Breathe Life into Customer Experience

with Accenture and SAP Customer Experience

Today's Consumers

are demanding and seemingly unpredictable. Direct-to-consumer, retail, and business-to-business entities are all wrestling with a common, mounting challenge— fluid customer expectations and endless options to fulfill them in a global, always-on marketplace.

Some companies are poised not only to measure up, but to deliver products and services that outpace demand and inspire delight. We call these high performers **Living Businesses**— and their common differentiator? **Customer-relevance**.

64%

of customers explore other options when experiences aren't relevant.

People are

68%

more likely to recommend a relevant brand.

Purpose-Built for Living Business

By constantly evolving to meet customer demands, companies become hyper-relevant and ultimately transform themselves into Living Businesses. Accenture's offerings are built to deliver relevance in the experience marketplace, and SAP CUSTOMER EXPERIENCE helps us to achieve this end, iteratively and at scale.

SAP CUSTOMER EXPERIENCE operates on the evolved C/4HANA suite, an end-to-end intelligent platform built to manage the complete customer experience. Uniquely, SAP technology unifies and integrates front-office and back-office data to build a living customer profile, with machine learning and microservices that enable real-time, intelligent engagement in every customer interaction.

Here's how Accenture and SAP pave the way for Living Businesses

Design for Customers

Living Businesses design and deliver products and services that respond in real time to customers' evolving needs.

94% of Living Businesses understand that relevant, innovative design is a pillar of their business's success.

The ACCENTURE business transformation journey starts with design thinking to identify specific business challenges and differentiators and uses intelligent diagnostics to assess current systems, processes, data and architecture against leading industry practices. This leads to a personalized, data-driven connection with the customer and the ability to collaboratively design specifically for their needs.

SAP CUSTOMER EXPERIENCE Customer Data Cloud brings experience to life and keeps the customer close at every stage of the journey. This seamless experience is also a secure one—with robust data privacy capabilities that engender trust and allow customers transparency and control.

Target New Opportunities

Businesses should target new value and drive business models by rethinking investments based on a deeper understanding of their customers' digital needs.

> **93% of high performers think that finding new value and driving business models will be critical in the next three years.**

ACCENTURE leverages data and insights to help identify disruptive business models and recalibrate around new business opportunities. SAP's Marketing Cloud treats marketing as a trusted source of business, analyzing customer behavior data to optimize new business models and perfect personalization that drives revenue.

With SAP CUSTOMER EXPERIENCE, Accenture not only designs and implements the solution right for your business but strategically employs these powerful learnings to evolve your business, accelerate growth and maintain relevance with customers.

Rewire Culture

Living Businesses create blended workforces, combining human ingenuity with the power of technology to deliver a company culture of constant innovation and growth.

93% of high performers report excelling beyond their peer set when it comes to adjusting their organization's structure to benefit the customer.

Living Businesses achieve and sustain competitive performance based on adaptive, on-strategy capabilities and execution. **ACCENTURE assesses an organization's health** by looking at the way it reacts to the changes in its environment and optimizes performance through transformational and transactional innovation.

As a complement, **SAP CUSTOMER EXPERIENCE's Service Cloud packs the power** to streamline call center operations, increases the efficiency of field service reps, and improves customer and employee satisfaction. This powerful combination puts your business on the path to a rewired, healthy culture oriented around customer experience.

Scale with Partners

The key to scaling successfully is collaboration with strategic alliance partners beyond traditional industry boundaries.

92% of leaders cite partnership as a cornerstone of their success.

At Accenture, we are constantly building and evolving our offerings in service of hyper-relevance and the best experiences on the planet—and we're unrivaled in both solution scale and sophistication. Our proprietary myConcerto platform orchestrates the power of SAP solutions and technologies and Accenture's industry and functional expertise— methods, tools, solutions, capabilities—to breathe life into business and provide relevance at every critical touchpoint in the customer journey.

Build Engagement

Businesses that leverage operating models, open innovation, and agile technology to deliver personalized digital experiences can rapidly scale new growth initiatives.

92% of high performers report excelling beyond their peers at optimizing operations to make products and services more relevant to customers.

ACCENTURE helps clients develop operating models with the ability to test, build, and scale physical and digital experiences focused on customer personalization. We know optimized engagement channels create the greatest possible competitive advantage. **SAP CUSTOMER EXPERIENCE's Commerce Cloud provides the foundation** for world-class omnichannel experiences, with built-in flexibility to support every feasible go-to-market model and pre-built integrations to get customer-oriented solutions in market — fast.

Stay Relevant with Accenture and SAP

Accenture is a powerful partner to design, build, and run your living technical and data management ecosystem. With solutions powered by SAP CUSTOMER EXPERIENCE, we can make the most of your current investment, enable quick strategic pivots with very little downtime, and kindle personalized relationships with your customers.

Contact Our Team to Learn More

Lakshmi Nair
Managing Director
Accenture Technology

✉ l.nair@accenture.com

Kevin Doohan
Managing Director
Accenture Interactive

✉ kevin.doohan@accenture.com

Jerome Yen
Managing Director
Accenture Technology

✉ jerome.c.yen@accenture.com

Join the Conversation

🐦 @Accenture

🌐 accenture.com

References

This document pulls reference from the Accenture Interactives Living Business report at **www.accenture.com/livingbusiness**