



Focusing on customer needs means providing the right information and the right offers at the right time. Customer confidence and loyalty are the reward for companies that understand their customers.

### SAP Customer Data Cloud supports you in creating an optimal digital customer experience.

#### How does SAP Customer Cloud Data work?

The delivery of relevant customer experiences is based on individual customer profiles, which are managed securely and transparently for the customer. SAP Customer Data Cloud uses unique criteria to bring together a customer's identity data from various sources (e.g. Web shops and social media profiles) in a central customer profile.

In accordance with data protection regulations, customers are given the opportunity to access and rectify or delete any personal data that has been collected about them. This includes customer consents and preferences relating to the company's use of their data. Companies can therefore guarantee that their customer data is managed in a legally compliant manner.

SAP Customer Cloud allows you to individually adjust the customer journey (the phases a customer goes through before they are ready to buy) automatically. The customer's needs are supported in a fully automated manner – by displaying the product or service they are looking for, for example, or suggesting a help video. Each interaction enriches the customer profile, making it more valuable to the company. The profile remains accessible to and transparent for the customer at all times.

#### Your benefits

- One platform for all customer identity access management activities; genuinely puts the customer front and centre, and permits a continued expansion of customer data.
- Out-of-the-box integrations with many peripheral systems for data synchronisation and enrichment
- First-party data with customer consent (legal data)
- GDPR-compliant customer access
- Future-proof solution accelerates solutions with ML/AI, IoT, Blockchain

#### Why is central customer data storage important?

Often, data is spread across multiple platforms. Information about the same customer is stored separately in the different systems of a company. This poses a major challenge for companies wishing to manage and evaluate customer data in a useful and legally compliant manner.

Customers, in turn, expect a smooth and personalised experience on Internet platforms. At the same time, there is a growing sensitivity around the use of personal data protected by the GDPR. Customers today, therefore, expect complete data transparency and control over their personal data.

#### SAP at Swisscom at a glance

- SAP Gold Partner for 15 years
- more than 280 SAP customers
- 400 SAP-certified employees
- 17 SAP quality awards





## Facts & figures



### Modules

#### SAP Customer Identity

Unique identification of customers across platforms at all online contact points, including your websites, apps, social media pages and self-service platforms. This is facilitated by flexible registration and authentication mechanisms:

- Registration as a Service
- Social login
- Consolidation/Single Sign On (SSO)

#### SAP Customer Consent

GDPR-compliant data collection is the basis for individualised offers and a personalised customer approach. SAP Customer Consent helps you to ensure complete transparency: Your customer learns first-hand what data is being collected, why it is being collected and the added value for them. The customer can withdraw their consent at any time or adjust it individually. This creates trust.

- Communication preferences & opt-in management
- Self-service preferences centre
- Consent management

#### SAP Customer Profile

When a customer entrusts a company with their personal data, they expect it to be handled in a responsible and sensible manner. With the SAP Customer Profile, you can bring together all the available data in a central user profile: shop account data, customer data from other systems and information from social networks; socio-demographic information, for example. The central profile optimises customer segmentation and retargeting – helping marketing, sales and service to respond more personally and specifically to each customer.

- Data transformation & cleansing
- Instrumentation and leadership
- Customer insights
- Profile, preferences and consent to data storage



### Other solutions in the C/4HANA Suite

#### SAP Commerce Cloud

Product management, headless, microservices, PWA

#### SAP Marketing Cloud

Segmenting, marketing planning and automation

#### SAP Service Cloud

Omnichannel engagement, service and field services management

#### SAP Sales Cloud

Sales planning and performance, CPQ, sales automation, CRM

## SAP Customer Experience Portfolio



### Comment

The SAP Customer Cloud Data is not dependent on SAP environments and can be integrated with all third parties. S4 and C4 components are out-of-the-box integrations.