

YO ACCELERATOR

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Agenda

- The importance of Experience Management
- What is Experience Management
- What are the challenges with Experience Management
- XO Accelerator solution
- Demo
- Why move to XO Accelerator?

The Importance of Experience Management

- Customer Satisfaction and Loyalty
- Competitive Advantage
- Brand Reputation and Perception
- Employee Engagement and Productivity
- Business Growth and Profitability
- Continuous Improvement and Innovation
- Adaptation to Changing Expectations
- Data-driven decision-making

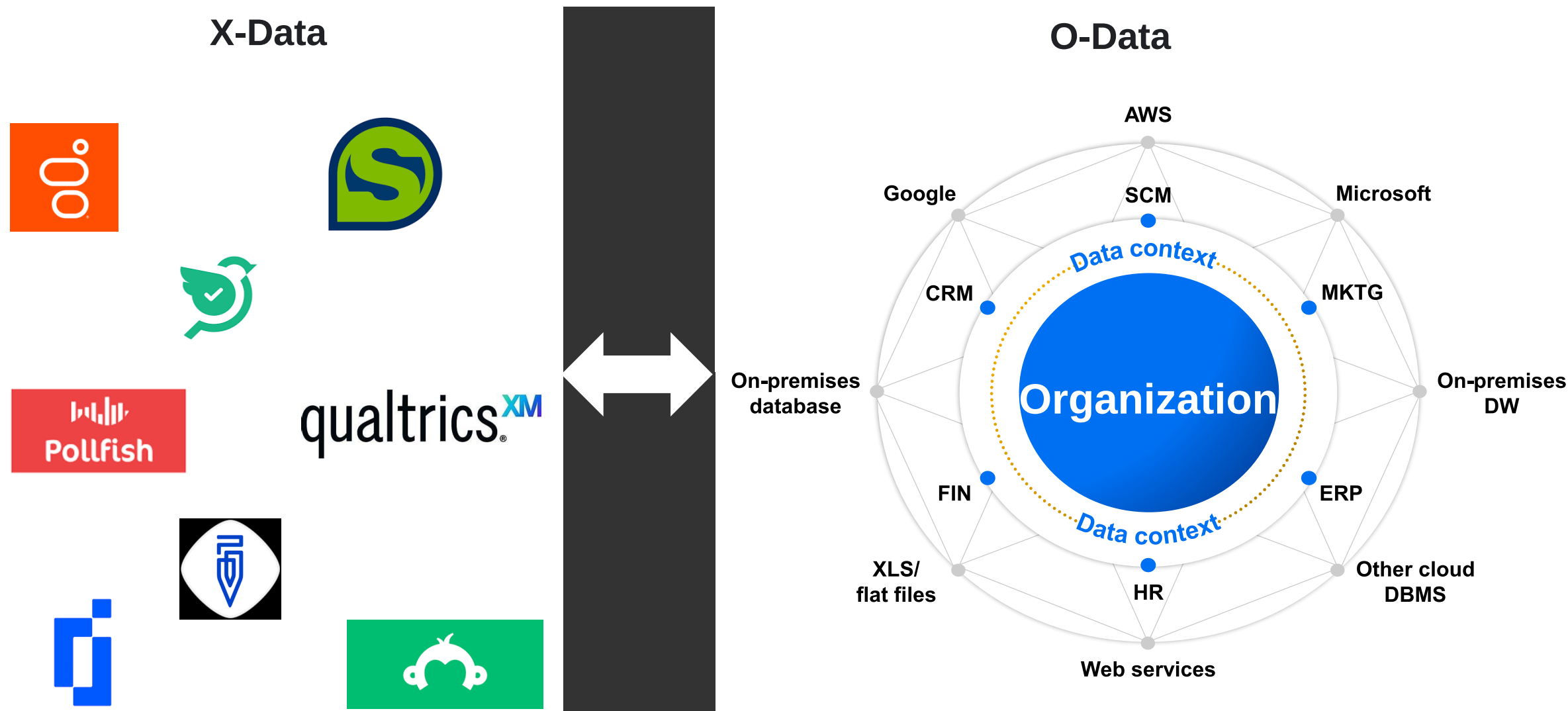


What is experience management?

Experience management (XM) is the strategic approach of utilising experience data and operational data (X + O data) to optimise and amplify every customer interaction, ultimately driving increased sales and revenue for your organization.



What are the challenges with experience management?



What are the challenges with experience management?

Universal yet opposing experience data needs for business and technology stakeholders



XO Accelerator



XO Accelerator can help provide a unified view of business operations. By combining the power of experience data (X-Data) and operational data (O-Data), you can truly understand what's happening at every step of the customer journey.

Leveraging the SAP Business Technology Platform, XO Accelerator brings together data and analytics, artificial intelligence, application development, automation, and integration in one unified environment to streamline operations.

**Say goodbye to silos and
hello to streamlined data
sharing for better customer
experiences!**



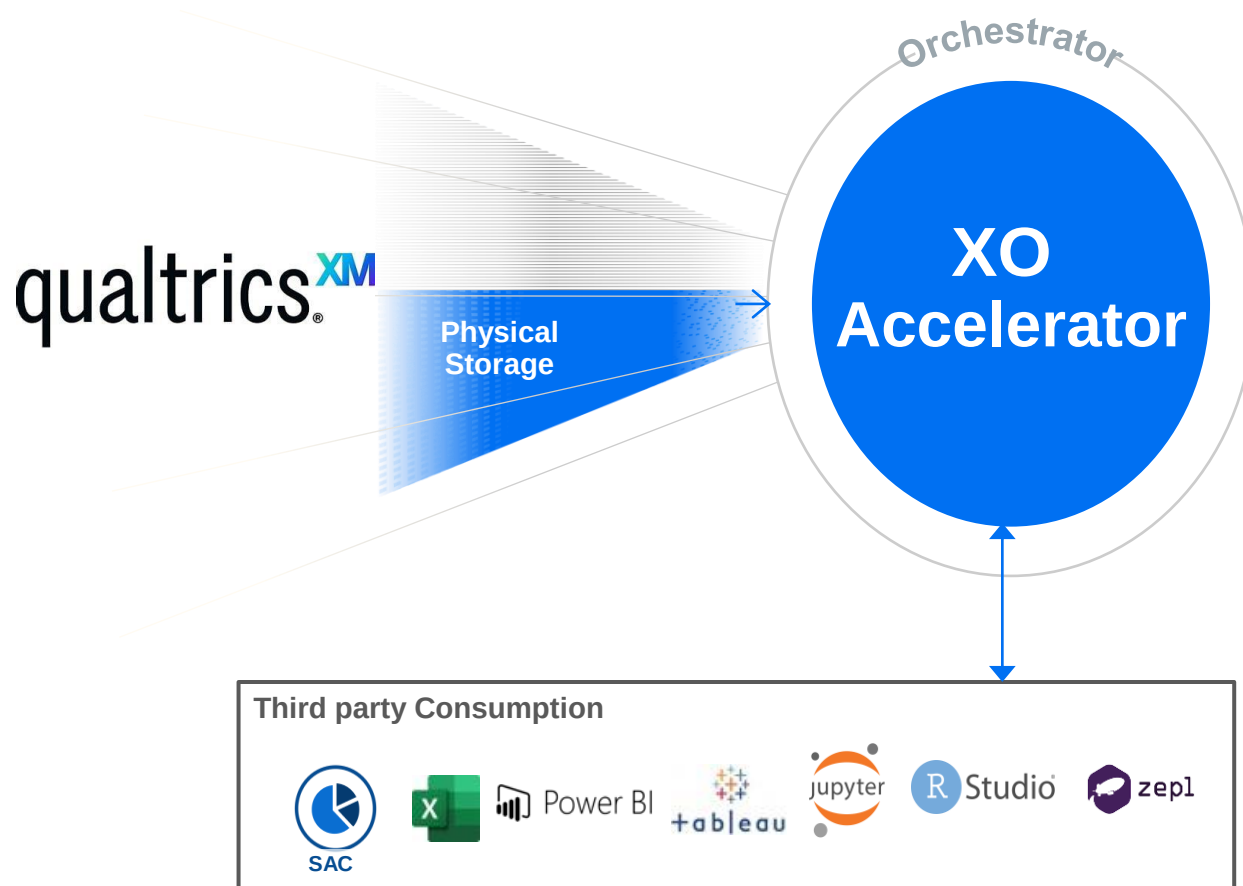
data

Do you struggle with disconnected X-Data that is separate from other operational data sources? Or maybe you face challenges in exporting survey data in a business-friendly format without IT support.

Experiences drive customer expectations, so every organisation needs tools to help them better understand their customers and deliver breakthrough customer experiences.

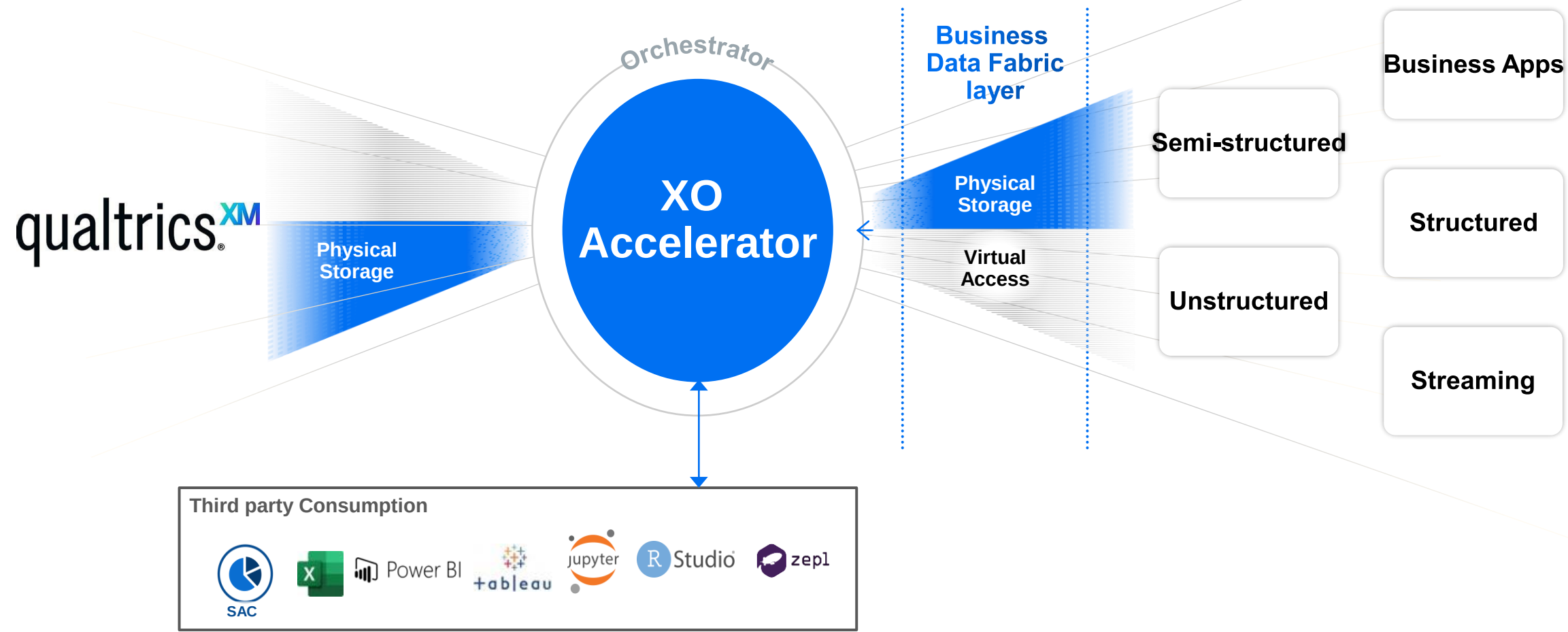
XO Accelerator

A closer look at an example with one of the market-leading Experience Management Solutions



- Automation of Qualtrics X-Data exports
- Real-time Survey Data
- Manage data retention
- Custom Grouping of Survey Questions from different Surveys
- Empowering Business Users. Easily explore and integrate new information and share insights without IT support.
- Discovering valuable insights into survey data with pre-built survey reports (that can also be tailored to unique needs).
- Analysing data quickly and easily from Qualtrics surveys to save time and effort.
- Unlimited options for data and results analysis
- Flexible data export a to other systems or sharing it with others.

Enrich all data projects

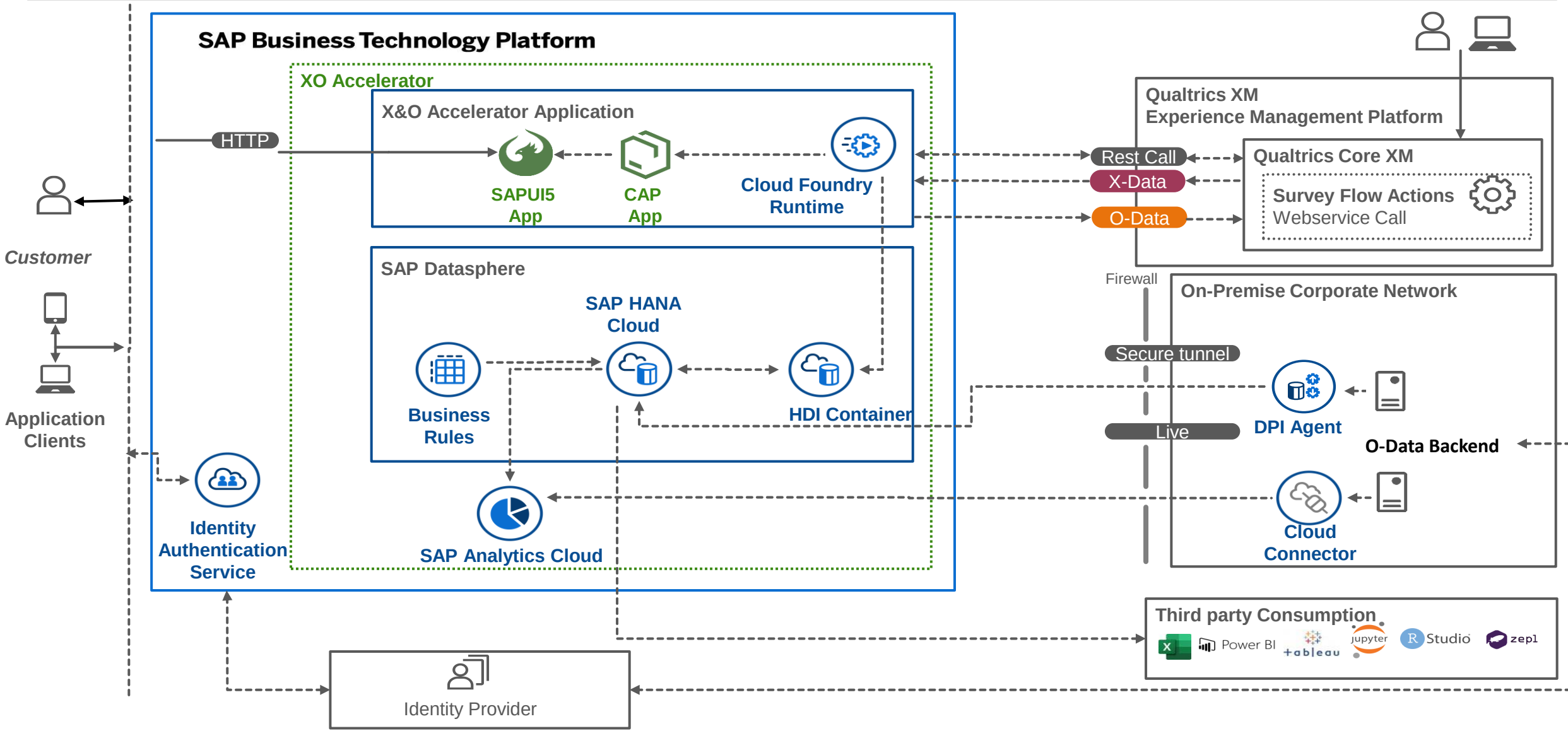


XO Accelerator



- Automating the integration of Qualtrics X-Data with O-Data sources.
- No Limit to the integration of business data points.
- Unified View of X- and O-Data.
- Empowering Business Users to easily explore and integrate new information and share insights based on X-Data with O-Data sources without IT support.
- Sharing Insights and Collaborating.
- Unlimited Reporting options.
- Predictive Analytics and Machine Learning.

XO Accelerator - Architecture Diagram



DEMO



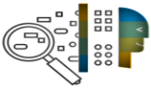
Why move to XO Accelerator?

- Unlocking the full potential of X-Data by improving its availability, analysis, and sharing capabilities is a key advantage of XO Accelerator.
- Breaking down data barriers and bridging the gap between X-Data and other Operational data sources.

Why move to XO Accelerator?



Streamline XO - Data Integration



Actionable XO - Data Insights at Your Fingertips



Boost Efficiency and Collaboration



Scale and Adapt to Your Needs

By implementing XO Accelerator, you can unlock the full potential of your data, make informed decisions, and deliver exceptional customer experiences that set you apart from the competition. It's time to transform your approach to experience management and achieve unparalleled business success with XO Accelerator.



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