ORBIS

SAP
Gold
Partner

Customer
Experience
the easy way

SAP CX by ORBIS

It actually sounds very **simple**:
You wish to offer your customer experiences that make them more successful. **We make sure that it also becomes simple.**

SAP Customer Experience:

One integrated solution for your company departments

Marketing

SAP Marketing Cloud
SAP Emarsys Cloud
SAP Customer Data Platform

Sales

SAP Sales Cloud
SAP CPQ

Service

SAP Service Cloud
SAP Field Service Management

CX

Marketing

Personalization, timing, and relevance play a key role in marketing. Which customer responds to what? Simply use the **data** that you have acquired. **Personalized real-time marketing** may seem like rocket science – but not for you!

The advantages for **your marketing**

Customer knowledge

Better familiarize yourself with the behavior and wishes of your customers with each interaction. We help you to display your data in a modern CRM system so that you can always derive the appropriate marketing actions.

Channel-specific evaluation

How are your campaigns running? Simply evaluate all the marketing activities and derive intelligent decisions based on visualized analysis data. From the budget to customer coordination – across all channels.

Agility and flexibility

Create flexible campaigns and adapt them at any time to changing business conditions and current buying behavior. With agile marketing, you can react faster based on analytics and contact customers at the right time.

The benefit for **your customers**

Relevant information

Using the dynamic customer profiles and precisely definable target audiences, you can address your customers only using the information and content that is relevant to them. This significantly increases the chance of a conversion.

Cross-channel experiences

Marketing campaigns are developed and executed for all channels, incl. campaign automation. As a result, customers have a seamless user experience and are consistently addressed across all touchpoints.

Individual customer journey

Understand where your customer currently is in the purchasing process and which touchpoints are relevant to them. By doing so, you can individually assist each customer on their customer journey and meet them on their level.

CX

Sales

Digital, scalable processes, long-term revenue increase, **customer retention** and mapping of all sales data and activities in a **central CRM system** – typical challenges in modern sales!

The advantages for **your Sales department**

Enhanced efficiency in the sales process

Predefined processes and a holistic view of all contacts can automate many tasks and thus relieve employees in their daily tasks. This allows to invest more time in core tasks.

Higher closing rate

Respond more quickly to customer inquiries and contact prospects at the right time in the Customer Journey. With the SAP Sales Cloud, you can increase your success rate and revenue thanks to detailed Customer Insights.

Strengthen collaboration

The SAP Sales Cloud offers an interactive, transparent platform for context-related communication that boosts collaboration in your company. This can save time and increase the probability of closing deals.

The benefit for **your customers**

Customized assistance

Thanks to clear dashboards and graphic illustrations of all the information, sales employees are familiar with all the relevant touchpoints, information, and the needs of their contacts at a glance. This enables them to address existing customers and prospects in a targeted and individual approach.

Tailor-made offering

Convince your customers with a custom-fit offer that meets all their requirements. By reducing complexity and increasing precision, you simplify the quotation process for both sales and the customer.

Buying experience

A fast and smooth buying process is essential for a positive customer experience. SAP Sales Cloud ensures that the quote and purchase are completed quickly. It enables customers to have a seamless buying experience that will be remembered in a positive way.

CX

Service

Service requests from all sides? Bring it on! Whoever is handling a service request: **All customer data** is immediately available so that the **right answers** to all questions can be provided **quickly**.
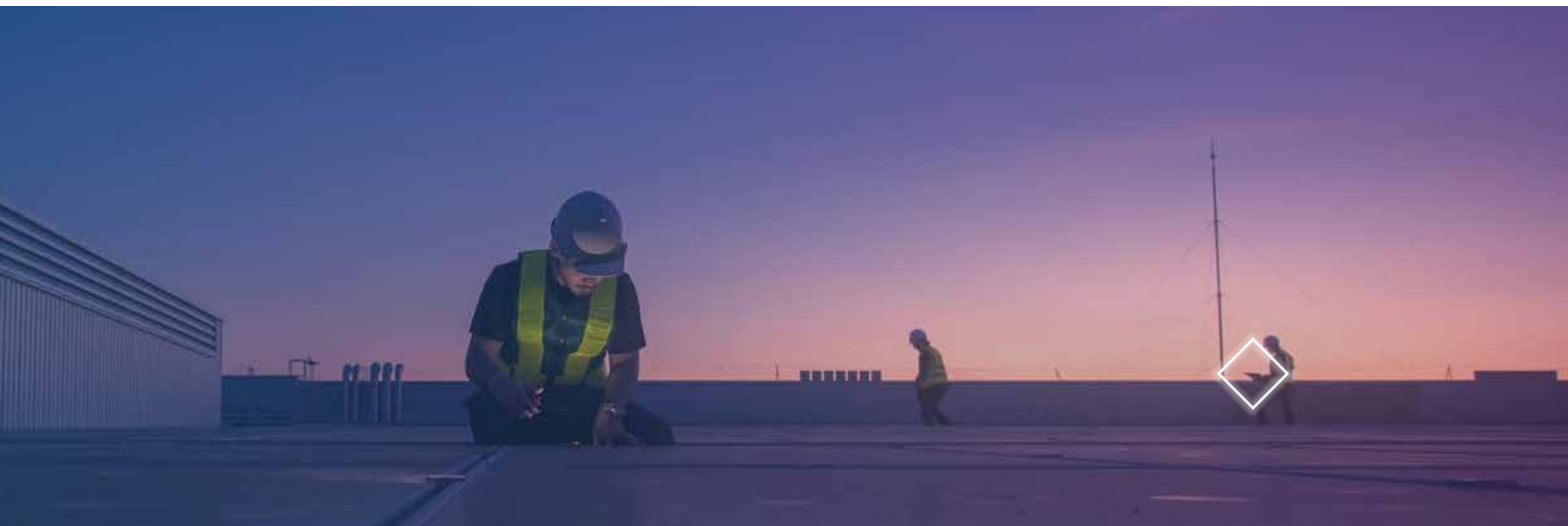
The advantages for **your Customer service**

A 360-degree view of your customers

SAP's Service Cloud combines all the customer data from various channels into one solution. This means you have all the relevant information, from the purchase to the problem to the solution, clearly arranged in a single source of truth and can provide proactive and even preventive assistance.

Agent Experience

With the help of intelligent technologies, user-friendly tools and contextual support, problem solving can be much easier and your employees' workload reduced. This not only increases customer satisfaction, but also employee satisfaction.

Customer Retention

Use the SAP Service Cloud to turn customers into fans by creating reliable and personalized experiences and excellent service quality. By doing so, you ensure satisfaction and long-term customer retention.

The benefit for **your customers**

Self Service

Your customers are not dependent on a service agent for questions and problems. Via the self-service portal, they can access assistance and information at any time. This reduces the potential for frustration and increases satisfaction.

High availability and response time

Thanks to the system, customer service can view all customer data at a glance and provide IT-supported assistance. This means that customer inquiries can be processed very quickly with the help of the SAP Service Cloud.

Seamless service experience

Using the omni-channel contact, Customers can send service inquiries and receive answers via different channels. This offers an end-to-end and user-centered experiences in after-sales and creates positive service experiences.

Why SAP CX with **ORBIS**?

We make complex projects manageable and therefore ensure long-term success.

Thanks to starter packages, we allow you to quickly get started in the SAP CX world.

Our extensive integration expertise delivers complete customer data and end-to-end processes.

We offer customized enhancements to functions and processes ("in-app" or as an BTP enhancement/app).

We offer technical support and optimizations after go live.

Together, we create a **Customer Experience**, that your customers will not so easily forget.

For our customers, we are the first point of contact for an **SAP-based, holistic, digital customer experience** process consultancy. We profitably interconnect **marketing, sales, and service** by breaking up silos and bundling all competencies. We analyze your individual **technological** and **structural needs** and together, we think outside the box.

By doing so, we create **future-proof, efficient and scalable digital CX strategies** with which you can get more out of their (potential) customers.

Our mentality is: **We practice what we preach and act as the simplifier**. Each customer receives their unique CX ecosystem – transparent, scalable and adjustable to changing needs at any time. The result: Measurable success and reduced complexity.

Best wishes

Yours, ORBIS

With us, **your customer** is king.

Find out more:

www.orbis.de/en/sap-cx