



How data and analytics improve customer engagement at midsize companies

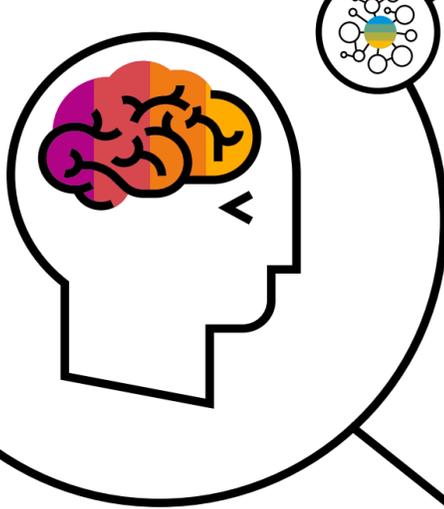
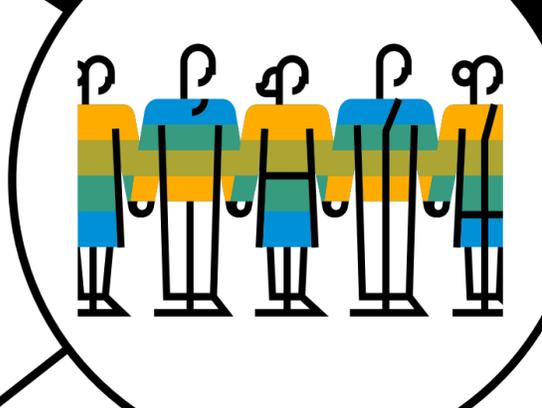
According to recent IDC research,¹ the top priorities for customer experience (CX) professionals in “best-run” midsize companies are:

Identifying and attracting new customers:
36%

versus **23%** of “laggards”

Improving customer experience:
33.4%

versus **18.7%** of “laggards”



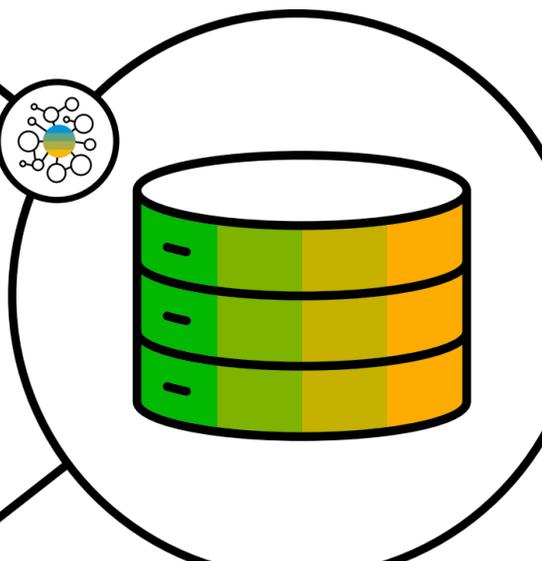
The key challenges facing CX professionals are:

- Building a complete picture of the customer
- Delivering a personalized and consistent customer experience
- Understanding and segmenting customers by buying patterns
- Planning campaigns and tracking success
- Getting timely and relevant information without relying on IT
- Providing executive reports

Data is still a major pain point when addressing these challenges – even in best-run midsize companies.

52.7%

Listed “the ability to manage customer data and new privacy and GDPR regulation” as a primary pain point



CX professionals in best-run midsize companies are using a range of intelligent technologies to deliver a differentiated customer experience.

Using analytics and Big Data to identify customer needs and address them:

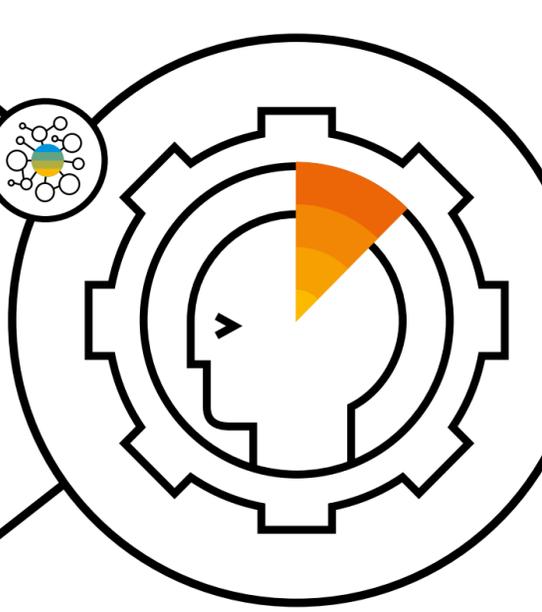
67.0% Best-run **19.9%** Laggards

Using customer journey mapping to ensure touch points are appropriate across all elements of the journey:

62.7% Best-run **19.0%** Laggards

Integrating all customer-facing systems with a single customer database to provide a seamless digital experience across all touch points:

49.6% Best-run **43.8%** Laggards



Using AI/machine learning to anticipate individual customer needs:

47.6% Best-run **13.0%** Laggards

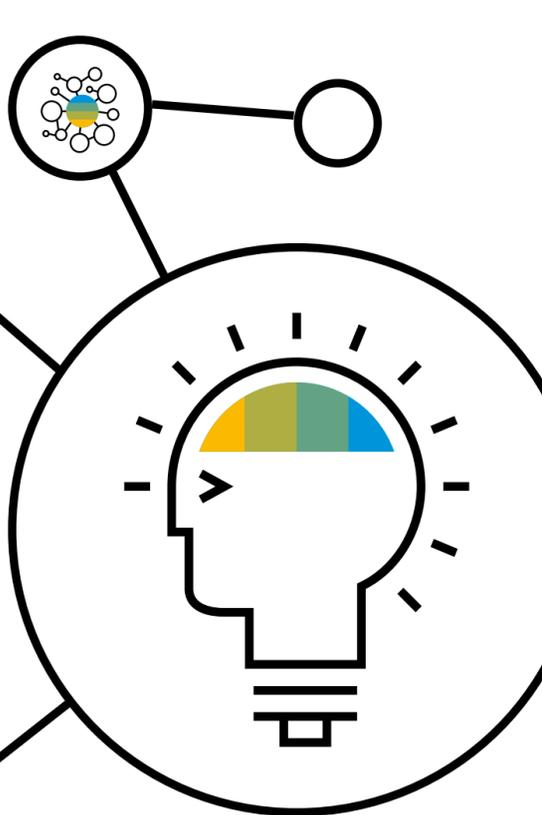
Do you need help in delivering the insights you need to improve the customer experience?

The SAP® Analytics Cloud solution provides the intelligent technology that CX professionals need in a single solution that combines:

 Business intelligence

 Collaborative enterprise planning

 Augmented analytics

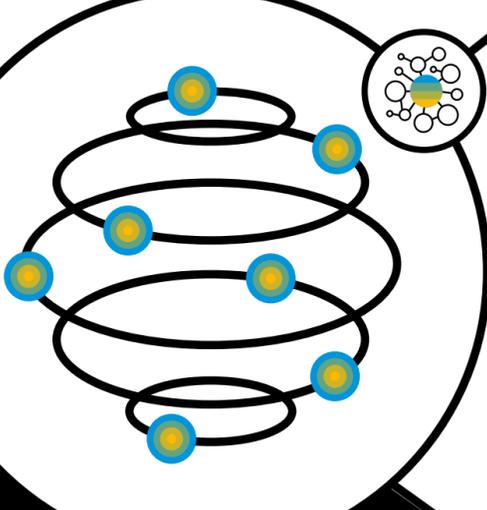


When integrated with the SAP C/4HANA suite, SAP Analytics Cloud enables you to:

Guide personalized customer journeys with intelligent decisions 

Make every interaction, touch point, and experience insight-driven 

Transform your organization into a more agile, intelligent enterprise 



1. “The Customer Experience Role in Best-Run Midsize Companies: Embedding Intelligence to Drive CX,” an IDC InfoBrief sponsored by SAP, February 2019.