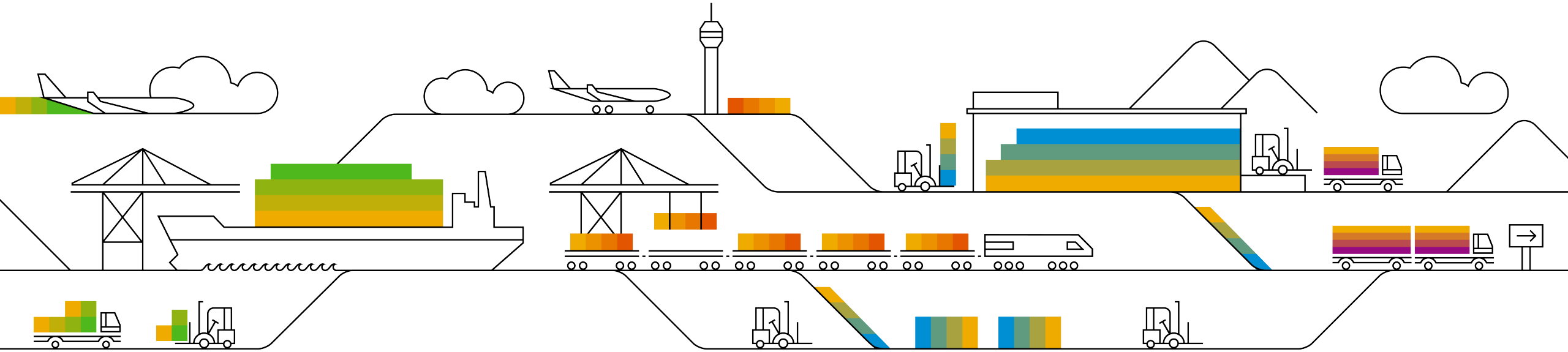


# Customer Conversations in the Digital World

## Connect, engage, and secure the last mile reach for your organization

Rohit Tripathi, GM & Head of Industry/LoB Products, SAP Digital Interconnect
May 10, 2017

CUSTOMER

SAP Run Simple

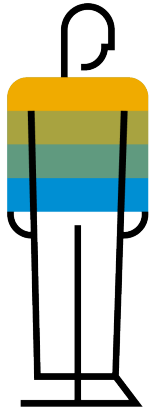
# There are only 24 hours in a day – how do consumers spend them?




© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

Sources: Bureau of Labor Statistics, “American Time Use Survey,” The Economist, “Why is everyone so busy?”

# Digital interactions seem to create more hours in a day



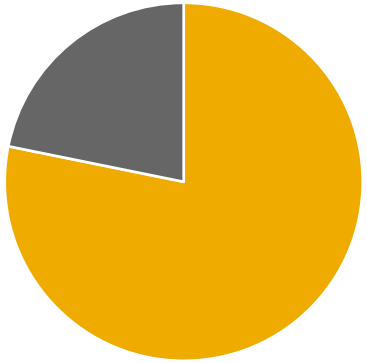
Adults consume more than **18 hours** of content daily

- Read print media **:32 hours**
- Discuss news **1:04 hours**
- E-mail, SMS, apps **1:04 hours**
- Watch DVR TV **1:47 hours**
- Go to the movies **1:15 hours**
- Listen to music **1:15 hours**
- Internet browsing **3.34 hours**
- Social media **3.12 hours**
- Play video games **2:19 hours**
- Watch live TV **2:19 hours**

© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

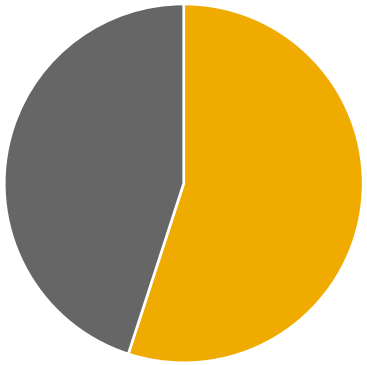
Sources: Gallup, Ad Age, Wall Street Journal

# Intelligent, interconnected digital conversations drive better experiences



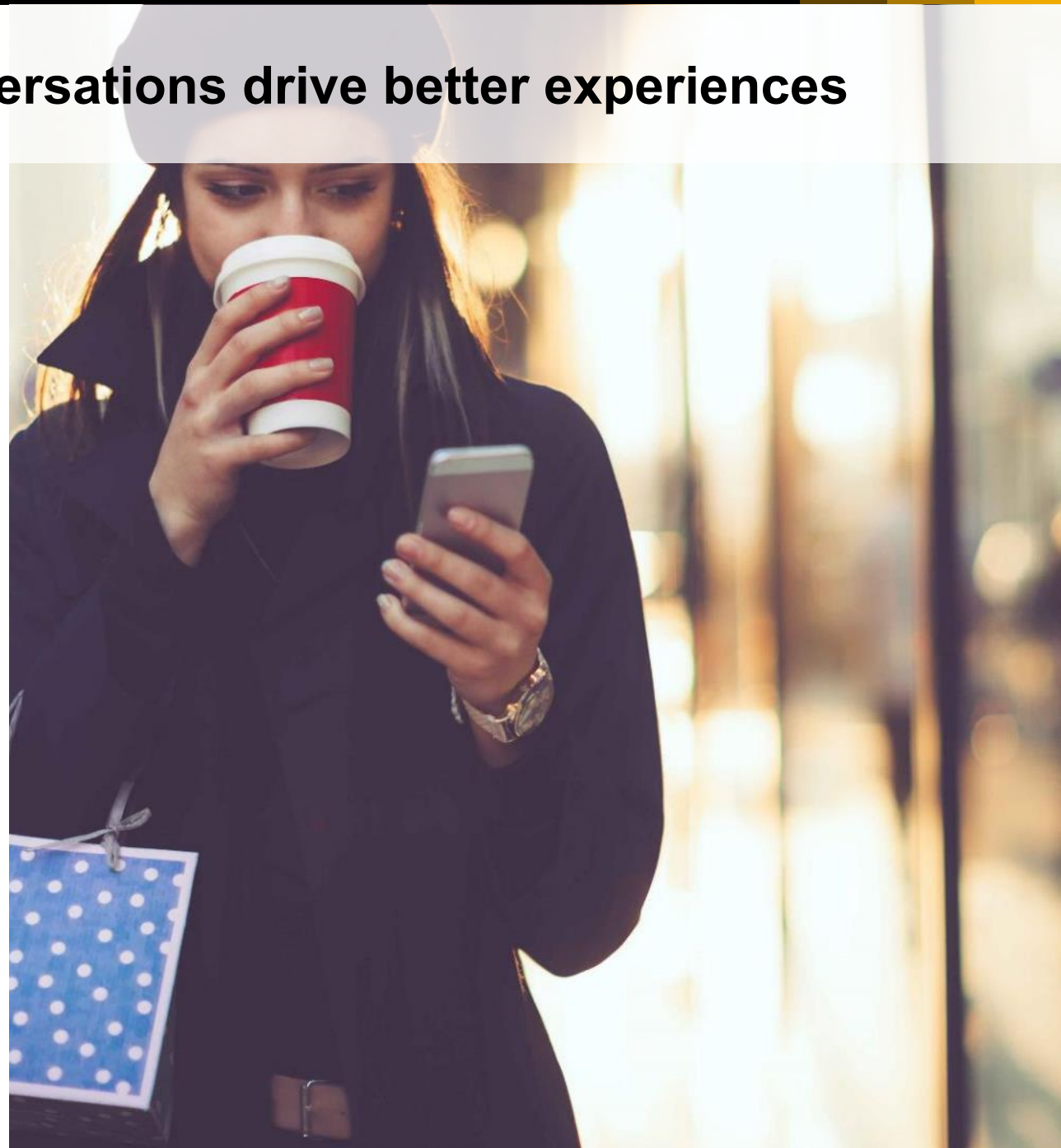
**86%**

of consumers are willing to pay more for an upgraded experience



**55%**

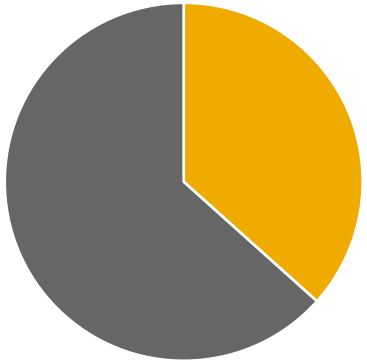
are willing to pay for a guaranteed good experience



Source: The Huffington Post, “50 Important Customer Experience Stats for Business Leaders”

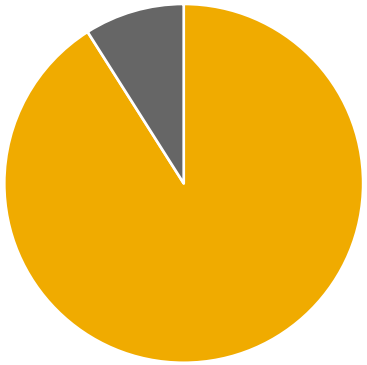
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Only multidimensional frameworks can support digital strategy execution



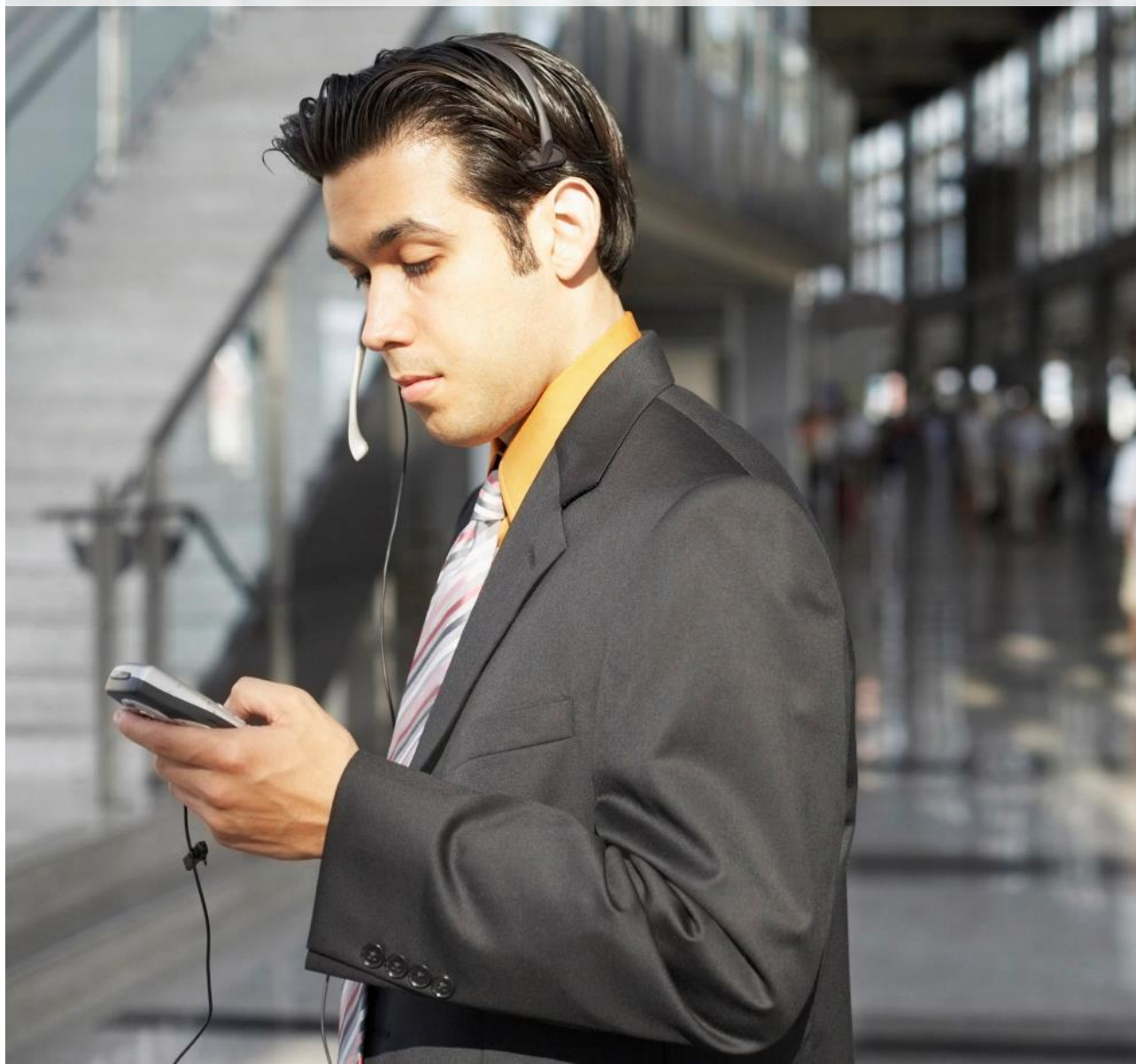
**37%**

of consumers say their favorite retailer understands them



**91%**

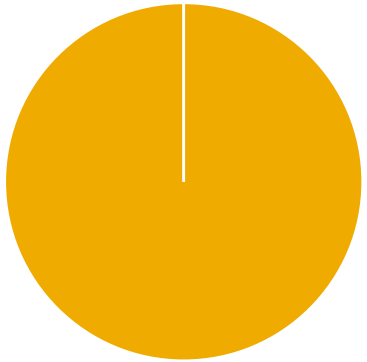
of businesses with omnichannel strategies achieve greater year-over-year customer retention



Source: Fit for Commerce, “Omnichannel: 5 Roadblocks to Avoid on the Journey to Omnichannel Retail Success”

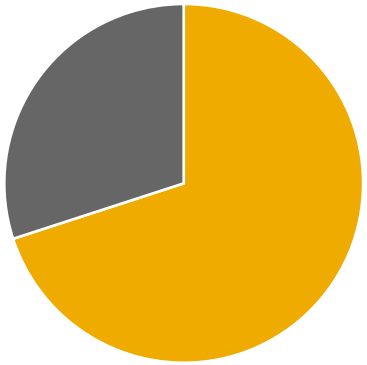
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Connected consumers reject generic content and uncoordinated delivery



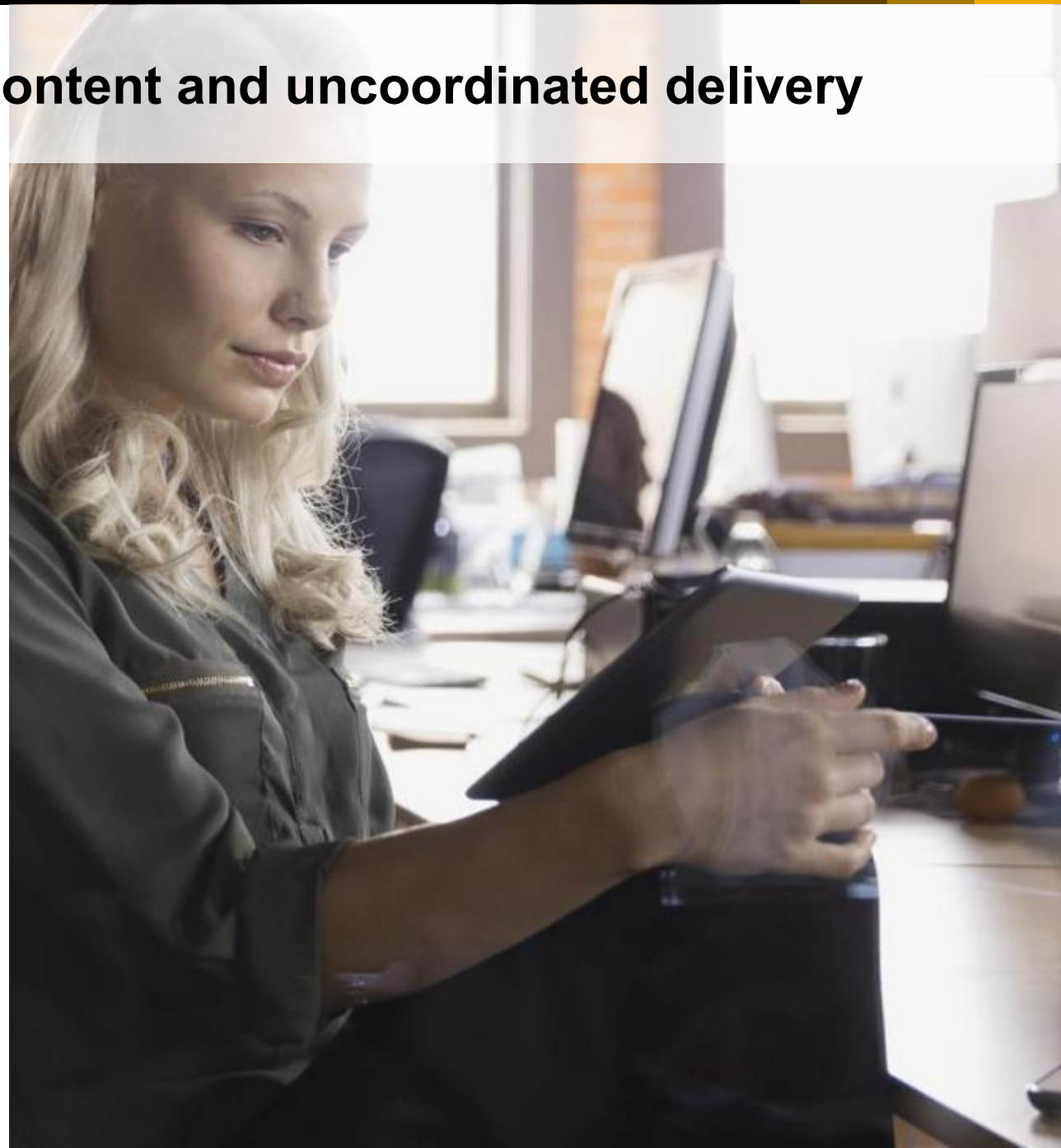
**102%**

increase in year over year global ad blocking apps use in 2016



**70%**

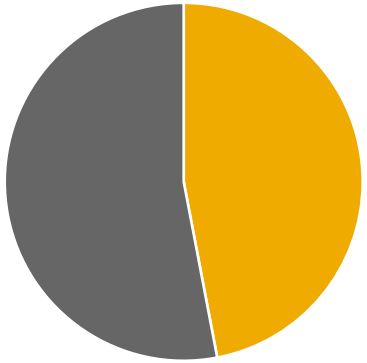
of consumers plan to use SMS the same or more often than they do now



Source: PageFair 2016 Mobile Ad Blocking Report

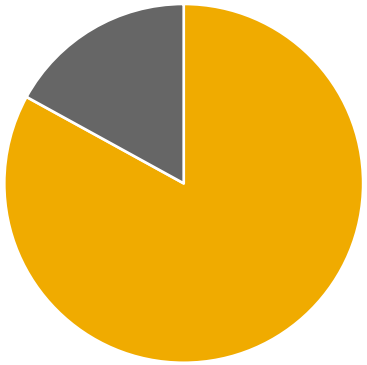
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Emerging services are transitioning into business engagement tools



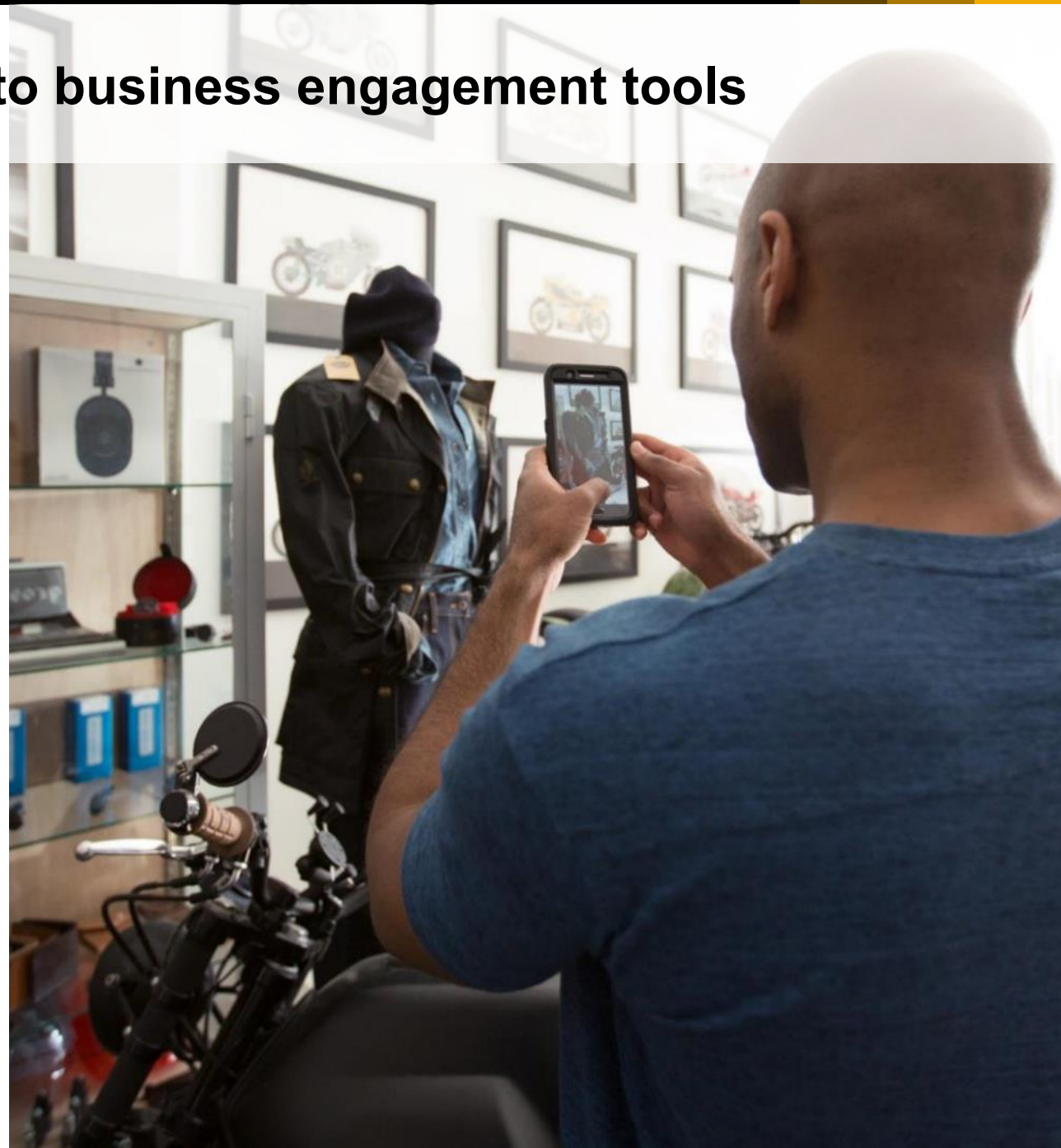
**47%**

of consumers have used a chatbot to engage with brands



**83%**

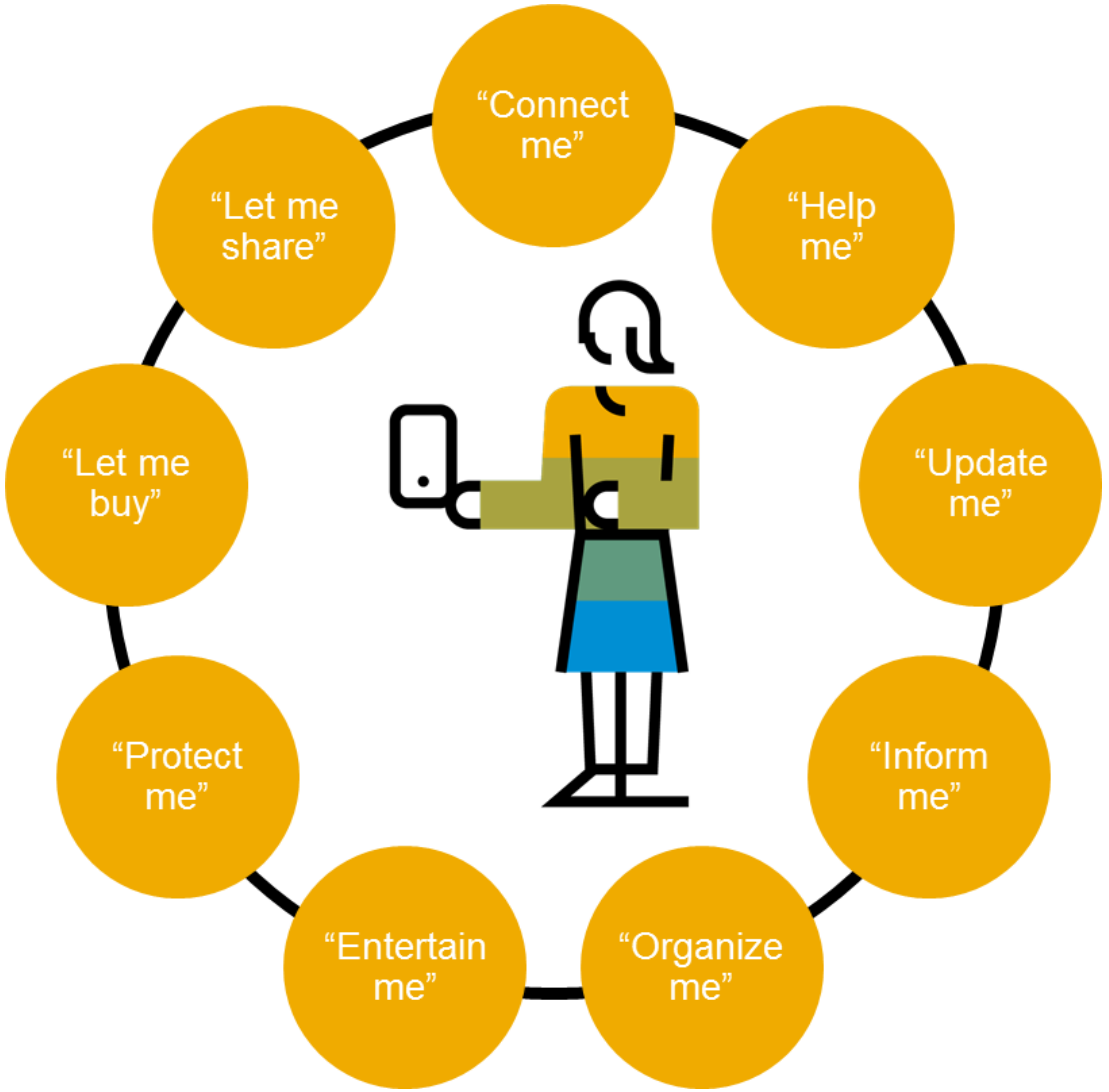
of enterprises are considering chatbots and chat apps for customer engagement



Source: SAP Digital Interconnect 2017 Mobile World Congress surveys

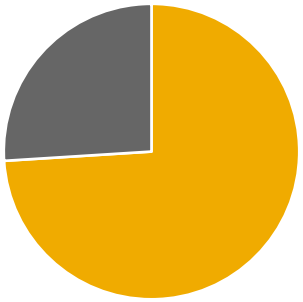
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Consumers expect touch points that lead to meaningful conversations

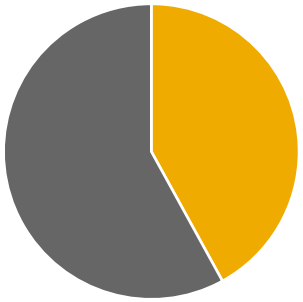



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

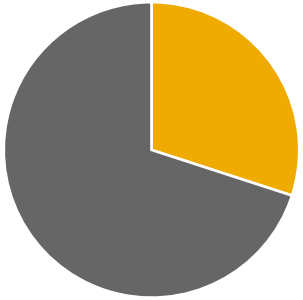
# Connected consumers want more orchestrated and contextual engagements



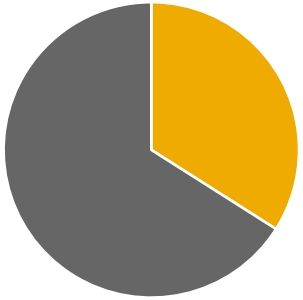
**74%**
E-mail



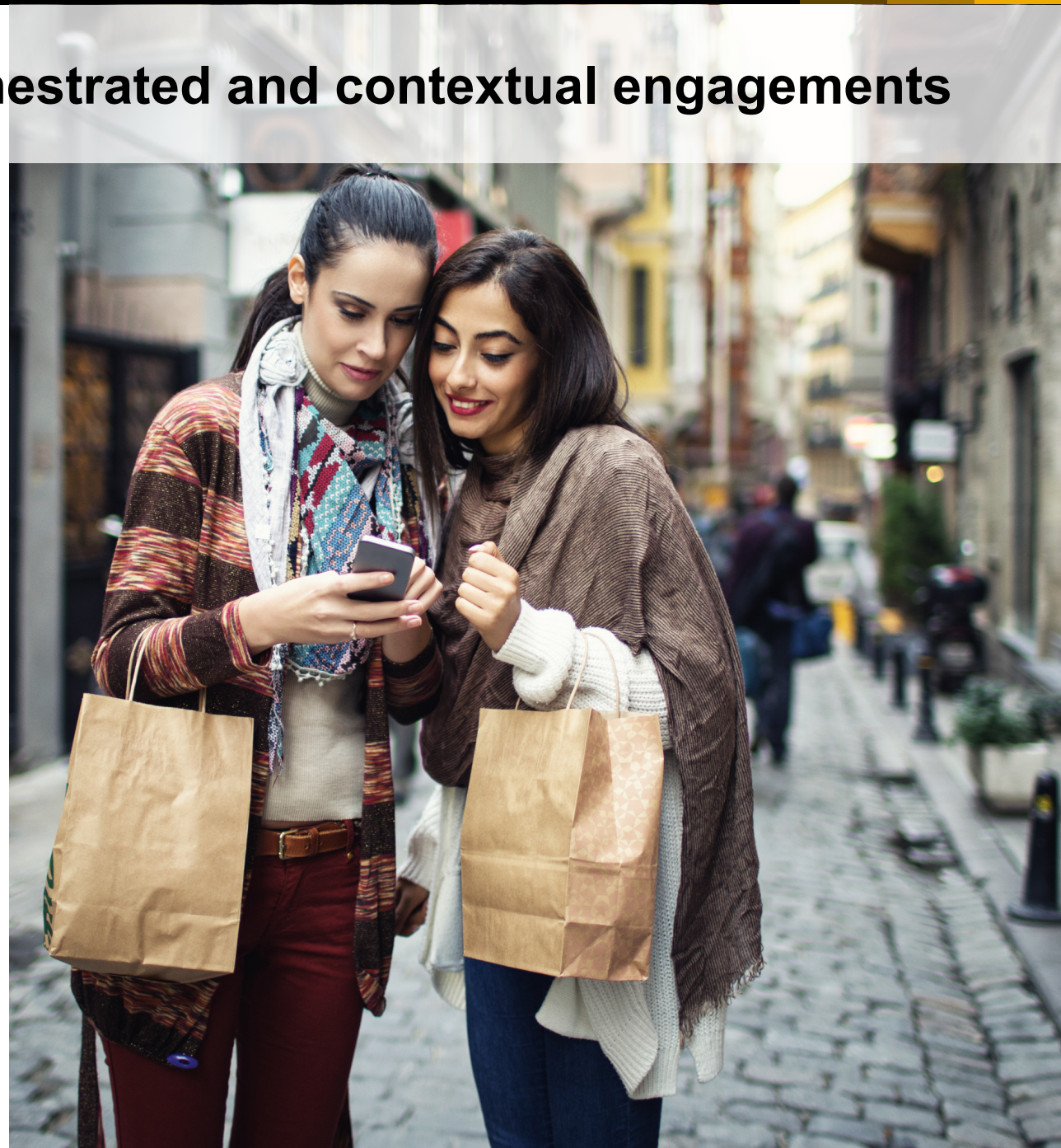
**42%**
Push notifications



**30%**
SMS



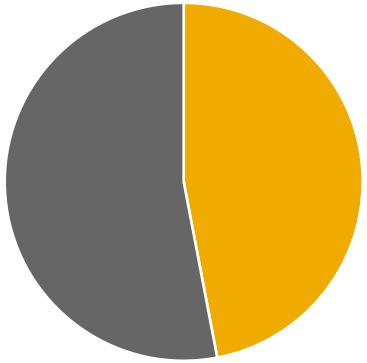
**34%**
Messaging apps



Source: SAP Digital Interconnect 2017 Mobile World Congress surveys

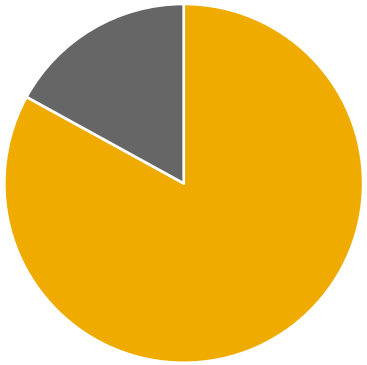
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# More enterprises recognize the importance of mobile engagement



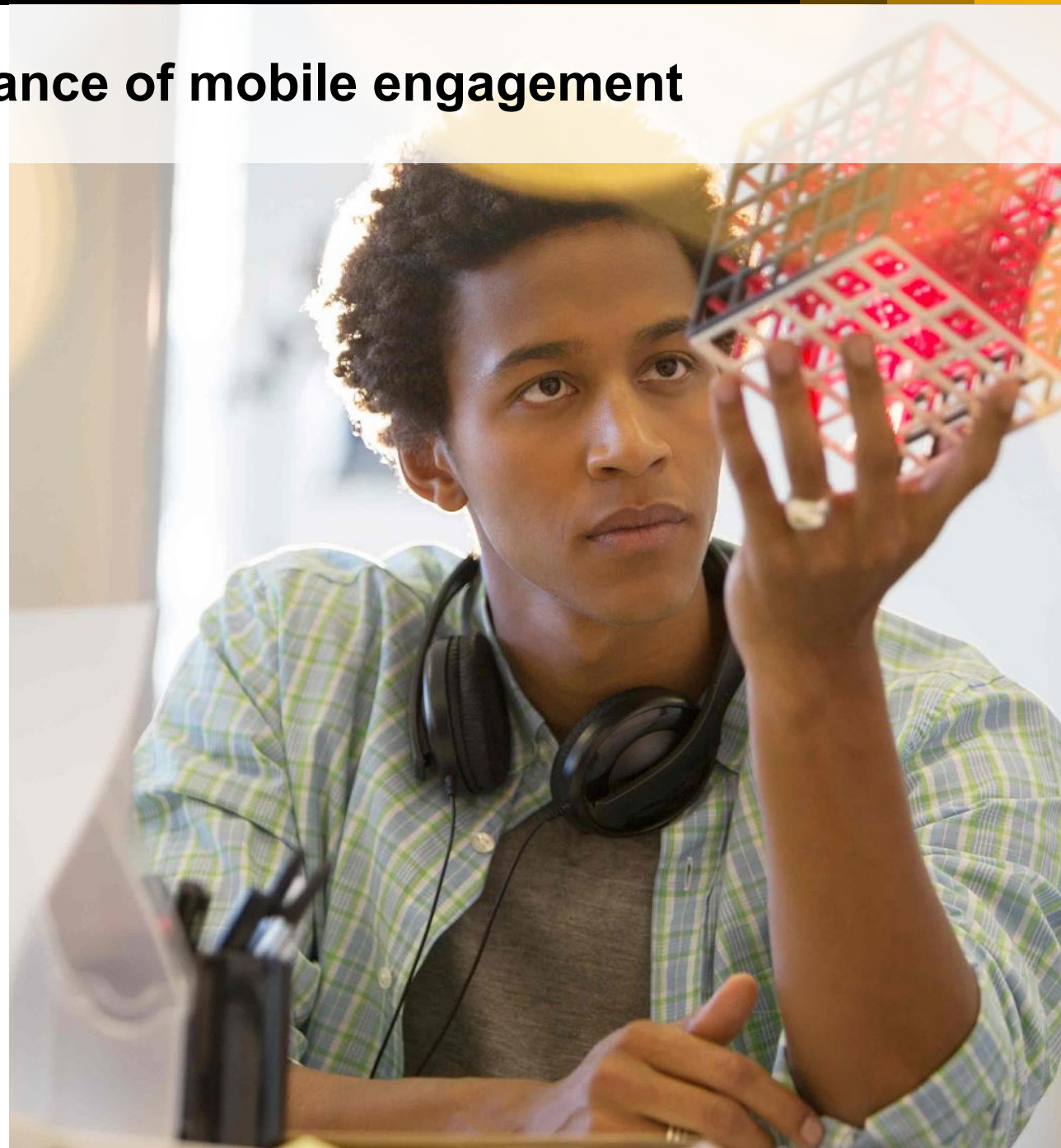
**74%**

of consumers say that they cannot “do without their mobile phones”



**65%**

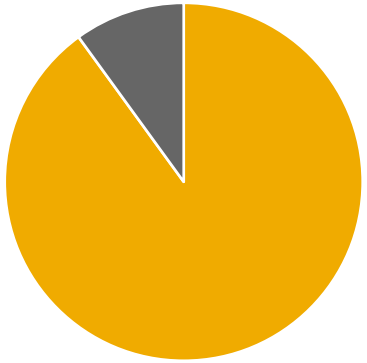
of consumers regularly use them to transact business online



Source: SAP Digital Interconnect 2017 Mobile World Congress surveys

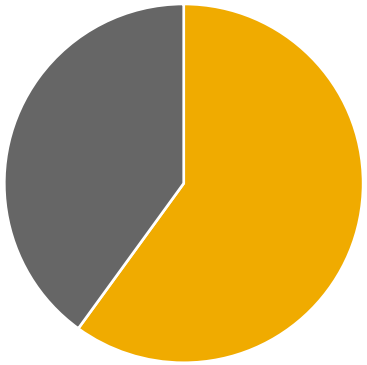
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Protecting data, customers, and the brand is critical for success



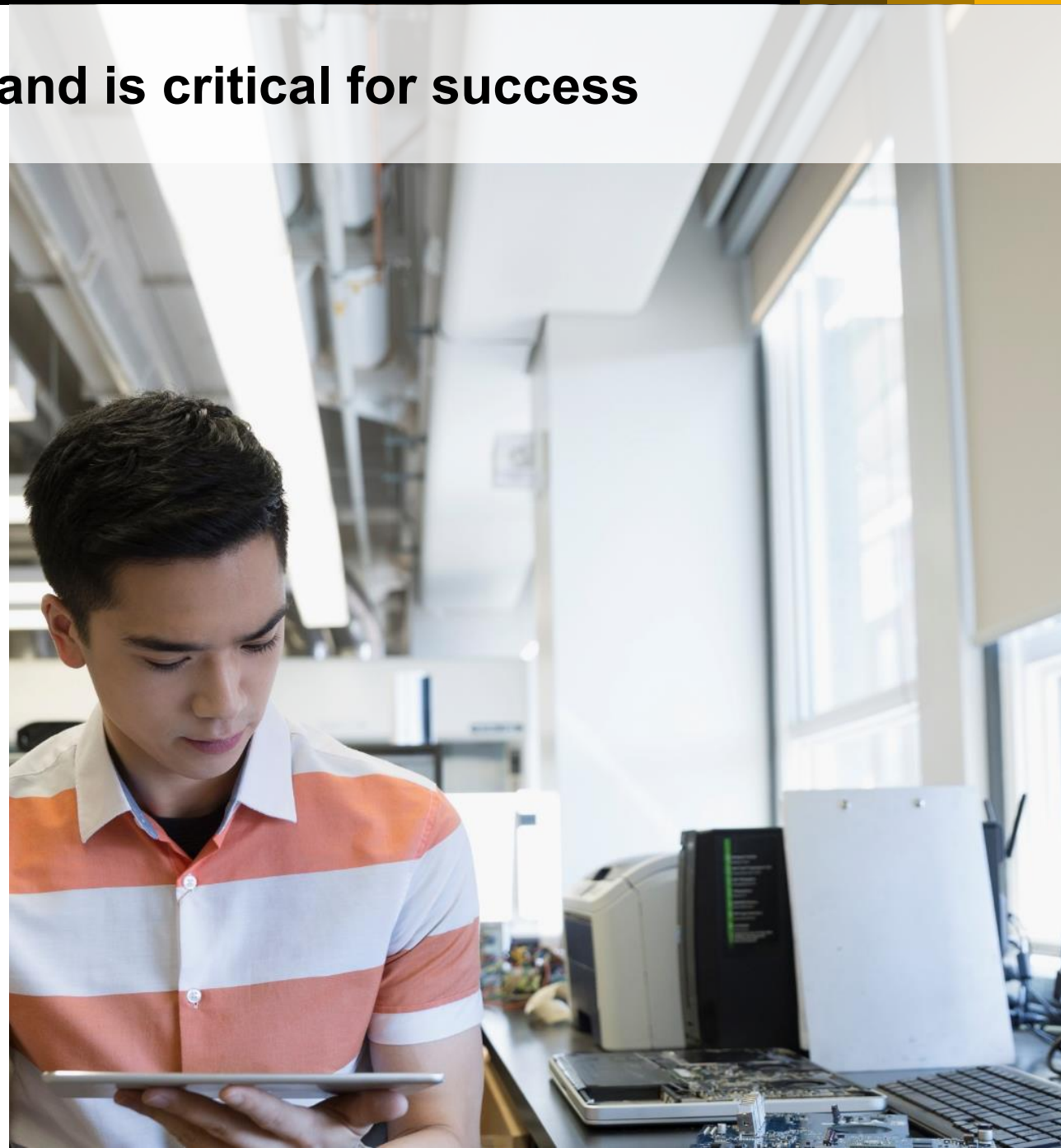
**90%**

of respondents feel more comfortable with 2FA in interactions



**60%**

of small businesses will close within six months of a cyberattack



Source: Brandz Top 100 Most Valuable Global Brands 2016

© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# SAP Digital Interconnect enables reach, conversations, and insight

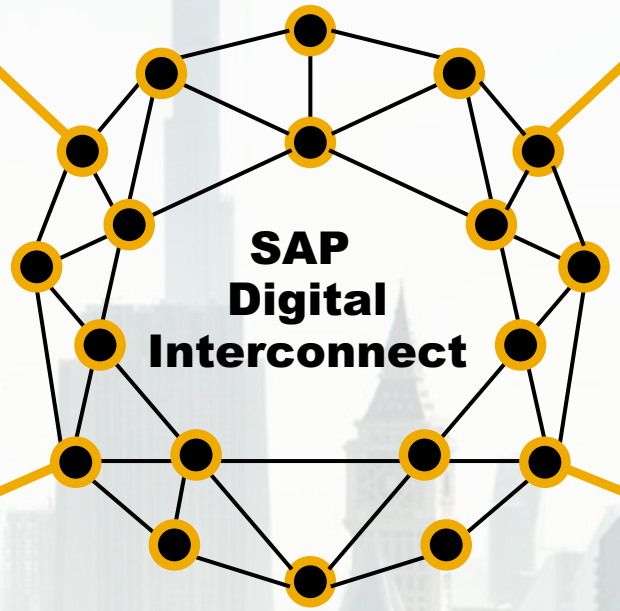
## Global last mile footprint

**SAP Enterprise SMS 365** provides SMS-based connectivity to consumers around the globe

**SAP Intelligent Notifications 365** brings rules-based in-app push, e-mails, T2V, and SMS delivery

## Mobile ambient data insights

**SAP Digital Consumer Insight 365** aggregated, anonymized, and enhanced consumer mobile data




## Immersive and secure engagement

**SAP Engagement 365** easily configures and manages campaigns and promotions

**SAP Authentication 365** offers SMS-based 2FA capabilities

**SAP Add-on** enables messaging extensions for SAP Hybris, SAP Successfactors and other SAP solutions

## Extending reach to things

**SAP IoT Connect 365** simplifies global connected-object management through a single contract and connection

© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Customer success: Global shipping and logistics provider

## SMS notifications reduce call center volumes and improve customer satisfaction

- Fewer missed deliveries reduce costs and support expenses
- Decreased inbound call volumes improve call center productivity
- Single vendor with worldwide expertise simplifies complexity




© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Customer success: Higher public education institution

## SMS safety alert messages fast and effective channel to reach communities

- Inform students of campus events or crises
- Notify residents of routine and urgent activity
- Alert system must support multiple communication channels



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Customer success: Business-to-business marketplace

Using SMS to send one-time passwords provides more than $5 million of annualized savings

- Reduces customer support call center volume and costs
- Reallocates resources and enables support agents to resolve more critical issues
- Utilizes more secure channel and effective user validation methodology



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Customer success: International retailer

## Intelligent, multichannel reach improves campaigns and customer engagements

- Delivers automated campaigns and relevant content at the point of consumption
- Intelligent, multichannel engagement provides better click-through rates
- Complements other channels including social media



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Customer success: Digital retail banking and mortgage provider

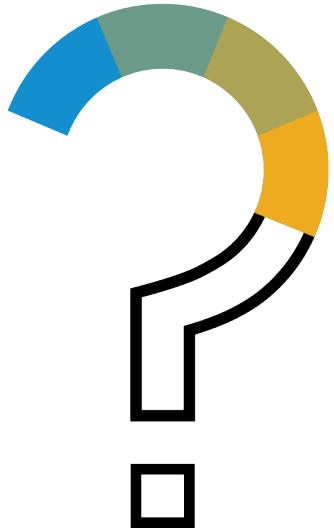
## Secure and intelligent messaging enables mortgage loan origination workflows

- Delivers customer offers and rewards using preferred channels
- Provides additional security and protects customer personal information
- Validates customer information during payment account setup



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

# Questions and answers



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I CUSTOMER

Rohit Tripathi

General Manager and Head of Industry/LoB Products

2700 Camino Ramon, San Ramon, California

+1 925 236-6811

rohit.tripathi@sap.com

@RohitTrips

Contact SAP Digital Interconnect

E-mail: sapdigitalinterconnect@sap.com

Web: http://www.sap.com/digital-interconnect

Twitter: @SAPInterconnect