

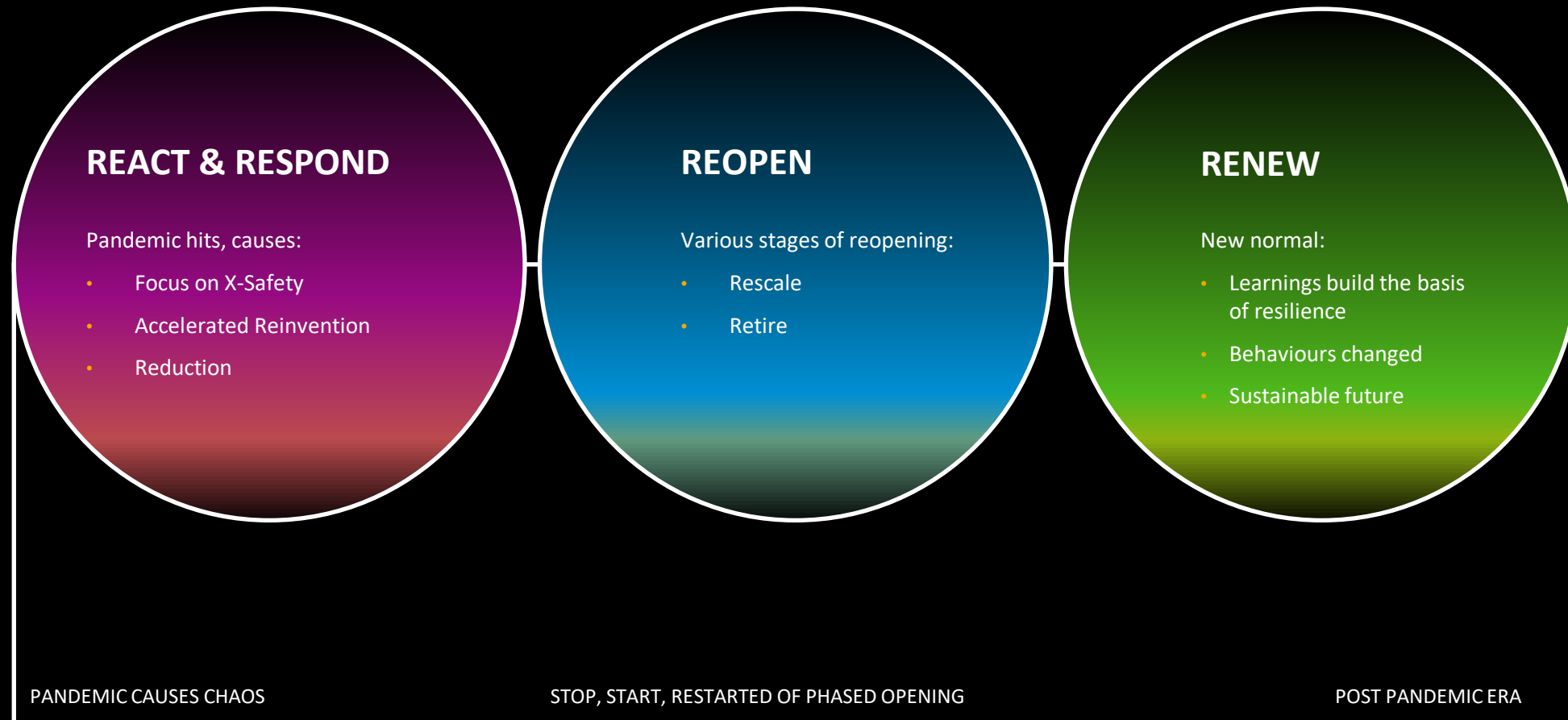
A woman with long, curly brown hair is lying on her stomach on a patterned rug. She is looking down at a small white card she is holding in her right hand. A silver laptop is open in front of her, and her left hand is on the keyboard. A dark-colored mug is visible in the foreground on the right. In the background, there is a white sofa and some indoor plants.

# **ACCELERATION OF CUSTOMER CENTRICITY IN A POST PANDEMIC WORLD**

Adrian Nash, Head of Strategy, SAP Customer Experience



# THE PANDEMIC **ACCELERATED DIGITAL TRANSFORMATION**



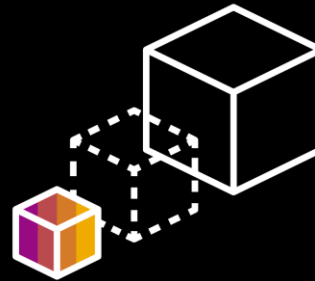
# PROCESSES AND TECHNOLOGY IMPACTED DUE TO THESE CHANGES

## INNOVATION



- Apps launched in record time
- AI powered bots used to scale to the move to digital
- Companies launched models like curbside pickup

## DIGITAL BUILDS RESILIENCE



- Ecommerce explosion
- Transparency of the supply chain
- Virtual sales engagements to build relationships

## 2<sup>ND</sup> OR 3<sup>RD</sup> WAVE OF TRANSFORMATION

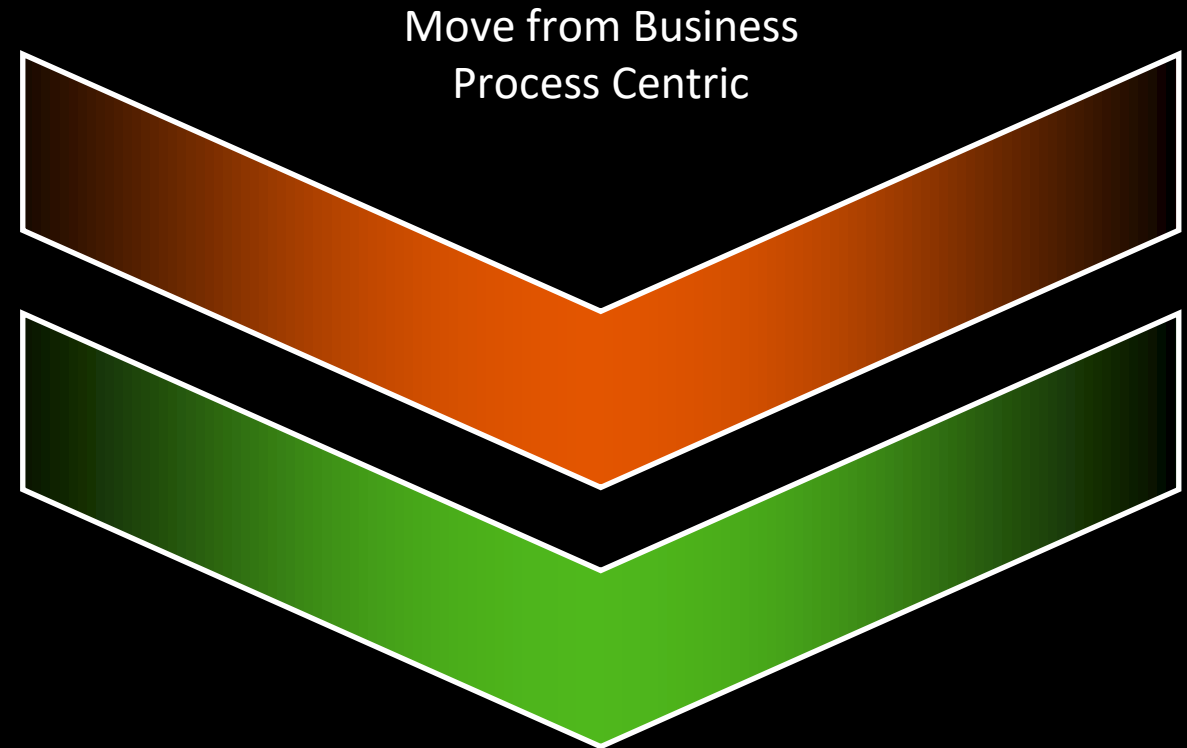


- Companies didn't start their transformation, rather launched new waves
- Realisation that companies need to build around their customers and not their own processes

# THIS ACCELERATION HAS MOVED US TO AN **ERA OF CUSTOMER FREEDOM**

Trends and expectations have led to companies rethinking their approach:

- Explosion of channels
- Freedom to choose the channel
- Expectation of always being relevant
- Customers define their own journey
- Transparency and trust are table-stakes



To True Customer  
Centricity

GETTING DATA RIGHT IS A PRIORITY

# CUSTOMER CENTRICITY REQUIRES **DEEP CUSTOMER UNDERSTANDING**

CUSTOMERS HAVE THE FREEDOM TO ...

EXPLORE

INTERACT

CHOOSE



Unlock customer understanding to power hyper-personalization

Accelerate brands' customer engagement with precision to maximize impact, on the customers terms

True transparency by connecting the entire end to end process:  
Enabling brands to deliver the promise

COMPANIES NEED TO...

UNDERSTAND

ENGAGE

DELIVER



Customer centricity outcomes: Human + Digital become companions

# Thank you.

Contact information:

**Adrian Nash**

**Head of Strategy, SAP Customer Experience**

**[adrian.nash@sap.com](mailto:adrian.nash@sap.com)**