

## Intelligent Customer Care (iC2) – Recommendations & Ordering from Targeted Marketing

### Function:

Customer Relationship Management

### Processes:

Marketing, E-Commerce, Customer Service, Customer Lifetime Value

### Industry:

Consumer & Industrial Products - Retail, Wholesale & Distribution

### Business Driver

#### Many customers want

- Precise recommendations of products for each customer
- Quick and efficient way to choose products to make a purchase
- Higher probability of customer acting on the recommendations



### Solutions Overview

Customers launch the iC2 mobile app on their smart phone or tablet where they can easily browse recommended products and place orders. The customer is only introduced to relevant products based on their social media activity and past purchase history. The end result is an enhanced customer experience on the iC2 app, helping motivate customers to return for future purchases.

### Features

#### Enhance Customer Experience:

- Quick and easy access to relevant products
- Promotions to desired products
- Introductions to similar products that are likely of interest

### Potential Benefits

- Enhanced customer experience
- Increased revenue from the sale of similar products
- Improved ROI of marketing campaigns



### Machine Learning

- Smart Data Streaming
- Virtual Machines for R
- Business Services for YaaS



### Core SAP

- SAP® Cloud Platform
- SAP® Hybris® Commerce
- SAP® Hybris® Marketing
- SAP S/4HANA® Cloud



### Analytics

- iOS Mobile Application
- SAP® UI5 Cloud Application
- SAP® Analytics Cloud



### Data Intelligence

- SAP® Automated Predictive Library
- SAP® Predictive Analysis Library
- SAP® Predictive Service

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