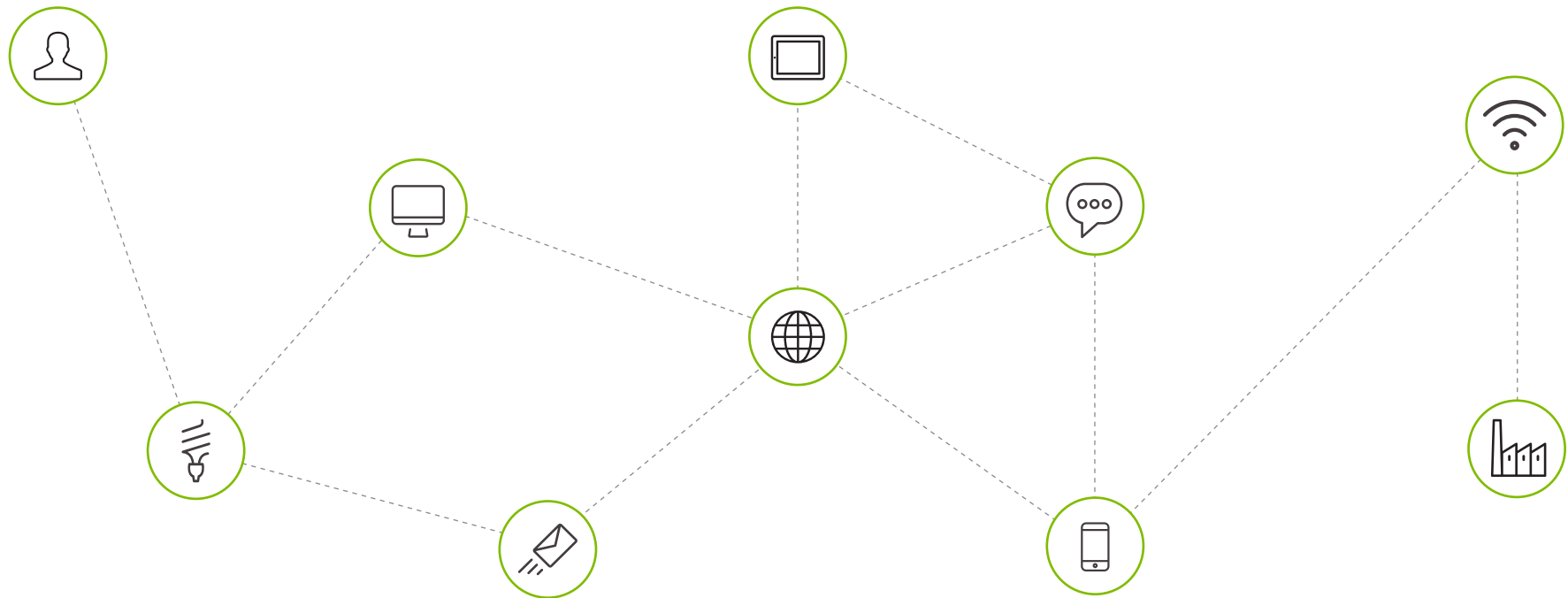


DELOITTE DIGITAL, SPRINKLR AND SAP HYBRIS

Recognize the individual — wherever, whenever



Communicating with customers used to be a one-way street, where the company did all the talking. But now customers are talking back – when and where they want to, from any device they choose. And they expect a response – one that acknowledges them as individuals. As a result, today’s customer experience is all about communicating with customers on their terms, about their needs and interests. But that can be easier said than done, especially when the customer experience takes place in so many different channels, in so many different ways.

Fortunately, some powerful new capabilities – bridging commerce, social, mobility, and analytics – are making it possible to deliver a unique, engaging customer experience across channels. That’s where Sprinklr®, SAP® Hybris®, and Deloitte Digital come in.

BRINGING IT ALL TOGETHER

SAP Hybris capabilities target the customer experience in commerce- and marketing-based interaction in B2B and B2C environments. Whether shopping in person, browsing online or via mobile, or looking at an email, SAP Hybris tools are designed to recognize individual consumers at each touchpoint. This contributes to a consistent, contextualized experience that follows them at every stop in their buying journey. SAP Hybris can also be used as a marketing platform to drive the same high level of consistency in interactions.

Sprinklr, meanwhile, is a digital engagement platform that captures the voice of the customer – and connects existing systems (like SAP Hybris) to a social relationship infrastructure. (For example, if a customer posts a review on your website, then comments on your social media page, your company will know that it’s the same person and can respond accordingly.) Its sophisticated rule engine allows you to create custom workflows to manage your business across all functions, share social data, and create a single view of the customer. Everyone in your organization – from investor relations and HR, to marketing, sales, and customer service – can now see customers the same way.

Individually, these solutions can be quite powerful. But together, they can help you work toward true competitive differentiation and drive positive, longer-lasting consumer relationships across the entire relationship lifecycle, increase retention rates, and create brand advocates. They can help you know your customers deeply and intuitively so you can provide an experience they’ll love.

HOW WE CAN HELP

Data and technology like SAP Hybris and Sprinklr can fundamentally change the customer experience dynamic by allowing you to integrate the entire business and demonstrate value at every customer touchpoint. So how does that happen? Deloitte Digital can work with you to define your ambitions and vision and then design an experience to match.

To get the full impact, though, these technologies have to be deployed in a way that acknowledges the full complexity of the organization itself. That's where Deloitte Digital's whole-business approach can make a difference. We're able to connect the dots, helping everyone engage customers as a single brand rather than as a collection of departments. We can also support the operationalizing of customer experience management by using real-time data to better understand feedback and take appropriate action. It is designed to result in a full-scale digital customer first transformation for your business.

Plus, we bring deep experience with the full suite of SAP solutions. We combine SAP Hybris and Sprinklr in a way that meets the needs of the business and delivers the kind of experience your customers want. Our work on these solutions spans every element of customer engagement, from sales and service to marketing and commerce:

- Sprinklr & SAP Hybris Commerce: Connect the impact of social activity to commerce orders by analyzing sales and social data in the same report to uncover trends
- Sprinklr & SAP Hybris Marketing: Enrich SAP customer data with social data to get a more complete view of customers and create more targeted audiences for social campaigns
- Sprinklr & SAP Hybris Cloud for Customer: Improve customer care capabilities by using social insights to drive personalized engagement and direct SAP Hybris C4C ticket creation

BOTTOM-LINE BENEFITS

Implementing a combination of SAP Hybris and Sprinklr can be a transformational step for your organization. With both technologies in place, you can:



Recognize individual consumers across channels and match their purchasing data to social interactions



Use your SAP Hybris data to create audiences for social campaigns, reduce ad spend, and help improve results



Engage your customers with a unified, consistent voice tailored to their needs and interests



Collaborate effectively across functions by unifying data and workflows for better compliance and consistent communication



Bring analysis and action closer together so you can spot emerging trends (good or bad) and proactively adjust your strategy



Gather and apply digital insights everywhere in your organization, tying them back to business KPIs and making them an enterprise-wide asset



GETTING STARTED

If you're looking for a way to integrate your ecommerce, web, mobile, and social channels to create superior experiences for your customers, we should talk. We are prepared to help you make the connections required for your business to drive smarter, more informed customer relationships.

CONTACTS

To continue this conversation, start here:

Doug Palmer

Principal, Digital Business and Strategy
Deloitte Consulting LLP
dpalmer@deloitte.com

Michael Finneran

Deloitte Digital Alliance Champion
Deloitte Consulting LLP
mfinneran@deloitte.com

Naphtali Ben-Meir

Senior Manager, Business Development
Deloitte Consulting LLP
nbenmeir@deloitte.com

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only, and none of the member firms of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collective, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

Copyright © 2016 Deloitte Development LLC. All rights reserved. Member of Deloitte Touche Tohmatsu Limited.

Deloitte.
Digital

sprinklr
turn it on.

SAP Hybris (v)