



# Future-proof your digital business

Reimagining customer engagement and your brand experience with SAP solutions

In nearly every industry across the globe today, customer expectations continue to rise. An explosion of device types and data mean that most consumers now expect personalized experiences and increased access to increased amounts of information—when and where they need it.

As the number of touchpoints grows—at physical stores, online, through ecosystem partners, via social and mobile platforms—the customer typically wants more than real-time information. The customer wants to be recognized as “the same customer” at every point of interaction. It’s about more than easy engagement. It’s about being perceived as important each step of the way—in a personalized, contextual interaction.

Today, customers want products and offers based on their preferences. They want to know what others like and dislike about the products. They want “easiness”—easy to use, easy to navigate, easy to buy, easy to return or exchange.

## The time is now

Growing customer expectations mean it’s time to put the days of siloed IT systems and siloed business functions behind us. There’s too much at stake. What happens in one business area—such as manufacturing or logistics—can have an impact on the customer experience and on your bottom line. Production or shipping delays, for example, can lead quickly to dissatisfied customers. A better, more intelligent view across your business, on the other hand, can provide your sales and marketing function with reliable information on inventory, allowing you to promote and sell products that can be delivered the next day. Acting now to reimagine customer engagement and your entire brand experience can help you future-proof your digital business—to address challenges proactively, adapt amid disruption, and keep pace with expectations. Turning that vision into a reality, however, will take work—as well as solutions that work.

For many organizations, the way forward will involve SAP® technologies—especially SAP® C/4HANA, a ready-to-integrate suite of customer-experience offerings that succeeds the SAP Hybris solutions portfolio.

But before throwing technology at modern customer challenges, leaders should develop greater understanding of what’s at stake and how the disparate pieces of a solution can work individually and in harmony to cut through complexity and deliver value.

## Leading questions

For many enterprise leaders, rising to the expectations of today’s customer presents layers of complex questions.

**How do you integrate all the touchpoints?**

**How do you derive actionable insights from the data?**

**How do you put information at the fingertips of customers and the stakeholders who need it?**

**How do you tap in to new opportunities as part of the process?**

## Where the customer and the brand meet

The ability to recognize a customer as “the same customer” at every touchpoint is important because it’s not only what your customers expect; it’s important because it can provide your organization with unprecedented visibility that reveals opportunities for growth and new efficiencies—for capturing new sales, for understanding customer sentiment and trends, for minimizing business risk, and, most importantly, for personalizing the customer experience. Doing so becomes even more critical as your enterprise leaders and your competitors realize not only that “branding is everything,” but that “everything is branding.” Every transaction, every interaction, every touchpoint—in every channel—can influence how a customer views your business and your brand.

If “everything is branding,” your view of the brand likely has to evolve. The brand no longer lives in just marketing campaigns, stores, and the front office. The back office also influences your ability to deliver the comprehensive customer experience—and the brand lives there, too. What happens in systems, data, and business processes can have a direct impact on customer sentiment and brand perception.

Shipping processes not tightly integrated with customer-facing systems, for example, can create ripple effects that prevent your organization from recognizing a customer as “the same customer.” They can prevent you from meeting or exceeding customer expectations. They can erode the brand. The back office now more than ever before is a critical part of delivering the customer experience. The lines have blurred considerable, to a point at which the back office is now the front office.

## It’s about the data and a whole lot more

No matter how your organization decides to shorthand today’s central customer engagement challenge—“the back office as the front office,” “everything is branding,” or “recognizing the customer as the same customer in every encounter”—addressing the challenge may come down to viewing and leveraging your data strategically.

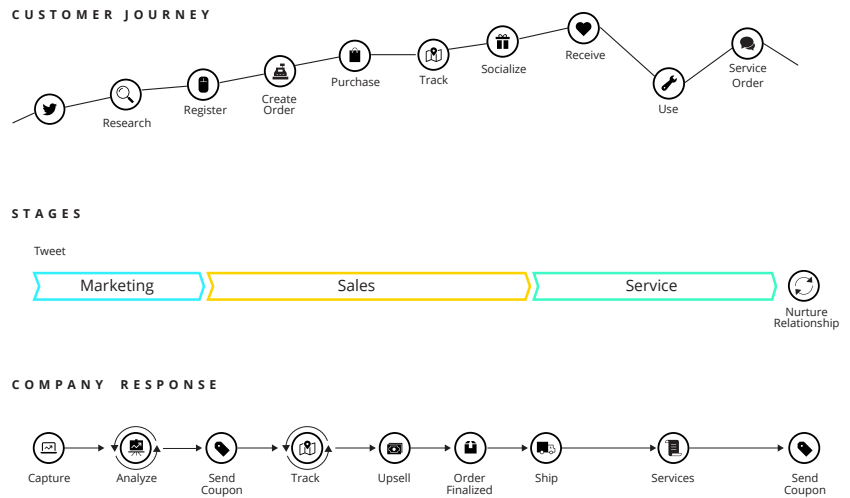
Having the right data, the right enterprise technologies, and the right business processes in place is one thing. Ensuring that they are all aligned and working together is another. It’s not about simply connecting systems. It’s about making systems and data work together to support innovative capabilities. (By effectively weaving together vendor-facing systems and customer-facing systems, for example, you can more easily give customers the critical order-relevant information they crave, in real time.)

Effectively transforming the back office into the front office may require an ability to envision how you can use a tightly connected ecosystem of SAP and other technologies to:

- **Identify new growth opportunities**
- **Spot and act on business-relevant trends**
- **Accelerate and improve transactions for all stakeholders**
- **Simplify and enhance customer engagement**
- **Gauge customer sentiment more broadly and deeply**
- **Generate more topline revenue through new and existing channels**
- **Help boost bottom-line profitability through more streamlined, efficient customer-centric processes**

## An eye toward the customer

A look at how the customer journey might progress and how your organization might respond in each stage:



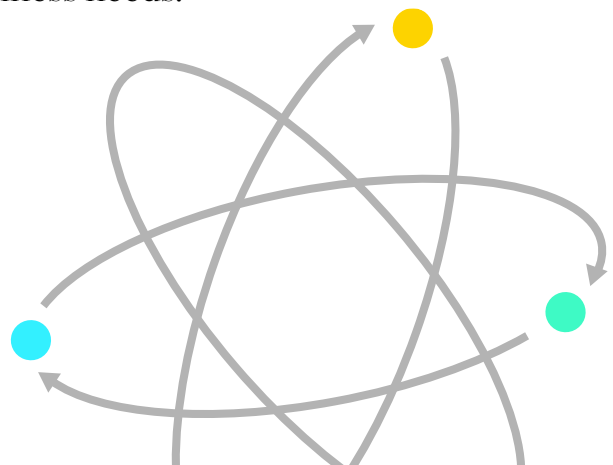
## The power of a tightly integrated ecosystem

Today, you need to be smart, and your systems for each business function need to be smart. But they need to be able to work together to deliver meaningful customer experiences and business value. They need to be tightly integrated—allowing you to bring a new dimension of automation to your processes, to see across your entire business, and to acquire real-time insights that allow you to automate processes, get ahead of challenges, identify sales opportunities, and enable new efficiencies. It’s what customers expect: a cohesive experience driven by a highly interconnected enterprise.

In our experience, organizations can effectively address that need by integrating the components of the SAP C/4HANA suite with one another and with other solutions to create a deeply integrated customer ecosystem—a “single stack” environment to drive insights, operational improvements, and innovations.

SAP C/4HANA offerings provide a consistent user experience across the entire portfolio. The applications are easy to extend, allowing you to customize solutions quickly. And they are ready to integrate. But intelligently integrating them to meet your unique business needs is imperative.

Don’t expect to simply plug in multiple SAP solutions and instantly get the kind of outcomes your business needs.



## What it takes to excel

It will take a spectrum of skills to cut through complexity, intelligently integrate technologies, and deliver a simple, end-to-end solution that can transform customer engagement and boost your brand.

You likely will require a team that deeply understands user experience design, digital commerce, customer engagement and marketing, technology enablement, systems integration, business processes, the supply chain, human capital management, and more. And you will require expertise and experienced resources that can put all the pieces together to deliver results that matter for your organization—and for the customers you serve. Deloitte can help.

We operate at the intersection of brand experience and customer value. Through our Deloitte Digital team, we imagine, deliver, and run the future—serving as a creative digital consultancy that brings together all the creative and technology capabilities, business acumen, and industry insight needed to help transform our clients' businesses. Our team has been extensively recognized for our ability to transform the enterprise with SAP solutions, including SAP Customer Experience solutions. For example, we have earned the 2018 SAP Hybris (Customer Experience) Partner of the Year award and repeated recognition as the SAP Hybris North America Partner of the Year. We also have grown our team to more than 1,000 trained and 250 certified SAP Customer Experience developers and consultants—all part of a global Deloitte team of more than 18,500 business and technology professionals focused on SAP solutions.

With an SAP relationship that dates back decades, we stand ready to help you address your biggest digital business transformation challenges and unlock new value no matter the industry and no matter where you operate. If you're ready to transform the customer experience and your business with SAP solutions, we're ready to help.

## Contacts

Contact us to get the conversation started or to get more insights on how to turn the back office into the front office.

### Peter Sedivy

Global and EMEA SAP Customer Experience Lead  
Deloitte Consulting GmbH  
pesedivy@deloitte.de  
@DigitalSedivy

### Kashif Rahamatullah

US SAP Customer Experience Lead  
Deloitte Consulting LLP  
krahamatullah@deloitte.com  
@DCKashif

### Jeremy Pitchford

APJ SAP Customer Experience  
jepitchford@deloitte.com.au  
Deloitte Touche Tohmatsu

[www.deloitte.com/SAP](http://www.deloitte.com/SAP)

[@DeloitteSAP](https://twitter.com/DeloitteSAP)

[SAP@deloitte.com](mailto:SAP@deloitte.com)

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## Reimagine Customer Experience with Single Stack

### What an integrated customer ecosystem looks like

Having a set of technologies such as SAP solutions that can "talk" easily to one another right out of the box can help you accelerate a transformation while also minimizing integration challenges and risks.

How can you bring them all together into a unified environment or stack? Meet Deloitte's Reimagine Customer Experience with Single Stack offering—a comprehensive products-and-services solution that can help you rapidly build an integrated ecosystem of SAP and other technologies, supporting digital capabilities throughout the value chain and eliminating barriers between the back office and the front office.

In addition to SAP S/4HANA® for core transactional and real-time analytics functions, the typical Reimagine Customer Experience with Single Stack solution includes:



Deloitte proprietary, industry-specific accelerators to help jump-start your transformation



A Deloitte Digital platform and connected ecosystem to provide an integrated framework for applications



A digital experience that addresses the needs and expectations of your customer base



SAP C/4HANA cloud offerings, covering marketing, sales, commerce, customer data, and service



SAP® Ariba® solutions for supply chain integration



SAP® SuccessFactors® solutions to support the related needs of your workforce



Sprinklr for SAP Customer Experience, a complementary solution to address the social component of customer engagement