders who also pla...

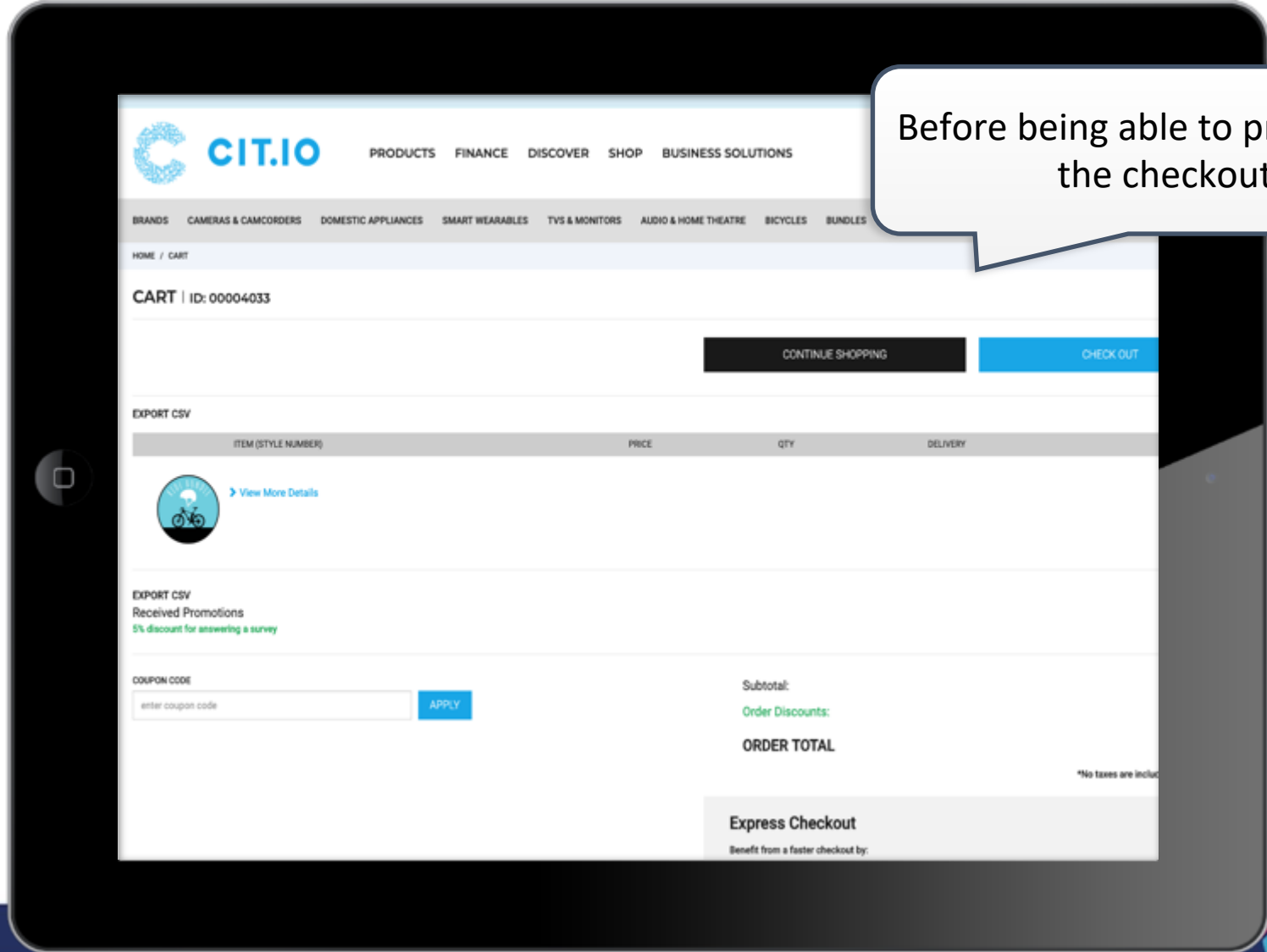
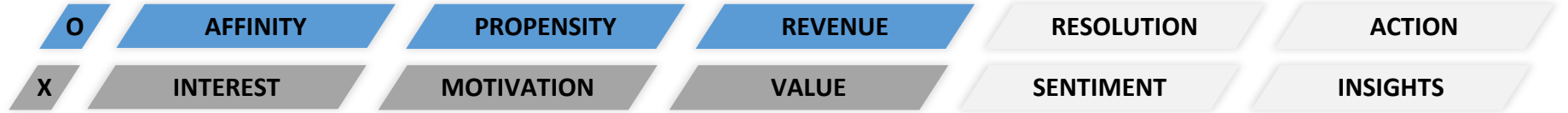
**Ride Helmet Mount**  
Bell Helmets Drifter MIPS. Hel... helmet, Construction type: Itr... Man/Woman. Weight: 9.95 oz

Personalized browsing Experience based on the offer received





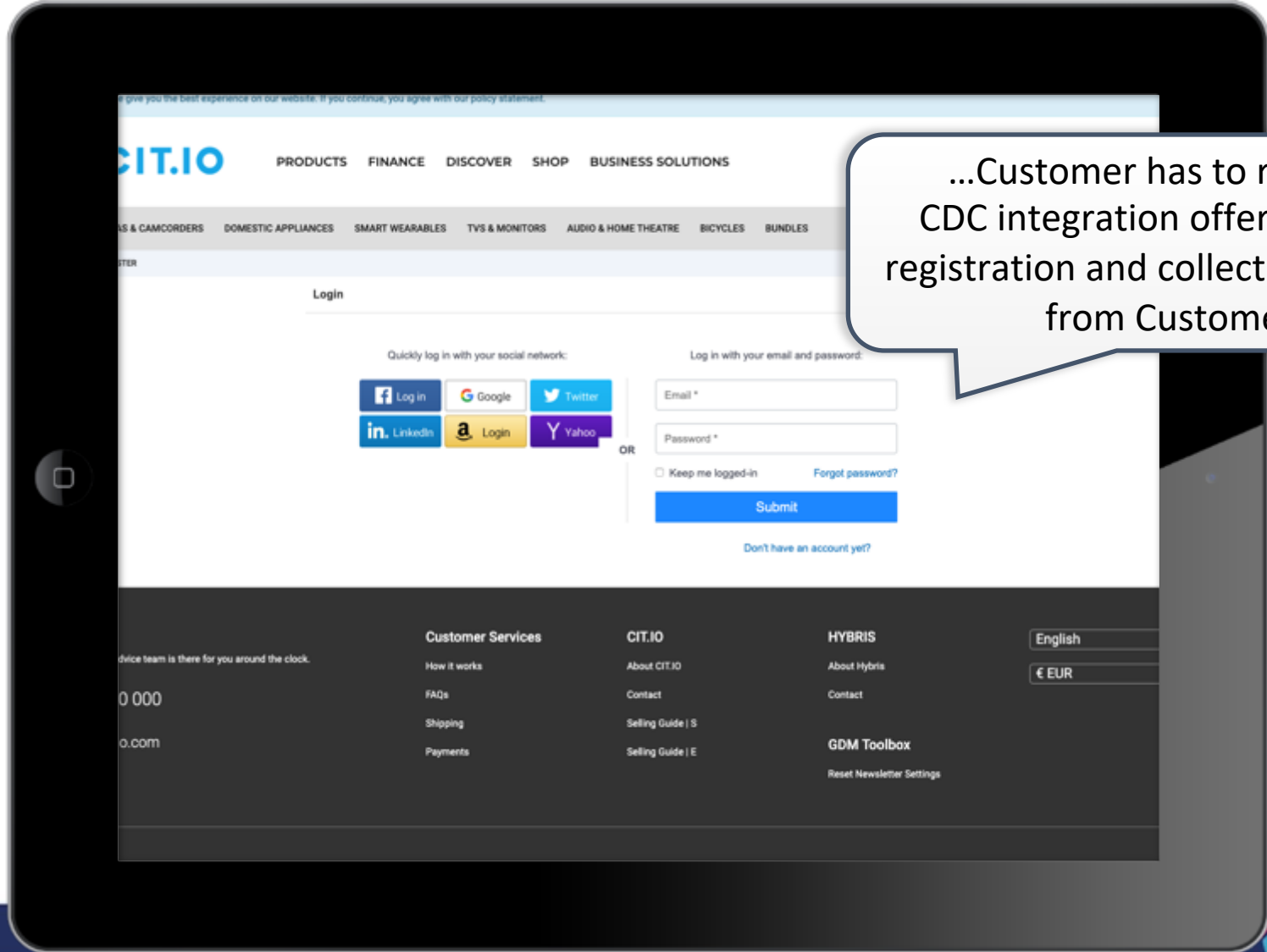
Check out



Before being able to proceed with the checkout...



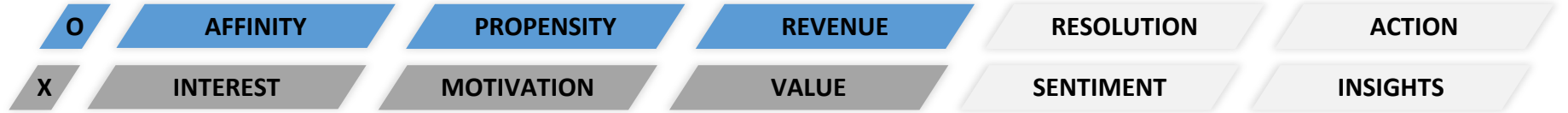
Check out



...Customer has to register.  
CDC integration offering social registration and collecting consent from Customer



Check out



**CX+O Intercept**  
Powered by Qualtrics and the Ambassador program, before leaving the page Customer is being presented an offer to join and avail benefits

Export order confirmation to PDF

**THANK YOU FOR YOUR ORDER!**

Your Order Number is 00004036  
A copy of your order details has been sent to joe.brown@democloud.hybris.com

ORDER NUMBER	ORDER STATUS	DATE PLACED	TOTAL
00004036	In Process	May 1, 2019 1:34 PM	€899.15

Pending

**SHIP TO**  
Mr. Joe Brown  
New York City  
New York California  
United States 10014

ITEM (STYLE NUMBER)	PRICE	QTY
Mountain Bike M500 MZ-FG-M500 In Stock	€788.66	1

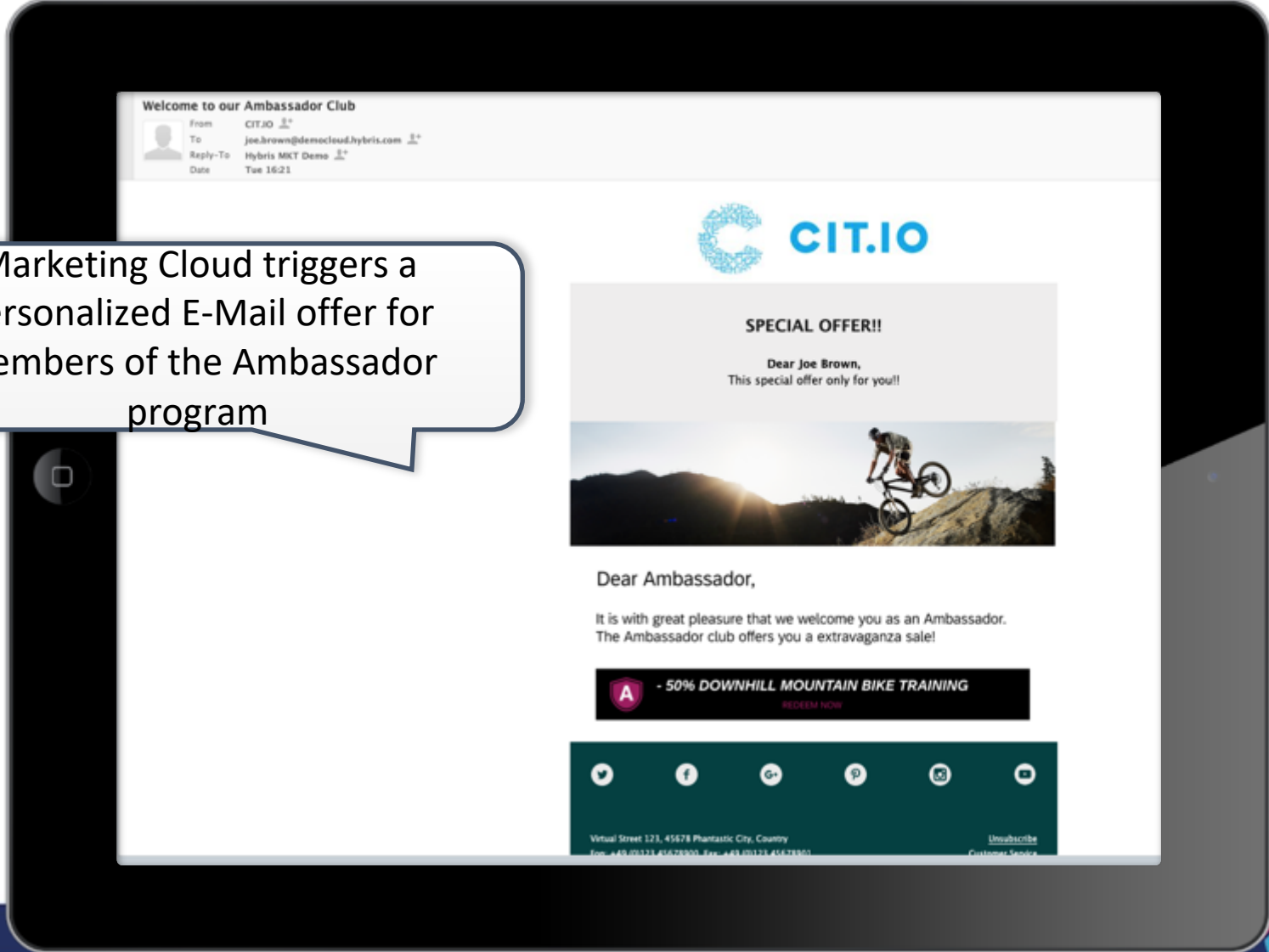
Pending



Check out

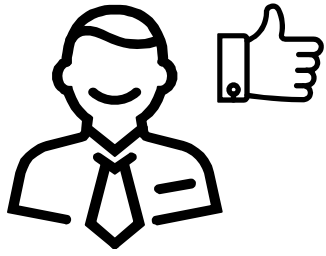


Marketing Cloud triggers a personalized E-Mail offer for members of the Ambassador program

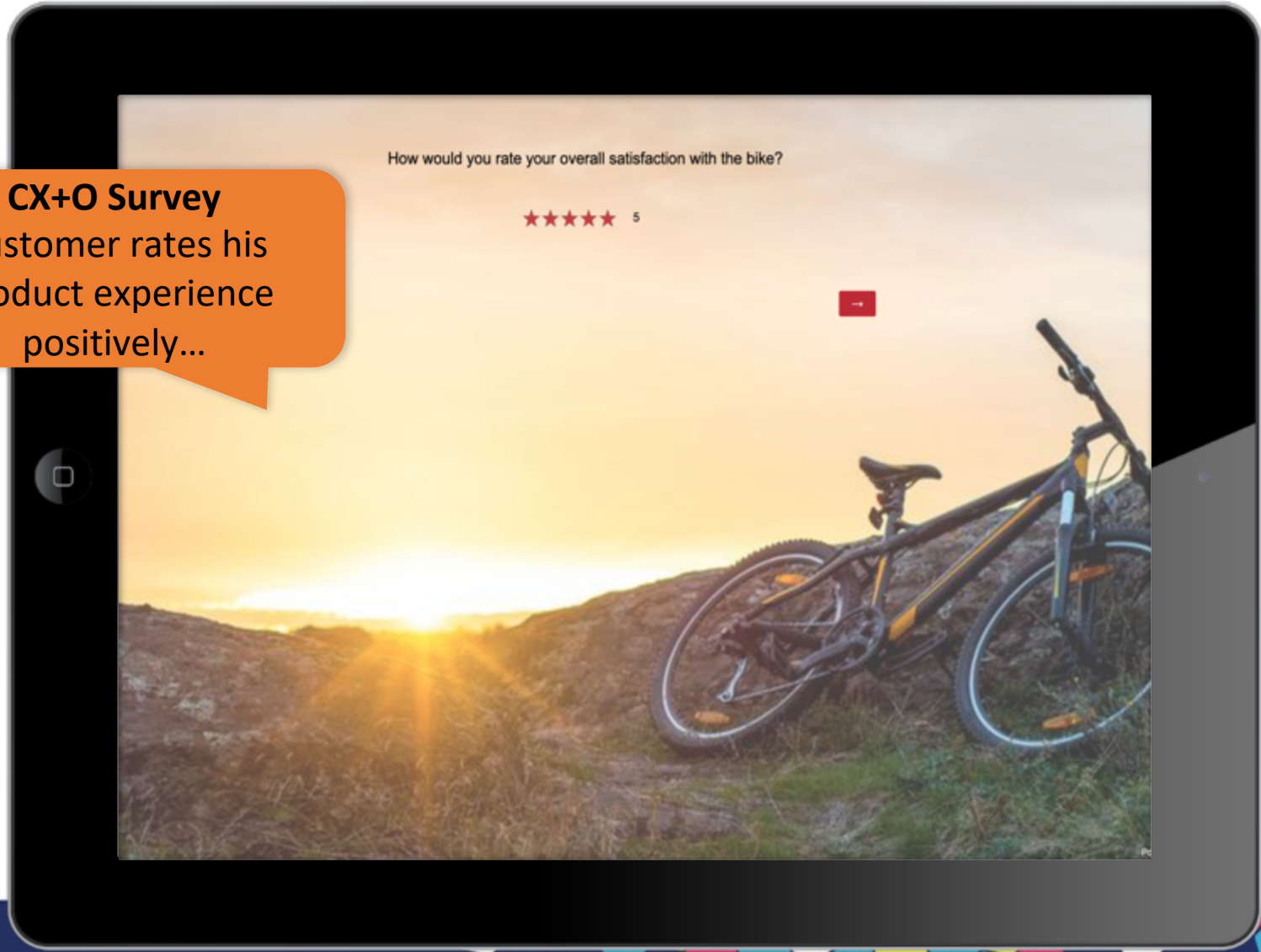




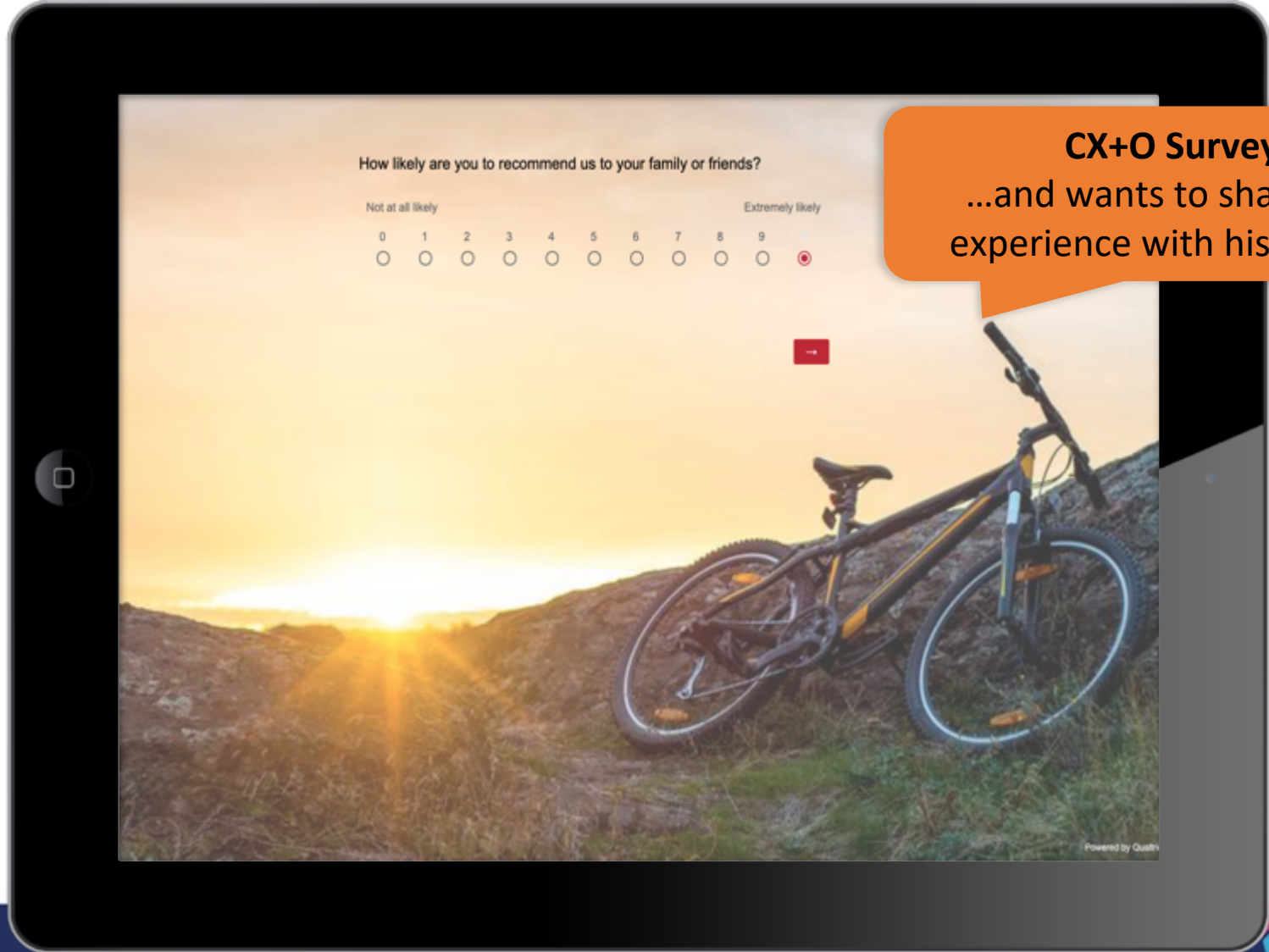
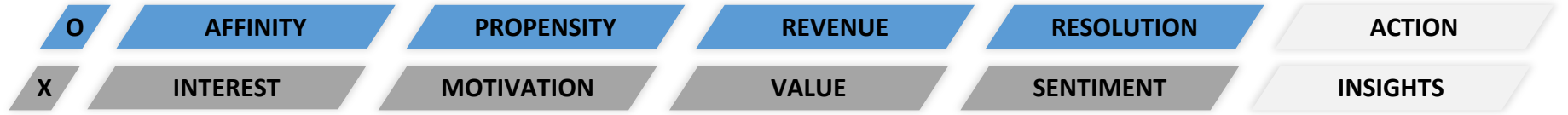
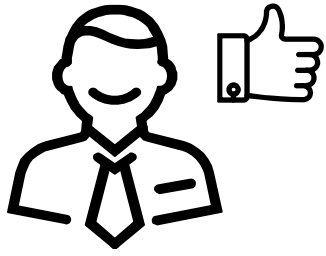
# Positive Feedback



**CX+O Survey**  
Customer rates his product experience positively...



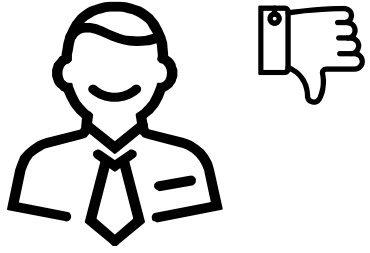
Positive  
Feedback



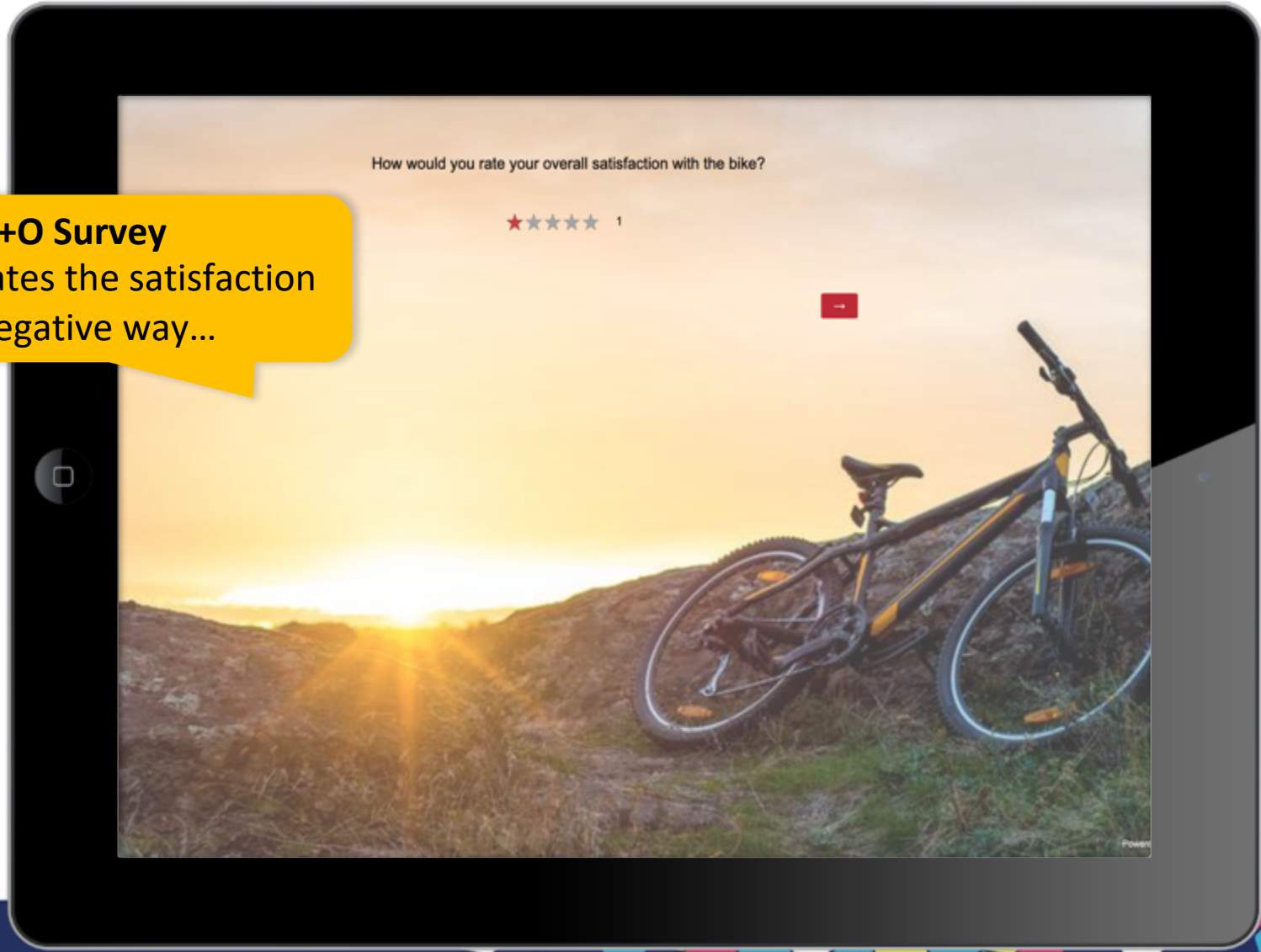
**CX+O Survey**  
...and wants to share this  
experience with his friends



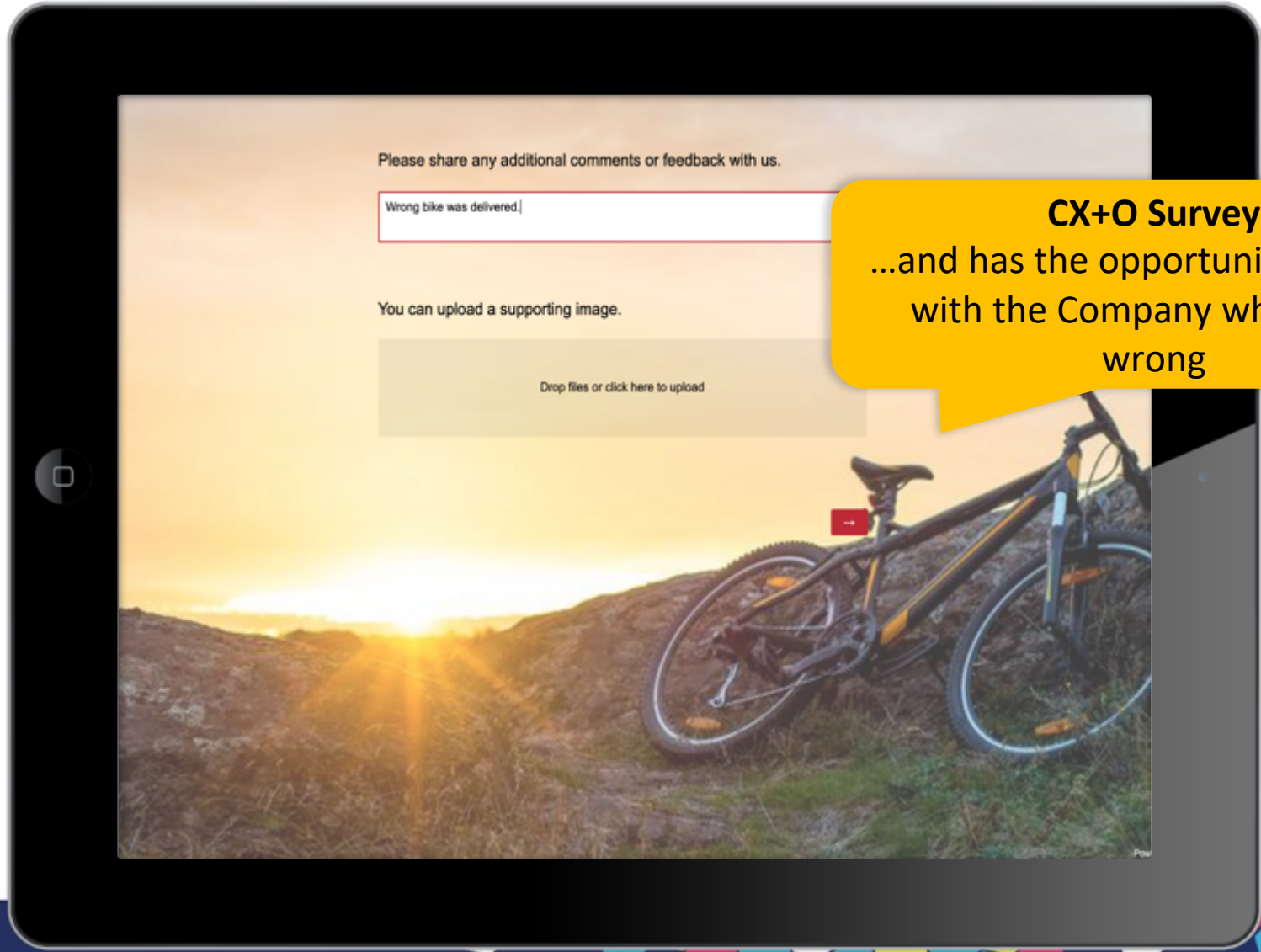
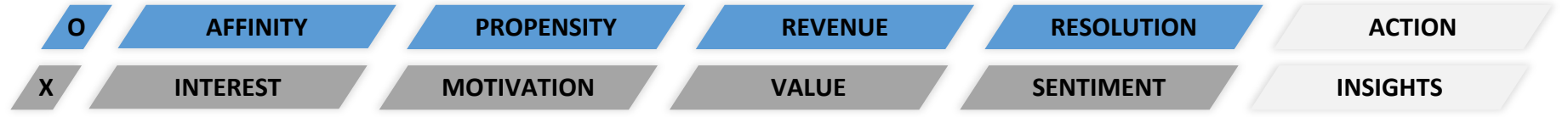
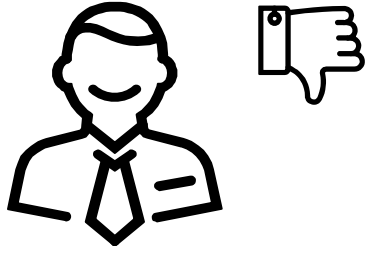
# Negative Feedback



**CX+O Survey**  
Customer rates the satisfaction in a negative way...



# Negative Feedback

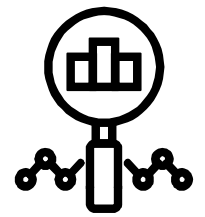


**CX+O Survey**  
...and has the opportunity to share with the Company what went wrong





Bringing Insights and Action



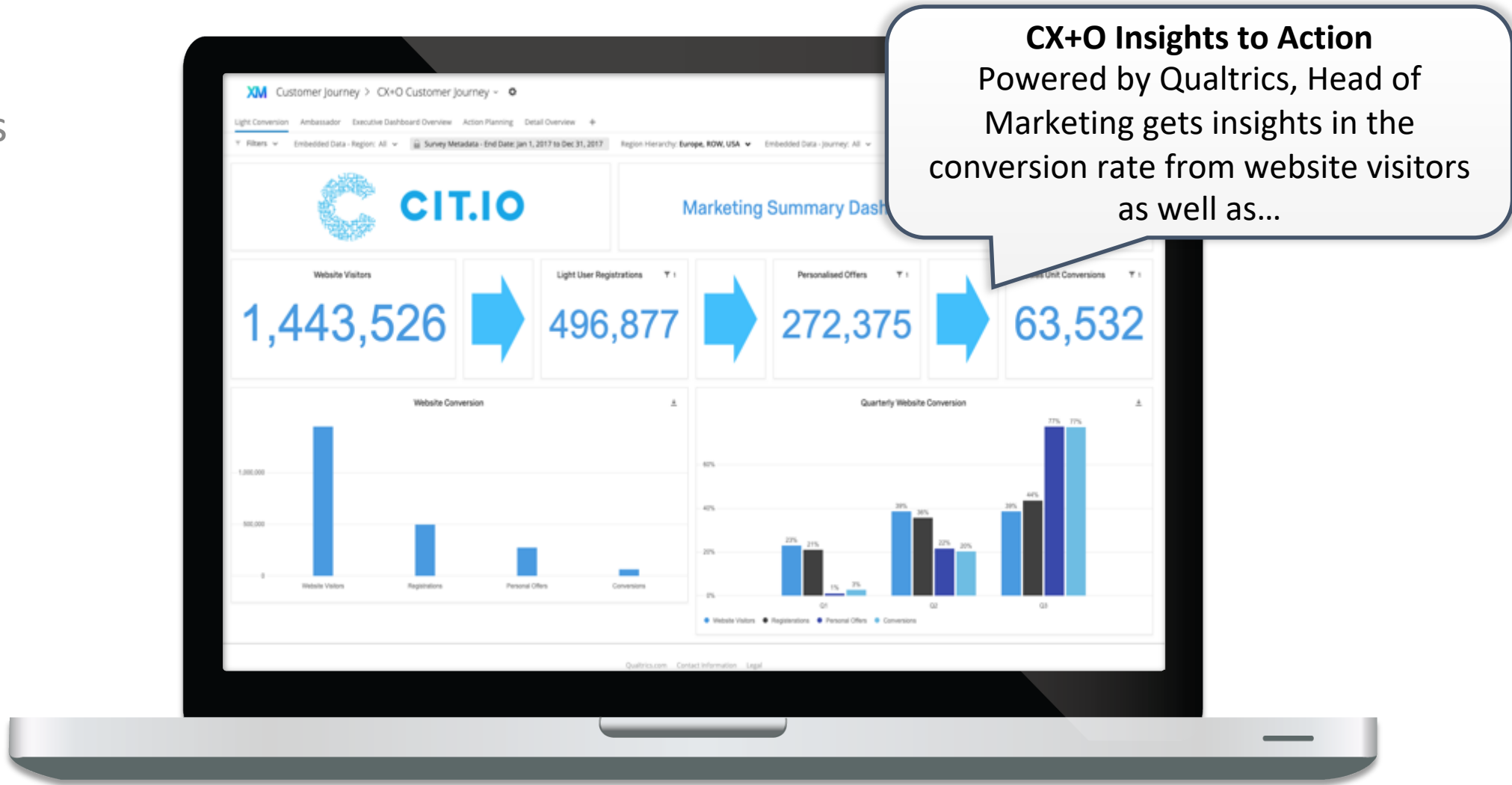
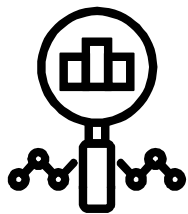
**CX+O Insights to Action**  
 The Executive Summary gives the Head of Marketing the possibility to drill into NPS per region...

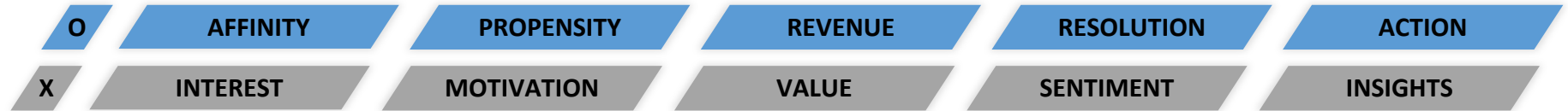




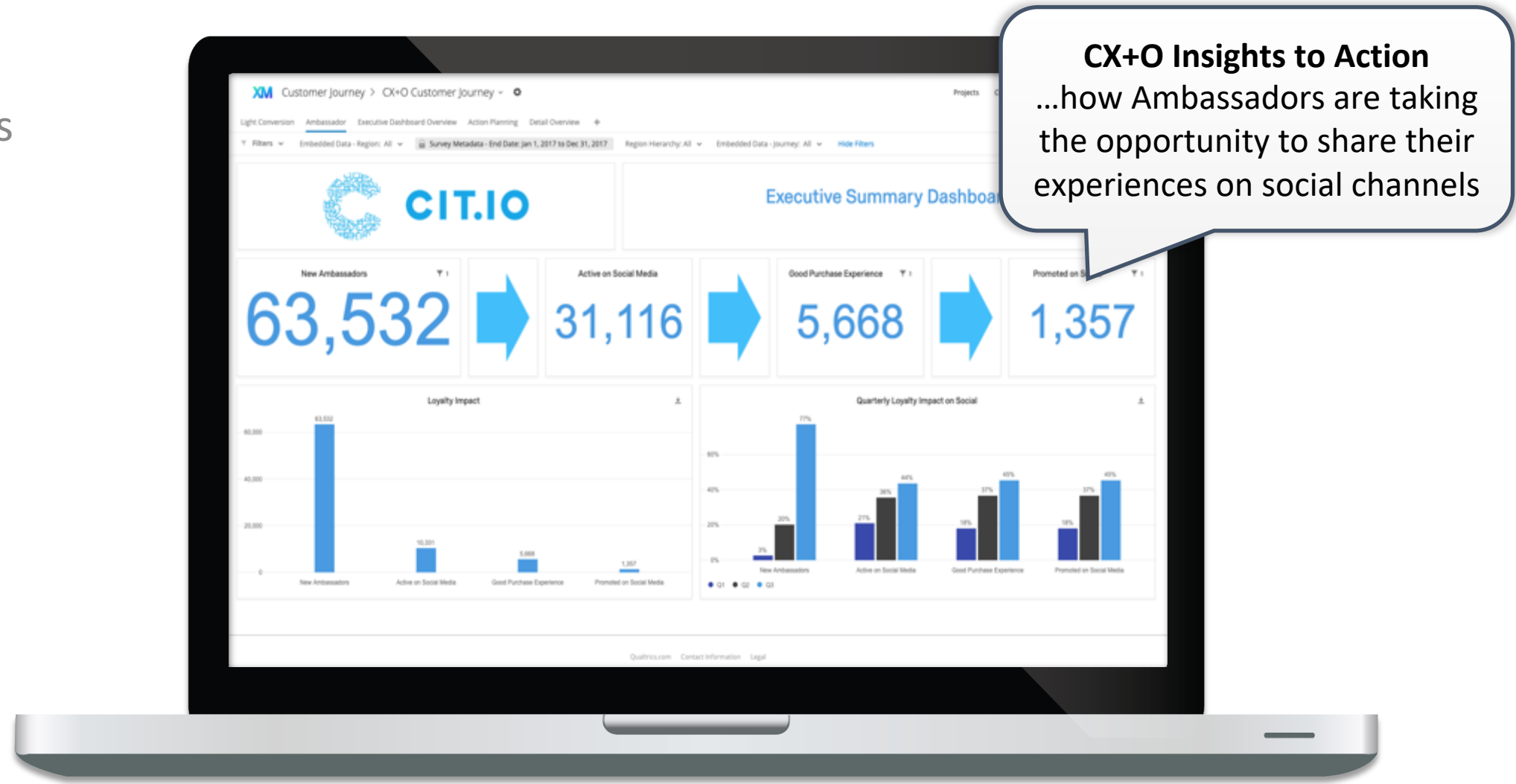
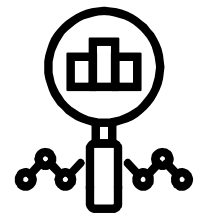


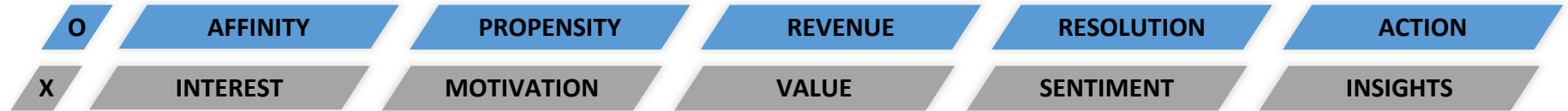
Bringing Insights and Action



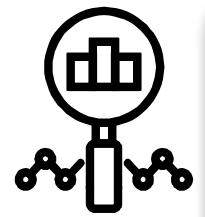


Bringing Insights and Action

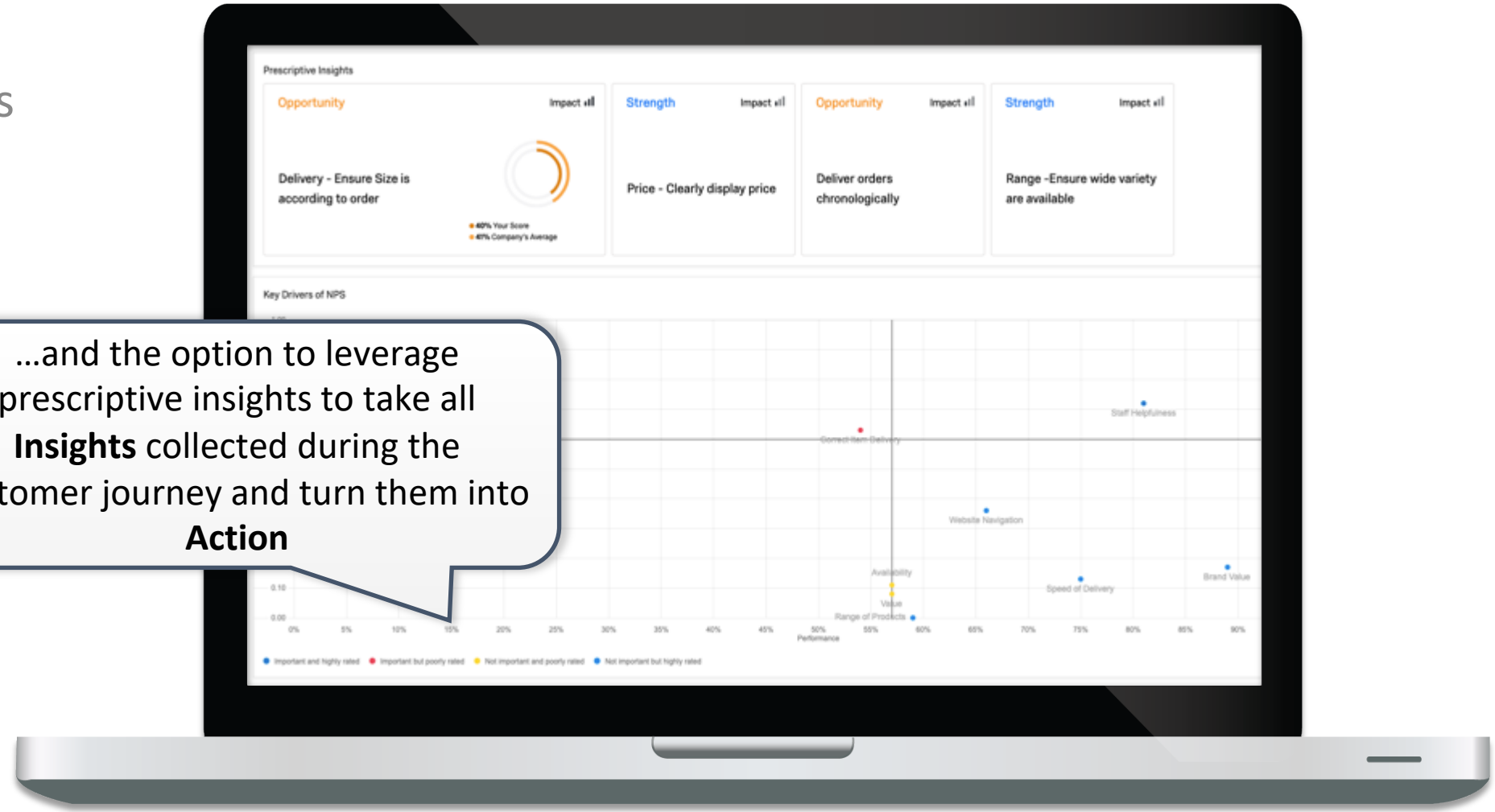




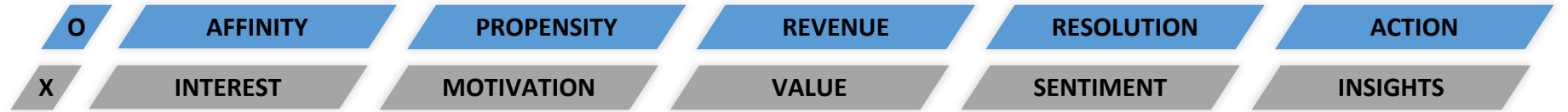
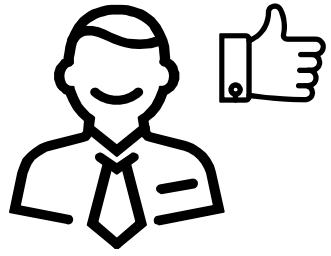
# Bringing Insights and Action



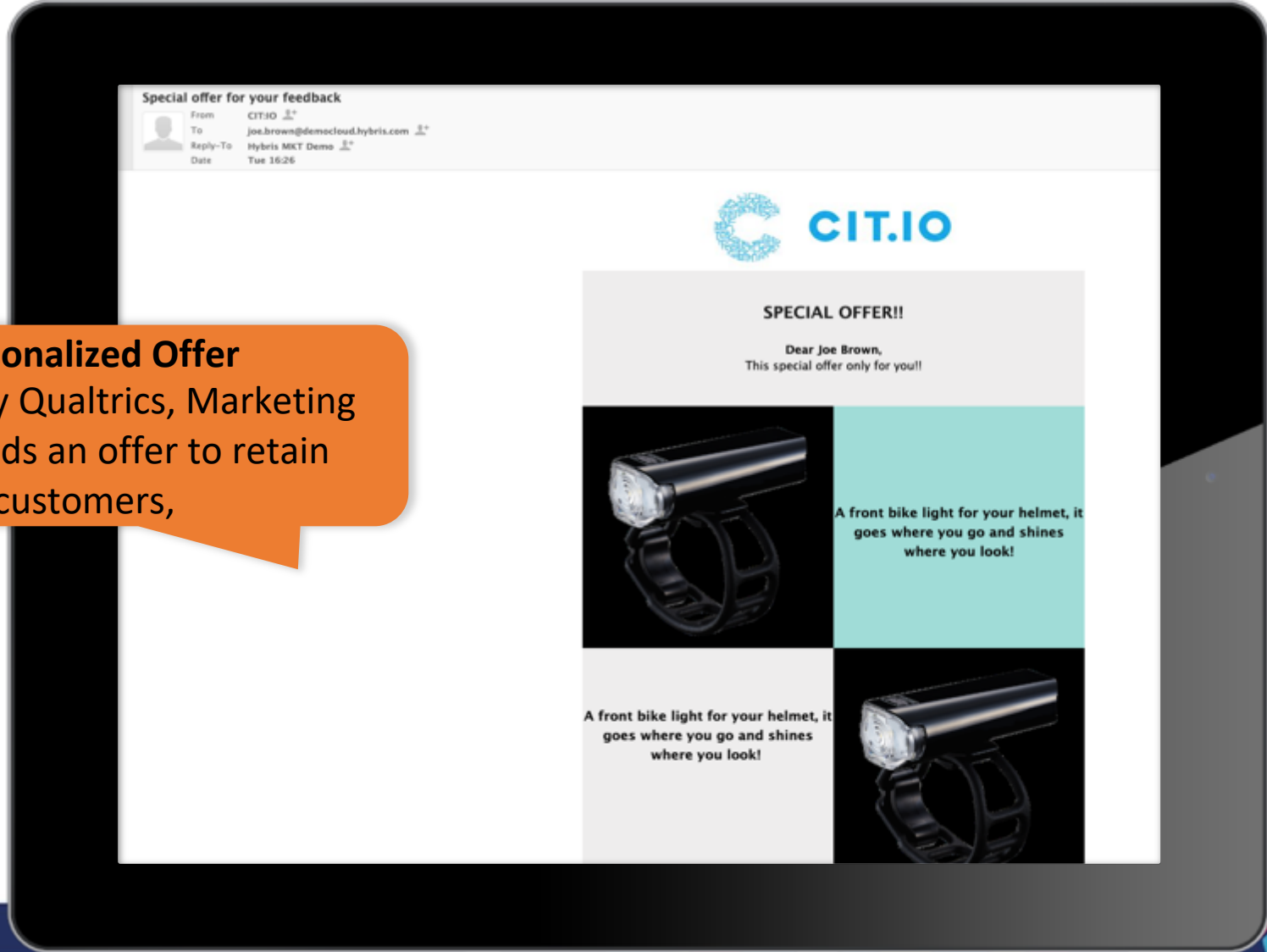
...and the option to leverage prescriptive insights to take all **Insights** collected during the customer journey and turn them into **Action**



# Customer Retention



**Personalized Offer**  
Powered by Qualtrics, Marketing Cloud sends an offer to retain customers,



## Angelica López

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SAP Customer Experience  
Mexico

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**Conferencia Anual**  
ASUG México **2019**



# Cuando el cambio es la constante



ASUG México (empresa)



@ASUGMEX



ASUG México

[asug.mx](http://asug.mx)

[contacto@asug.mx](mailto:contacto@asug.mx)



#CA19ASUGMEX



#ExperienciaASUGMEX