



Deloitte.
Digital

Future-proof your digital business

Reimagining customer engagement and your brand experience.

The customer wants to be recognized as **“the same customer”** at every point of interaction.

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 increased access to increased amounts of information—when and where they need it.

They want details on inventory availability and location, their transaction history, their customer service interactions, order status, product manuals and tutorials, customer reviews, purchasing options, and a lot more.

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.

Reimagining 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.





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?

Many of these and similar questions can be addressed through effective deployment of SAP® technologies, 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.

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, and for minimizing business risk.

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 is now the front office.

It's about 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.

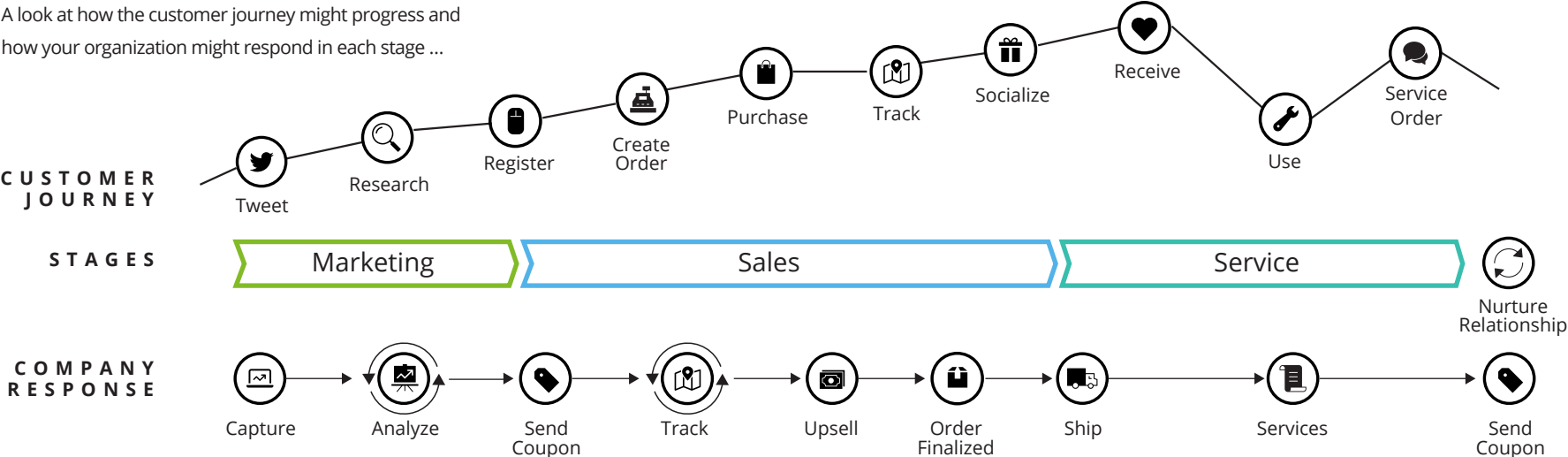
Having the right data, the right enterprise technologies, and the right business processes in place is one thing. Ensuring that they are all aligned and working together is another. It's more than an integration challenge—although integration is certainly a key consideration. (By effectively weaving 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 thread 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 thread of solutions

In our experience, no single product can address the “back office is the front office” challenge that organizations face today. We have found that a tightly woven thread of technologies—you can think of it also as a unified stack that spans from one end of the customer journey to the other and deep into back-office functions—can meet modern needs and still deliver an essential degree of simplicity.

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.

The maturity of SAP solutions, including the SAP S/4HANA® modern digital core ERP, can help support your ability to meet customers’ high expectations while also supporting modern business processes. In addition to SAP S/4HANA for core transactional and real-time analytics functions, **a typical SAP-centric thread or stack of technologies for transforming customer engagement and commerce would include:**

- 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® Hybris® Commerce
- SAP® Hybris® Marketing
- SAP® Hybris® Cloud for Customer
- SAP® Hybris® Cloud for Sales
- SAP® Hybris® Cloud for Service
- SAP® Ariba® solutions for supply chain integration
- SAP® SuccessFactors® solutions to support the related needs of your workforce
- Sprinklr for SAP Hybris, a complementary solution to address the social component of customer engagement

Having such a tightly and readily connected portfolio of solutions can allow you to engage with customers at each step and touchpoint of the journey and address their growing expectations for personal, real-time information and service. It also can help you transform your IT infrastructure into a modern one—an infrastructure to support operational efficiency as well as future innovation.

What it takes to excel

Cutting through complexity to deliver a simple, end-to-end solution that can transform customer engagement and boost your brand requires a spectrum of skills.

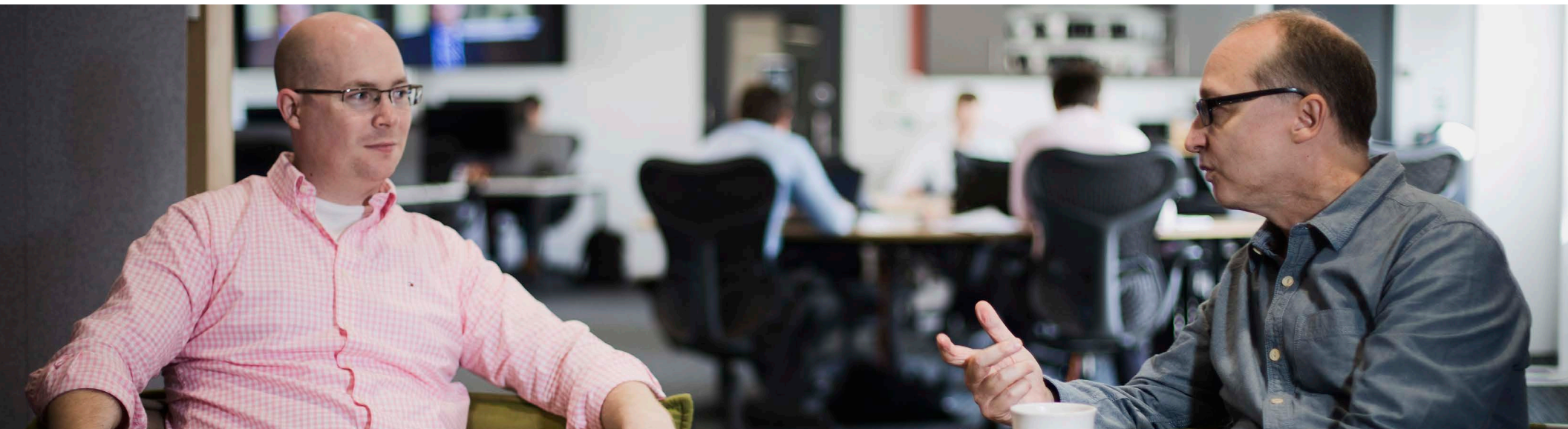
You will likely require a team that deeply understands user experience design, digital commerce, customer engagement and marketing, technology enablement, systems integration, business processes, the supply chain, human capital management, and more. And you will require expertise and experienced resources 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

Hybris solutions. We have earned repeated recognition as the SAP Hybris North America Partner of the Year, for example. We also have grown our team to more than 1,000 trained and 200 certified SAP Hybris developers and consultants—all part of a global Deloitte team of more than 16,000 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.

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



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