

Customer Engagement and Commerce

How can SAP® solutions enable you to change the game?

Customers expect a consistent, delightful experience – whether shopping online, engaging with your brand on social media, or visiting one of your stores. SAP solutions support you in exceeding their expectations by making every touch point with your brand personalized, easy, and relevant.

What do SAP solutions help customers do?

Strategic marketing



Deliver personalized experiences at every stage of the customer journey to build lasting loyalty.

Smarter selling



Arm sales with the deep customer and social insights it needs to make an impact with every deal.

Customer service excellence



Delight your customers across any channel and drive new revenue.

Omnichannel commerce



Drive revenue with contextual and consistent experiences in each channel along the customer journey.

What are the benefits?

SAP solutions for customer engagement and commerce help firms create experiences that engage customers like never before – one customer, many journeys, and endless possibilities that lead to:

- More effective marketing promotions
- Increased revenue share of new customers
- Reduced customer churn
- Increased revenue growth
- Improved cart-to-order conversion rate

Why SAP?

SAP solutions connect processes for a variety of industry value chains by integrating horizontal lines of business with industry-specific solutions on premise, in the cloud, and through mobile devices.

Key facts

26% of organizations

Use multichannel communication to optimize customer contact*

17% of organizations

Have a 360-degree customer view for best customer interactions*

Customers

- ▶ [zooplus](#)
- ▶ [NBC](#)
- ▶ [AkzoNobel](#)
- ▶ [Lenovo](#)

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