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LEAD *to* Loyalty
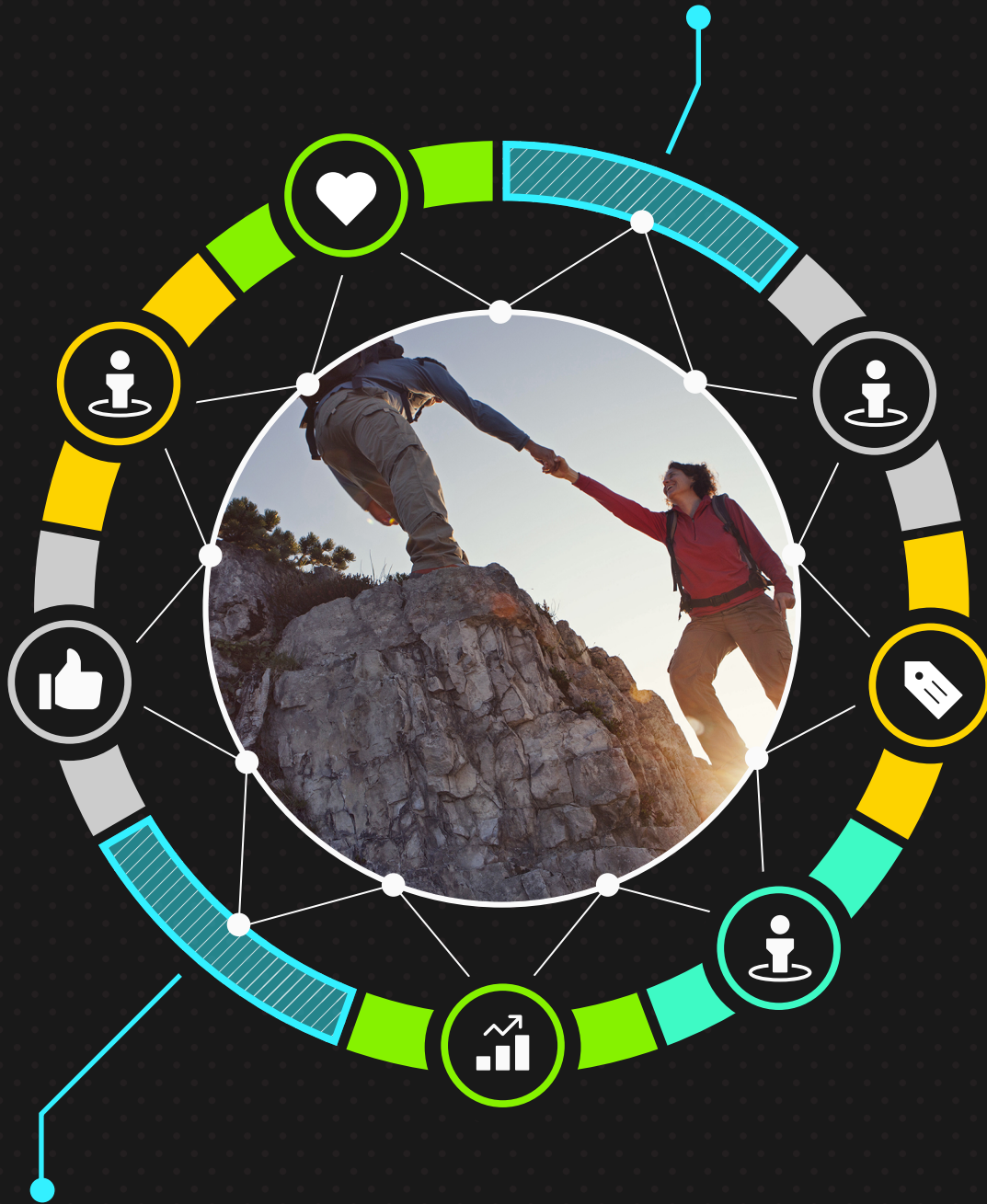
Build predictive, proactive, human-first customer experiences that go a step beyond

Putting the customer at the center of everything—across each and every touchpoint—is key to delivering exceptional experiences that strengthen the human connection, boost loyalty, and drive powerful business results.

So how can you enable a truly human-first enterprise—and ensure that it can keep pace with the nonstop disruption taking place in every dimension of business today?

Deloitte Digital's Lead to Loyalty offering can help, providing an integrated Customer Experience (CX) platform and a suite of services centered on the SAP® solutions portfolio—designed to evolve as your business needs change and to drive loyalty across all customer touchpoints.

Connected for the customer

Lead to Loyalty delivers a unified, ready-to-deploy ecosystem of technologies and cloud-based solutions for connecting your customer strategy, advertising, marketing, commerce, sales, and service processes.

By supporting consistent data, insights, and processes across all touchpoints involved in the customer journey, Lead to Loyalty helps deliver consistent human-first experiences.

As an integrated end-to-end offering, Lead to Loyalty brings together SAP CX®, the SAP S/4HANA® ERP, and SAP's Qualtrics® experience management platform—as well as additional digital solutions and capabilities.

Lead to Loyalty is designed with business evolution in mind, developed to support the Kinetic Enterprise™—an intelligent, cloud-enabled enterprise that is built to evolve at the pace of disruption, leveraging a clean core and an inclusive ecosystem of applications and services.

The potential payoff with Lead to Loyalty?
You can more effectively:

- Deliver a consistent experience across all customer touchpoints

- Provide a more personal and human experience

- Drive loyalty by going beyond when it comes to service

- Anticipate problems and react faster using intelligence-driven solutions

An integrated solution, from A to Z

Lead to Loyalty incorporates a number of SAP technologies, weaving them together into an integrated solution—one that is enabled by cloud, driven by insights, and capable of scaling in any direction. And as its name implies, the offering allows you to elevate the human experience for the customer and enhance business processes across a spectrum that extends from initial business lead to customer loyalty. Lead to Loyalty includes:

Machine Learning/ Predictive Analytics®
Assess the likelihood of future outcomes and steer your business in the right direction

SAP S/4HANA®
Run simple in a digital and networked world. Perform transactions and analyze business data in real time

Qualtrics®
Understand how people are feeling and why—and deliver better, more personalized customer and employee experiences

SAP® Customer Data Cloud
Master the new customer landscape and build trusted and valued relationships with customers

LEAD
to **Loyalty**

SAP® Commerce Cloud – Context-Driven Services
Deliver relevant customer interactions by personalizing the entire commerce experience

SAP® Commerce Cloud
Create an omni-channel B2B, B2C, or B2B2C experience. Manage your ecosystem of suppliers, distributors, and partners on a single platform

SAP® Sales Cloud with CPQ (Callidus CPQ)
Configure products and services, manage complex pricing structures, and automate the quote and proposal process

SAP® Marketing Cloud
Deliver personalized brand experiences with intelligent marketing

SAP® Service Cloud & Field Service Management
Optimize your service performance

Potential bottom-line results

With Lead to Loyalty and help from Deloitte Digital, you can innovate more readily and tap into a number of possible benefits for driving your business forward.

**Intelligently orchestrate business processes across sales, service, and marketing**

- Seamlessly leverage multiple SAP solutions to support an end-to-end digital transformation
- Present "one face" to the customer, rather than acting through three siloed organizations

Enable sales representatives with capabilities that allow them to engage with customers digitally no matter where they work these days—at home, in the office, or in the field

Unlock insights that can drive targeted marketing and sales efforts—through data-driven AI and predictive algorithms
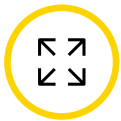
Expand your revenue pipeline—by delivering more relevant and engaging content, tailored to the individual
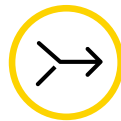
Enable new cross-sell and up-sell opportunities—through the power of marketing tightly integrated with commerce
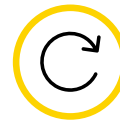
Get a 360-degree view of the customer, providing relevant insights and allowing you to deploy personalized messages at the right time and place

Create an effective experience across multiple channels and touchpoints, to help drive conversion and loyalty

Draw on big data and analytics for insights into whom to target and how to optimize content, tactics, and spend

**Simplify the sales process and enhance** the experience for your sales, service, and marketing workforce

Lead to Loyalty in action

With integrated, end-to-end CX capabilities enabled by Lead to Loyalty, the potential use cases are virtually unlimited. Here are three that focus on innovating the customer experience and driving loyalty—by connecting the dots across technologies and touchpoints.

01 PREDICTING CUSTOMER NEEDS
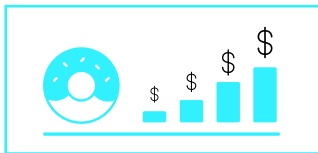
Using SAP Marketing Cloud and SAP Customer Data Cloud, a food manufacturer could segment data on similar customers and identify patterns—such as customers who are carrying a new type of snack food in their stores and seeing high sales.
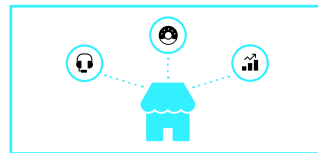
From there, the food maker could leverage SAP Sales Cloud and SAP Service Cloud to target a customer whose store is not yet carrying the product—connecting live with the customer through sales reps to provide samples and share sales data from similar customers, and then follow up with a promo offer through a call from a CSR or an e-mail.

The customer could receive a link to make their first purchase online, and a short survey about the product. (Key technologies: SAP Marketing Cloud, SAP Sales Cloud, and the Qualtrics XM platform)
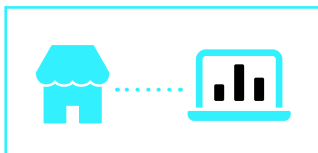
Leveraging SAP Commerce Cloud context-driven services, a promo discount is applied at checkout, and the order is replicated to SAP S/4HANA. The food manufacturer then could track how well the new product is doing at the customer's store.

By filling out the Qualtrics survey, the customer could provide feedback on product deficiencies—such as lackluster packaging.
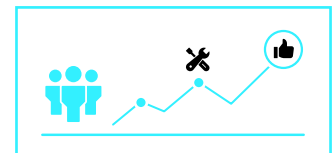

Using insights from Qualtrics, the manufacturer could identify sentiment trends among its customers and use the information to improve product packaging or address other product-related needs.

02

DELIVERING PERSONALIZED, PROACTIVE CUSTOMER SERVICE

A customer purchased more than $2,000 worth of electronics from a retailer last year, putting them in a higher tier of the company's loyalty program. [SAP Customer Data Cloud, Marketing Cloud]
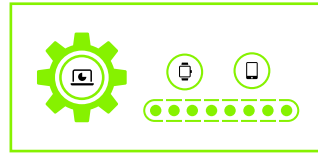
A company algorithm constantly combs through back-office data to identify potential supply chain hiccups that would have an adverse effect on customers. [SAP S/4HANA,]
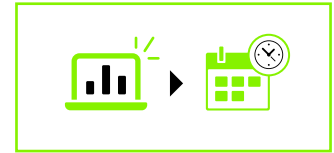
The algorithm identifies a disruption in a factory that makes a key component, meaning there will be a delay in delivery for many products—specifically in January. [SAP S/4HANA]

Using the data, the company works to solve the issue— to prevent delivery delays in the future.
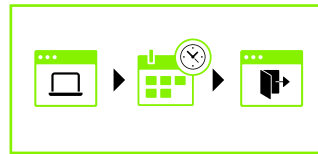
Meanwhile, the customer visits the company's website, looking to purchase a new laptop. Seeing during the checkout process that the shipping time will be 3 weeks (due to a supply issue), they decides to visit a different page on the website. [SAP Customer Data Cloud, SAP Commerce Cloud]
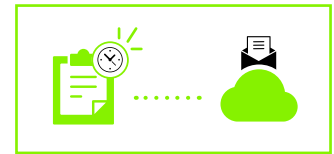
When they visit another page without checking out, a survey is triggered. They provide feedback that the shipping time was an issue, which raises a ticket in SAP Service Cloud. A CSR contacts them via chat. [SAP Customer Data Cloud, Qualtrics, SAP Service Cloud, chat application]

The CSR sees that they are a higher-tier loyalty member who usually buys new products after CES in January, so the CSR offers them 20% off their next purchase, to make up for the shipping delay. [SAP Customer Data Cloud, Qualtrics]

The next time the customer visits the company website, the offer is automatically applied to their order. [SAP Commerce Cloud]

03

DRIVING LOYALTY BY GOING BEYOND WHEN IT COMES TO SERVICE
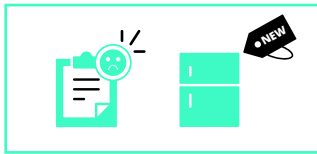

A potential customer indicates on a survey that they have concerns about the performance and maintenance costs of a refrigerator unit in their grocery store—and that they would like a quote for a new, similar-sized one. [SAP Service Cloud, Qualtrics]
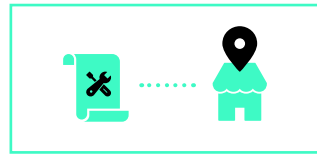

The response automatically prompts the creation of a service ticket, assigned to a service rep. A dispatcher then sends a nearby technician from a partner company to the customer's store, to do an assessment for the service rep. [SAP Service Cloud, crowdsourcing]

The technician advises the customer on a more cost-effective configuration, which would replace two units with a higher-capacity one—scalable, and with a 3-year maintenance contract included. [SAP Service Cloud, crowdsourcing]
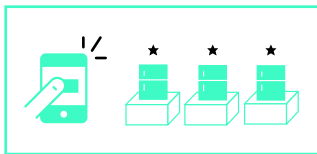

The customer receives an e-mail letting them know that there is special offer on a new line of refrigerators targeted to their industry segment. [SAP Service Cloud, SAP Marketing Cloud]
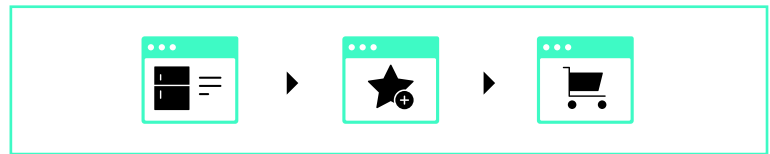

The customer logs on to the commerce website and sees a targeted promo recommending two models of refrigerators tailored for grocery stores like theirs. They click on the offer and complete the configuration by adding a few accessories and service add-ons, followed by check out. [SAP Commerce Cloud context-driven services, SAP Sales Cloud with CPQ, SAP S/4HANA]
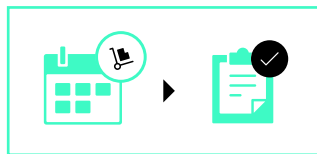
The company contacts the customer with a proposed schedule for the installation of the refrigerator. The customer confirms the schedule by responding to a survey. [SAP Sales Cloud, SAP Service Cloud, Qualtrics]
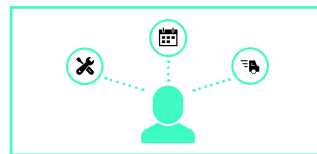
The service rep coordinates installation of the refrigerator at the customer's store. [SAP Service Cloud]
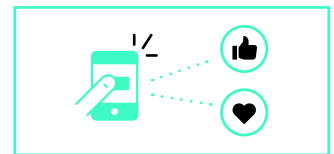
One week after the refrigerator is installed, the customer receives a survey via SMS, asking them questions about the product and installation service. They respond promptly by cell phone, with positive feedback. [SAP Service Cloud, Qualtrics]

Why Deloitte?

With a complete set of services and solutions, Deloitte can help you move forward fast and enable the "built to evolve" Kinetic Enterprise with confidence—no matter where you are in your transformation journey with SAP solutions.

INTELLIGENT

Our three decades of collaboration with SAP, deep industry experience, and technical knowledge provide a foundation to help you address nonstop disruption with forward-facing capabilities for digital commerce, customer service, sales, and marketing.

HUMAN

Meticulously focused on the details and thoroughly engaged in the business of our clients, our team of 25,000 SAP specialists worldwide prides itself on its human approach to transformation—to strengthen human relationships and make an impact by listening intently to our clients and their customers.

RECOGNIZED

We are widely recognized for our ability to help clients deliver results with SAP solutions, and our list of awards and accolades is a long one. Recent wins include 2020 SAP® Pinnacle Awards as Partner of the Year for both SAP S/4HANA and SAP S/4HANA® Cloud—as well as 2019 SAP® Pinnacle Awards as Customer Experience Partner of the Year and Digital Partner of the Year.

Let's connect

The way businesses connect with customers and foster loyalty is changing fast. As disruption continues to accelerate, putting together all the pieces to support innovation and elevate the human experience will be key—essential for driving measurable value and enabling the built-to-evolve Kinetic Enterprise.

If transforming how you engage with customers is a priority for your organization, we should talk. We can provide a demo of Lead to Loyalty use cases, share additional CX transformation insights, or discuss a specific challenge your organization is facing. **Contact us to get the conversation started.**

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