Accenture Interactive and SAP Hybris: Evolving the B2B Customer Experience
The Age of Customer Experience

We live in a digital age where businesses are under tremendous pressure to transform their customer experience.

This is driven by changing customer behaviors as well as rapidly evolving technologies aimed at automating and streamlining how customers engage, buy and interact with brands. And B2B businesses are feeling this pressure as well. They recognize that the lack of digital skills and capable platforms will hinder their sales and hurt margins.

For B2B companies, this poses a unique challenge: how do you evolve your digital customer experience and drive sales while leveraging existing enterprise systems, infrastructure and relationships, all of which you’ve already invested heavily in? When customers are expecting 24/7 service and connecting directly with businesses – a traditionally B2C tactic – where do you start?

At Accenture Interactive and SAP Hybris, we believe it’s possible to transform customer experience incrementally and take gradual steps that make a big impact on the business. Through our Customer Experience Platform, we help companies explore new, direct channels to engage customers; leverage backend investments in ways that empower employees; and effectively use data generated by every interaction to maximize outcomes. Yes, business must transform – but it can be an evolution, not a revolution. Let us help you thrive in this Age of Customer Experience.
How Can the **Customer Experience Platform** Help?

The Customer Experience Platform is a modular yet integrated suite of front-office solutions spanning commerce, marketing, sales, billing and customer service, that connects with the back office. It provides end-to-end services across multiple customer touchpoints. And it allows companies to harness the latest technologies – from artificial intelligence to in-memory computing and augmented reality – to deliver the best customer experiences.

The Customer Experience Platform enables B2B and B2C companies to create, curate and launch personalized experiences for its customers by leveraging SAP Hybris across commerce, marketing, sales, subscription/billing and customer service. Keeping customer experience as the focus, the newly developed platform identifies how technology impacts the way people experience brands and services. And it generates insights that drive tangible business outcomes.

Empowering Employees

Having a centralized view of the business is essential to increasing your team’s efficiency, improving collaboration and delivering consistent information to customers.

The Customer Experience Platform powered by SAP Hybris makes the existing data in your management systems available to the whole organization. And its automation and machine learning capabilities equip your team with strategic coaching and accurate business insights.

For example, machine learning software can walk your salespeople through next-best-action analysis to gradually teach them when best to go ‘off-book.’ Meanwhile, the software can analyze all the data produced, provide valuable information for future interactions, and become more effective over time, all on its own. For your employees, this means constant access to reliable information and freed-up time to tackle more strategic tasks.

Evolving the Sales Channel

As transparency and efficiency drive customers to explore products and services in new channels, it’s imperative that the sales force embraces them too.

Using the Customer Experience Platform and the power of SAP Hybris, we help enable flexible channel integration so Sales can engage with customers quickly and more transparently, delivering the information they need down to a granular level. This improves relationships with existing customers and helps reach new audiences. And the invaluable data produced from these channels can be used to improve future experiences.
With all the new digital channels, platforms and technologies available, customers – and even products – are generating more data than ever before. And with tools such as behavior tracking, customers expect brands to provide more services such as product recommendations and payment options.

So how do you harness all this data? The Customer Experience Platform uses SAP Hybris technology to analyze this data and address needs before they develop into issues. For instance, companies will be able to send a product replacement reminder to customers right before it reaches the end of its warranty. Anticipating needs is a sure way to increase customer satisfaction.

Accenture Interactive and SAP Hybris’ Customer Experience Platform is a powerful solution that can help you innovate, evolve, and transform your business without overturning your existing investments.

Let’s work together and strategically prepare your organization to adapt to the digital world and deliver the best customer experiences on the planet.
About Accenture Interactive

Accenture Interactive helps the world’s leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today’s experience-led economy. Accenture Interactive was ranked the world’s largest and fastest-growing digital agency in the latest Ad Age Agency Report.

To learn more follow us @accentureACTIVE and visit www.accentureinteractive.com.

About SAP Hybris

SAP Hybris solutions provide omnichannel customer engagement and commerce software that allows organizations to build up a contextual understanding of their customers in real time, deliver a more impactful, relevant customer experience, and sell more goods, services and digital content across every touchpoint, channel and device.

To learn more follow us @SAPHybris and visit www.hybris.com.

Find all you need to know about our Key Alliance Partnership on www.accenture.com/saphybris

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