

SAP Solution Brief | PUBLIC

SAP Customer Experience | SAP Sales Cloud and SAP Service Cloud

Accelerate Business Growth by Connecting Sales and Service

THE BEST RUN



Breaking Down Silos to Achieve Customer Centricity

To meet rising customer expectations, organizations must break down data silos to move toward a customer-centric digital transformation. Used together, the SAP® Sales Cloud and SAP Service Cloud solutions give sales and service professionals access to the same information, enabling them to better understand customers, collaborate, and **provide outstanding experiences across all touch points.**

Breaking Down Silos to Achieve Customer Centricity

Today's customers want the freedom to choose when and how they interact with you. And they expect you to be extremely knowledgeable about their needs and deliver on your brand promise. However, in an increasingly competitive environment – and in a time of unprecedented disruption – how can you make sure you meet and exceed expectations?

By breaking down silos between sales and service, you can put customers at the center of your digital transformation and succeed. You can focus on

delivering superior experiences and tangible outcomes for your customers, while realizing your own business goals and driving revenue growth.

SAP Sales Cloud and SAP Service Cloud are built on the same platform, providing a unified solution for sales and service. By bringing sales automation and customer service capabilities together, you can nurture lasting customer relationships by giving sales and service teams the end-to-end process insights they need to take real-time action and deliver business value.

Gain a 360-Degree View of Customer Interactions

With data about previous sales and service engagements sitting in numerous silos, it can be difficult for your teams to get a holistic overview of the customer. Furthermore, disparate data sources limit their ability to use advanced predictive analytics and account intelligence to gain the right insights at the right moment.

Using SAP Sales Cloud and SAP Service Cloud together, your sales and service teams can share key customer data across teams, such as service tickets, leads, opportunities, quotes, and orders.

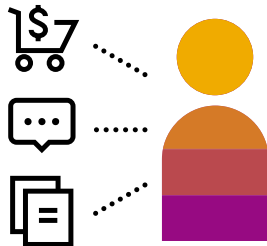
With full access to information on previous interactions, sales and service professionals become trusted advisors who can make informed recommendations and quickly take actions to resolve any issues.

The solutions also provide the information you need to make continuous improvements to the customer experience. You can gain visibility across sales and service processes and monitor key KPIs and metrics with advanced analytics and reporting.

Gain a 360-Degree View of Customer Interactions

Engage with Customers on Their Terms – Anywhere, at Any Time

Support Convergence in Sales and Service Roles



Understand customer intent with a **single view of the customer.**

Engage with Customers on Their Terms – Anywhere, at Any Time

When customers choose to interact with your company, they want the freedom to do it in a way that works for them. With SAP Sales Cloud and SAP Service Cloud, sales and service teams can work better together to take advantage of every opportunity to connect with customers when, where, and how they want to be engaged. This collaboration also improves productivity and increases employee engagement.

Integrated processes enable you to deliver a speedy, comprehensive, and consistent omnichannel service while reducing customer effort, and convenient self-service tools help customers help themselves 24x7. With seamless mobile support, offline or online, you can optimize interactions anywhere, anytime, and by anyone. Meanwhile, advanced AI capabilities empower you to automate engagement to make better decisions, improve process execution, and provide faster resolutions.

Gain a 360-Degree View of Customer Interactions

Engage with Customers on Their Terms – Anywhere, at Any Time

Support Convergence in Sales and Service Roles



Improve customer satisfaction by delivering **consistent, personalized, and superior customer experiences** across all touch points.

Support Convergence in Sales and Service Roles

Today, successful sales organizations are moving from selling products to selling outcomes, with sales professionals becoming brand ambassadors that help ensure that customers receive the business value they expect from your solution. At the same time, service organizations are shifting from being cost centers to profit centers, as every service touch point represents an opportunity to upsell, cross-sell, or identify at-risk accounts. As sales and service functions converge in this way, success is measured using shared KPIs such as retention and renewal rates, customer churn, and customer lifetime value.

With SAP Sales Cloud and SAP Service Cloud, you can leverage cross-functional access to sales and service capabilities across any business role. You can keep your sales organization engaged in the customer service process and leverage your service organization to drive more revenue.

With full visibility, access, and collaboration across both sales and service processes, your teams can better help customers achieve their desired outcomes so you can deliver on your brand promise. Furthermore, with seamless integration to the back office, you can break system silos and increase process efficiency by enabling key processes such as opportunity management, quoting, ordering, contract management, and service execution.

Gain a 360-Degree View of Customer Interactions

Engage with Customers on Their Terms – Anywhere, at Any Time

Support Convergence in Sales and Service Roles

Build Lasting Customer Relationships and Drive Revenue Growth

By deploying both SAP Sales Cloud and SAP Service Cloud, you can meet the high expectations of today's customers by putting them at the heart of everything you do. With sales and service teams sharing deep insights, and with visibility across the customer journey, they can better understand customer needs, make informed recommendations, and provide quick resolutions.

The unified solution also empowers your sales and service teams to engage with customers on their own terms across all touch points, with relevant, consistent, and exceptional customer experiences.

As a result, you improve customer satisfaction, increase brand loyalty and customer retention rates, and drive business growth.

Integrated sales and service processes also help your teams work together and share roles, with sales professionals becoming trusted advisors and service professionals making the most of upselling and cross-selling opportunities. In this way, you can deliver added value to customers while increasing your revenue. Moreover, you improve sales and service efficiency and productivity.

Build Lasting Customer Relationships and Drive Revenue Growth



Bring sales and service together to help customers achieve the business value they expect from your solution while **fueling the growth of your organization.**

Summary

Using the SAP® Sales Cloud and SAP Service Cloud solutions together, you can integrate sales and service processes. This helps teams collaborate, gain the insights they need to provide a consistent experience across the entire customer journey, and deliver business value. As a result, you can improve retention rates and increase customer lifetime value.

Objectives

- Improve visibility across sales and service processes
- Provide a consistent and meaningful customer experience, whichever channel they use
- Help sales and services teams work together to deliver customer value

Solution

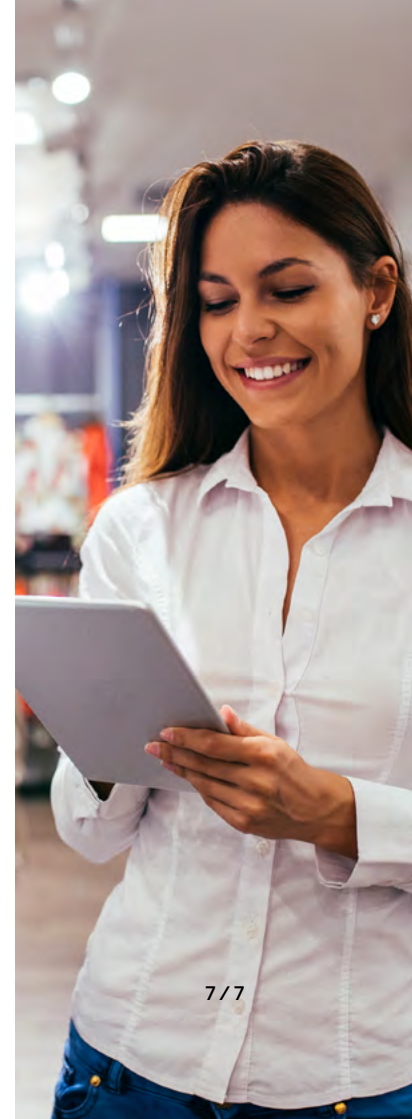
- Holistic view of all customer interactions across sales and service workflows
- Comprehensive support for omnichannel and automated customer engagements
- Cross-functional access to sales and service capabilities across any role

Benefits

- In-depth understanding of customer requirements and history, enabling meaningful interactions and high service levels
- Improved customer experiences, leading to increased brand loyalty and reduced churn rates
- Increased revenue growth as a result of delivering positive outcomes and building stronger customer relationships

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