SAP Solution Brief
SAP Customer Engagement Intelligence

Objectives

Solution

Benefits

Quick Facts

Engage More Effectively with Your Customers and Prospects

SAP

The Best-Run Businesses Run SAP™

Making personalized connections in real time

Today's customers and prospects are digitally connected, socially networked, and well informed. Marketers of any product or service must arm themselves with relevant data to target a savvy audience and provide the compelling experiences these buyers expect. They must engage at precisely the right time, before their customers and prospects switch to more attractive offerings.

The rules have also changed for sales professionals. As customers and prospects increasingly turn to online networks and communities for information, they are engaging salespeople much later in the buying cycle.

As a result, sales professionals must be able to explain specifically how their products and services differ from those of their competitors. They must understand the unique challenges, interests, and preferences of their customers and prospects and offer new approaches to addressing those needs. Like marketers, they need the right data at the right time.

Powered by the SAP HANA® platform, the SAP® Customer Engagement Intelligence solution brings together the data to deliver the insights that your sales and marketing teams need for compelling engagements with customers and prospects. Tools for customer analytics, contact intelligence, and customer segmentation and targeting can help these professionals execute your business strategies more effectively.

Real-time insights for intelligent decision making

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Advanced customer sentiment metrics for effective engagement

Customer segmentation and targeting

Robust support in a fully integrated solution

The power of in-memory computing in a cloud environment

SAP Customer Engagement Intelligence helps companies like yours leverage a vast amount of data in real time so you can build personalized customer relationships. It helps you create a solid analytics foundation for fact-based sales and marketing decisions by providing the following.

Up-to-date information – Through the power of SAP HANA, the solution helps sales and marketing professionals tap real-time infor-mation on the behavior of customers and prospects for more relevant insights and effective action.

An integrated view – The solution provides a single, consolidated view of customers and prospects across multiple channels and data sources (including SAP, non-SAP, social media, Web-based intelligence, and e-mail systems). Your sales and marketing teams can use this information to categorize customers and prospects by current and potential value and better understand the dynamics of those relationships.
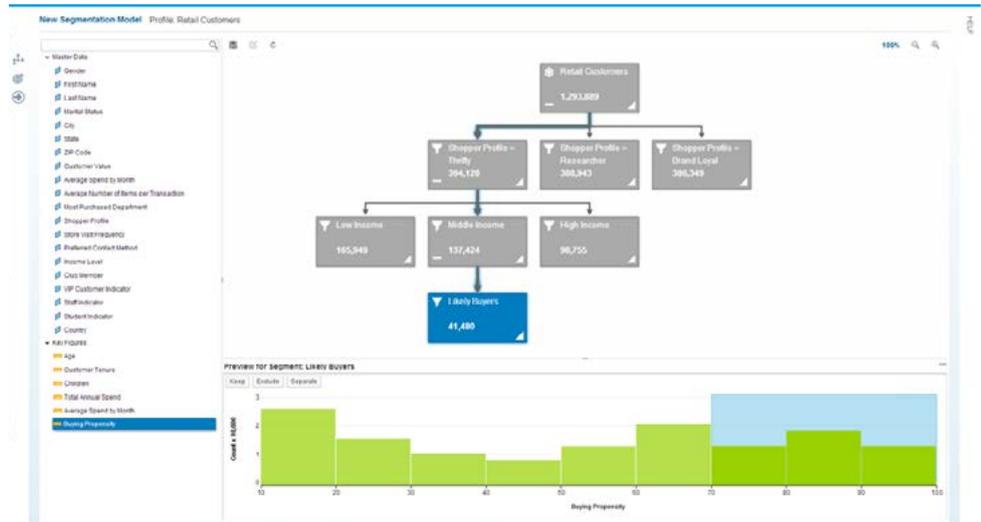
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Advanced analytics – SAP Customer Engagement Intelligence makes it possible to analyze large amounts of real-time data at different levels of granularity using business-value metrics and key performance indicators such as loyalty, buying power, profitability, and sentiment.

Predictive analytics – Advanced statistical algorithms help detect correlations in the behavior of customers and prospects that suggest likely buying propensity or risk of loss to a competitor. Your sales and market-ing professionals can use this information to individualize product recommendations and enhance your competitive edge (see figure).

Build an enterprise-wide, 360-degree view of customers and prospects.

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Predictive analytics for developing the perfect campaign target group

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SAP Customer Engagement Intelligence can help your sales and marketing teams manage leads across the entire contact lifecycle – from when they are prospects until they are satisfied customers who can serve as references. They can assess conversations about relevant topics on social media to measure customer sentiment and evaluate interactions with your company on the Web, over e-mail, by phone, or at customer events.

These up-to-the-minute insights give your sales and marketing professionals the tools to determine their next best actions. For example, when a prospect has visited your Web site or attended a Webinar, a member of your marketing team can see that the lead may be ready for a follow-up call or face-to-face meeting with a sales rep. Contact intelligence provides an omnichannel picture of contact activities and interactions on the prospect's buying journey thus far. This gives sales and marketing professionals a great context to engage meaningfully with their contacts.

The software helps your sales and marketing teams create a view of the topics that most interest individual contacts across all your customer-facing channels. They can easily filter out specific channels or drill down for a detailed timeline of a contact's interactions.

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Using SAP Customer Engagement Intelligence, marketing professionals gain capabilities for segmentation and targeting to readily identify and analyze specific groups of customers and prospects within larger populations. By recognizing social media buzz on a topic among a certain group of prospects, for example, marketers can quickly develop a program to engage that group. They can also target prospects who are most likely to leave another vendor and buy from your company.

Marketing professionals simply choose various attributes and scores to create target groups of customers and prospects. In addition to typical demographics such as age, location, and gender, they can define these groups based on real-time social sentiment, social media conversations, and past or predicted buying behavior.

Dramatically improve the effectiveness of marketing campaigns and sales initiatives with the power of real-time information.

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SAP Customer Engagement Intelligence is a fully integrated solution that includes four core analytic and mobile applications.

SAP Customer Value Intelligence is an analytic application that provides a single, real-time view of the actual and potential value that various customers and prospects bring to your company. This view includes attributes such as buying power, loyalty, profitability, and cost to serve. Your sales and marketing teams can readily configure the software with the categories, metrics, and weights that meet their specific needs.

SAP Social Contact Intelligence, available as an analytic application or mobile app, helps you follow customer conversations in social networks for a better understanding of customer affinities. The software makes it possible to score individual sales, service, and marketing interactions with customers and prospects. A mobile app makes it possible for sales reps to see the same insights and contact interactions on their iPhones.

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SAP Audience Discovery and Targeting is an analytic application that helps marketers run real-time segmentations for large populations of customers and prospects, leverage predictive analytics from SAP HANA and KXEN, and create target groups of customers and prospects for closed-loop execution of specific initiatives. Your marketing team can leverage statistical algorithms and models for predictive analytics and trigger initiatives (such as customized offers) for individual segments and channels.

SAP Account Intelligence is a mobile app for the iPad that can be deployed with SAP Customer Value Intelligence. It delivers interactive and geosensitive customer analytics to mobile devices and can help your sales professionals make more effective and strategic decisions, prioritize sales visits, and maximize customer engagements. They can use the app to foster conversations with customers that are specifically relevant to their accounts.

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With SAP HANA, you can directly analyze large amounts of transactional customer data as soon as it is captured – rather than waiting for time-intensive data aggregation and transfer – for highly granular, real-time insights. Your sales and marketing teams gain ready access to the results of complex analyses that they can use to personalize engagements with customers and prospects in real time.

In addition to the existing on-premise deployment option, you can combine the power of real-time insights with the simplicity of cloud computing by deploying SAP Customer Engagement Intelligence with the SAP HANA Enterprise Cloud service. You get the full power of SAP HANA in a managed cloud environment that eliminates the need to implement software on-site.

Designed for mission-critical operations, SAP HANA Enterprise Cloud offers the integration security, failover, and disaster recovery of an on-premise implementation – with the elasticity, automation, and ease of administration that you'd expect from a cloud solution.

Avoid gaps in your sales and marketing strategies that competitors can use to their advantage.

Use personalized customer engagements for profitable growth

By providing multidimensional views of customers and prospects in real time, based on high data volumes, SAP Customer Engagement Intelligence helps you focus your company's sales and marketing resources on those who are most likely to enhance your bottom line.

By giving your sales and marketing teams a deeper understanding of your customers and prospects, the software helps make their programs more strategic and effective. By boosting sales conversion rates and identifying cross-selling and up-selling opportunities, your company can strategically grow revenue and wallet share, increase customer loyalty, reduce attrition, and improve its profit margins.

Check out a three-day trial of SAP Customer Engagement Intelligence on SAP HANA Enterprise Cloud at http://marketplace.saphana.com.

Summary
The SAP® Customer Engagement Intelligence solution enables real-time insight, interaction, and execution for excellence in sales and marketing. By fostering a deeper understanding of your customers and prospects, the suite of applications helps you personalize your customer interactions and strategically grow revenue and margin.

Objectives
- Develop a deeper, more personal understanding of customers and prospects
- Build different sales and go-to-market strategies for specific target segments
- Increase the effectiveness of sales and marketing professionals by helping them engage with prospects in a more relevant manner

Solution
- Real-time insights for sales recommendations and decision making
- Precisely created customer segmentation and target lists from large populations
- Personalized engagements with customers and prospects
- Effective selling that closes the gap between go-to-market strategies and sales execution

Benefits
- Maximize purchase opportunities and sales conversion with effective segmentation and targeting
- Identify cross-selling and up-selling opportunities
- Invest the right resources in the right customers, prospects, products, and channels
- Enhance customer engagement and loyalty

Learn more
To learn more, go to www.saphana.com
/community/learn/solutions/enterprise
-applications/customer-intelligence.

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