Understanding customers and building lasting customer relationships are crucial factors for success in today's digital, innovation-driven and fast-paced world but can also present huge challenges

The SAP Sales Cloud creates outstanding sales experiences

Engage your customers in a targeted manner and give the necessary weight to every interaction. Omnichannel activity management provides you with a complete customer history, creating the basis for customer-centric sales and marketing activities. By integrating the solution into your e-mail application, relevant information can be transferred from e-mail accounts to the Sales Cloud with a single click. Appointments and tasks are also always up to date. You can see what the day has in store at a glance.

The Sales Cloud equips your sales team with the optimal tool to focus on building valuable customer relationships. Unnecessary administrative tasks are reduced or automated.

The sales pipeline is always up to date and informative. Opportunity and lead management is more efficient than ever thanks to AI recommendations and the automation of administrative tasks. Attention is focused on the right leads and opportunities, and management is supported to make decisions and identify further measures.

Mobile support is all part of the service, which means that all the relevant information is available any time, anywhere. Customer interactions can be recorded dynamically, and smart route planning helps sales reps to plan their visits.

Your benefits

– Standardised integration via integration suite or SAP PO

– Automated processes supported by AI and machine learning

– Offline mobile working also available

– Transparent, cross-departmental processes

– Out-of-the-box integration with e-mail applications and Microsoft 365 (Office)

– A future-proof solution – highly developed by SAP

– No operation or maintenance expenses

The whys and wherefores

80% of CEOs believe that their company offers a first-class customer experience, but only 8% of customers agree.

Close this gap by developing targeted, structured, customer-centric sales processes. Provide your customers with exactly what they need, when they need it. Handle customer interactions quickly and efficiently and exceed customer expectations.

Discover & Prepare

With our Discover & Prepare programme, you are fully equipped for successful customer experience projects. Further details:

PDF Link to D&P factsheet

SAP Sales Cloud

swisscom

Facts & figures

Features

Sales Execution

Create more time for your sales organisation to build relationships and interact with customers. SAP Cloud streamlines and automates important sales processes and provides smart recommendations to the sales team.

– Sales & field sales management: account and territory management, opportunities & leads, visit management, quote & orders

– Sales marketing

– Sales content management

– Pipeline and forecasting

– Contract lifecycle management

– Seamless mobile experience

– Real-time dashboards & predictive reporting

Sales Performance Management

Increase revenue and agility with strategic sales performance management.

– SAP Commissions: streamline your incentive compensation management.

– SAP Territory and Quota: empower users to deliver strategic territories and targeted quotas.

– SAP Agent Performance

Configure, Price and Quote

Impress your customers with the right product at the right price and the right time. Empower your sales team and sales partners to create perfect quotes: for complex product configurations with optimised pricing and great-looking proposals. SAP CPQ can be seamlessly integrated, accelerating sales across all channels. Provide customers with dynamic quotes to maximise sales, speed up the conclusion of business deals and protect your margins.

Other Solutions in the CX Suite

SAP Commerce Cloud – web shop, product management, customer portal, flexible front end, sales processes

SAP Marketing Cloud – campaign management, segmenting, marketing planning and automation

SAP Service Cloud – ticket management, omnichannel engagement, customer service, self services, SLAs

SAP Customer Data Platform – customer profile, customer identity and consent management