



The Future of Customer Experience

April Crichlow, Global Vice President, Customer & Ecosystem Marketing
SAP Ariba and SAP Fieldglass
SAP Procurement Solutions

INTERNAL

The future of **customer experience** has feelings



Technology has shaped the experience of modern customer



Emotions + Data = Understanding Experiences

80% of consumers will switch brands
due to poor customer experience







Leading Practices: The Future of Customer Experience

#1 Listen Understand Act

Poor customer experiences result in estimated \$83 Billion loss by U.S. enterprises each year

IT'S TIMES LIKE THESE
WHEN YOUR SUPPLY
CHAIN NEEDS A
TRUSTED PARTNER.
WE WANT TO HELP.

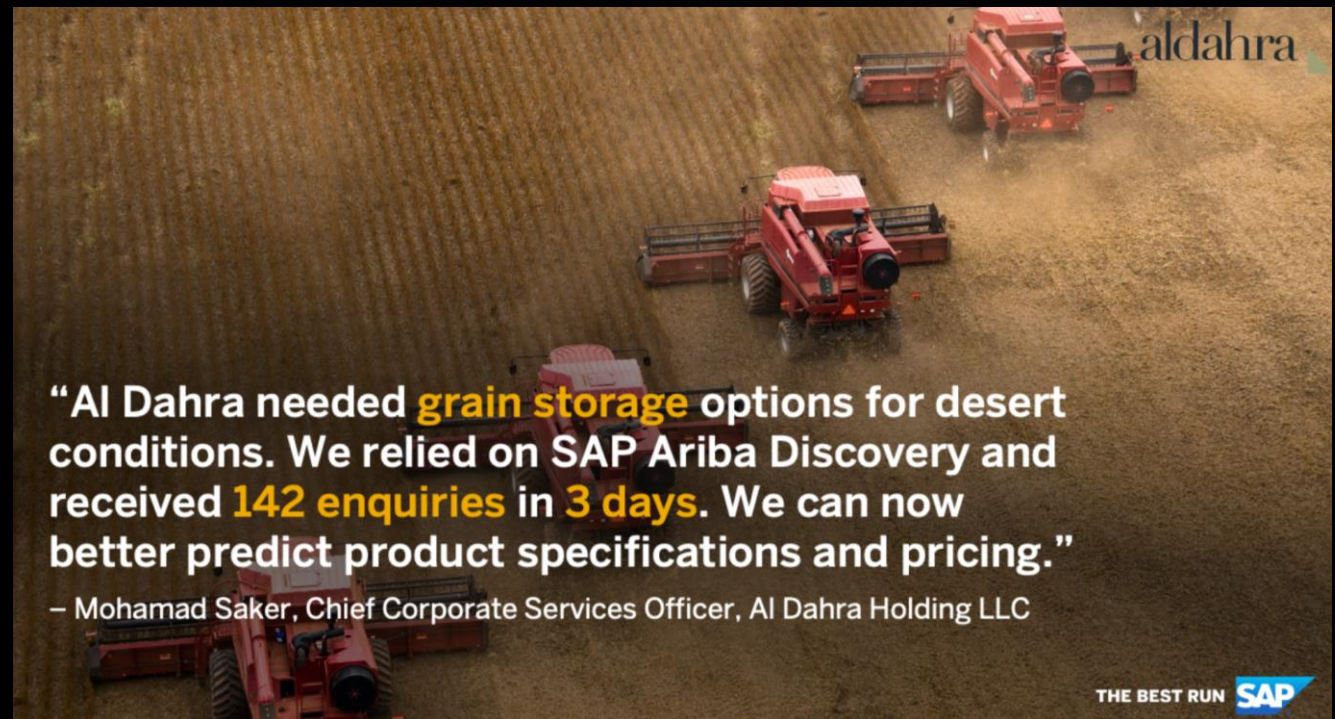
With the largest business network in the world, representing over 4 million suppliers in over 190 countries and \$3.21 trillion in commerce, SAP® wants to help ensure that your supply chain remains unbroken. That's why we're opening access to SAP Ariba Discovery: so any buyer can post their immediate sourcing needs, and suppliers can respond with their ability to deliver the goods and services required. With no fees to post, and no fees to respond.

No matter what challenges lie ahead, we'll tackle them the way we always do. Together.

To learn more, go to my.ariba.com/Discovery



Premikati and ViaQuest:
Connecting Healthcare Workers
with Needed Protection



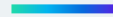
aldahra

“Al Dahra needed **grain storage** options for desert conditions. We relied on SAP Ariba Discovery and received **142 enquiries** in **3 days**. We can now better predict product specifications and pricing.”

– Mohamad Saker, Chief Corporate Services Officer, Al Dahra Holding LLC



Remote Work Pulse



The Qualtrics Remote Work Pulse helps you understand if your organization is prepared for a remote workforce, and if your employees have what they need to succeed in this new environment. There are three things every organization must do immediately, and the order you do them matters.

First
ask employees
if they
are okay

Next
ensure that
employees have
what they need

Act
quickly to help
employees stay
productive



#2 Remember that Purpose Matters

**Purpose driven companies have
12x return compared to
counterparts**

“The Diversity Marketplace is a phenomenal step in the right direction for us. **Being on the Ariba Network platform means that I can showcase my unique flower work** to a corporate level that I would not have been able to obtain before.”

–Kelly Thomas, Owner and Founder of the Floral Decorator



#3 Think B2B to B2C

Watch the competition: Your customer's last best consumer experience

**Live and online:
Sting in the house
– and in yours.**

Sign up for SAPPHIRE NOW
Vision and tune in on June 15.

#SAPPHIRENOW



#4 Lead with Diversity and Inclusion

**Diverse Companies
Produce 19% More
Revenue**

Supplier diversity lifts the perception of a brand valuing diversity. On average, it lifts scores between 25% and 70%





- 27 Feelings
- Emotions and Data = Experiences
- Listen
- Purpose Matters
- B2B to B2C
- Diversity drives Innovation
- Lead with heart

Thank you.

April Crichlow, VP Global Customer and Ecosystem Marketing
SAP Ariba and SAP Fieldglass, SAP Procurement Solutions

Twitter: @aprilcrichlow

LinkedIn: @aprilcrichlow

Instagram: april.crichlow