

A woman with long brown hair, wearing a vibrant green dress, is smiling and talking on a yellow mobile phone. She is standing in a sunlit European street with stone buildings and street lamps. The background is slightly blurred, emphasizing the woman and the text overlay.

# Beyond Personalisation: Delivering Real Time Customer Engagement

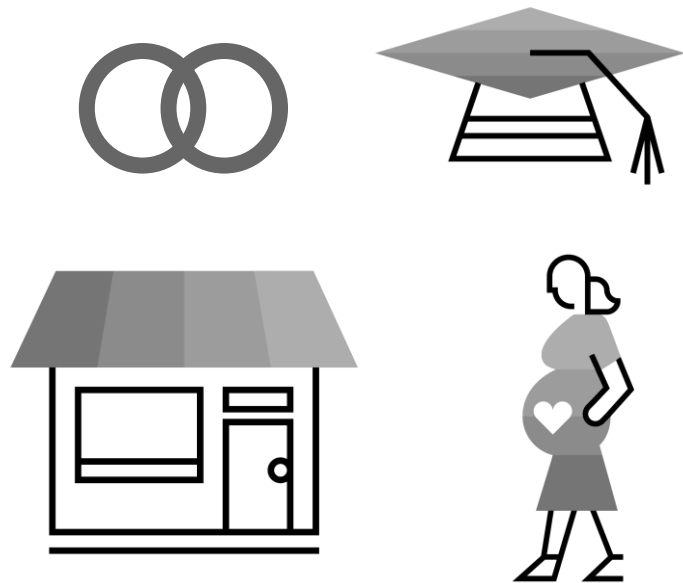
# Evolution of Customer Engagement



<b>Purpose</b>	Build It, They Will Come	One-way Communication	Interactive Dialogue	Solve a Need
<b>Insight</b>	Brand Strength	Segment Division	Consumer Identity/Profile	Customer Motivation

# What are In-moments?

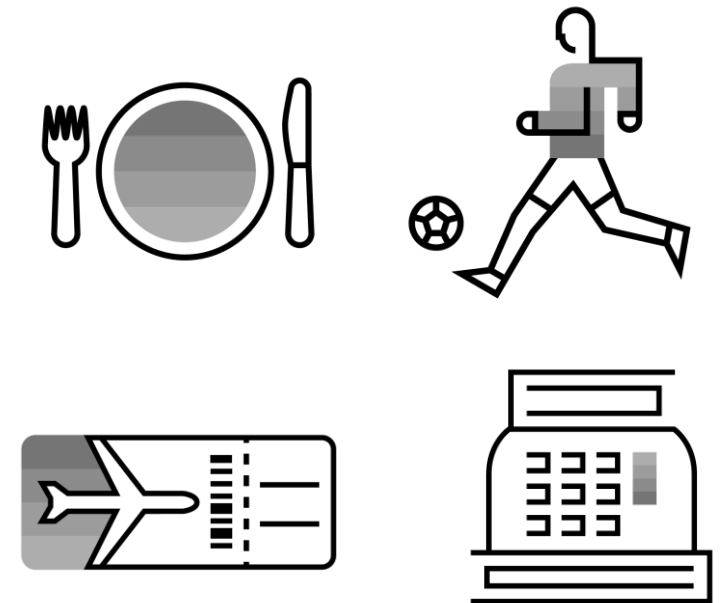
## Life Moments



How do you ensure you're there at that single critical point in time? How do you then keep the engagement going?

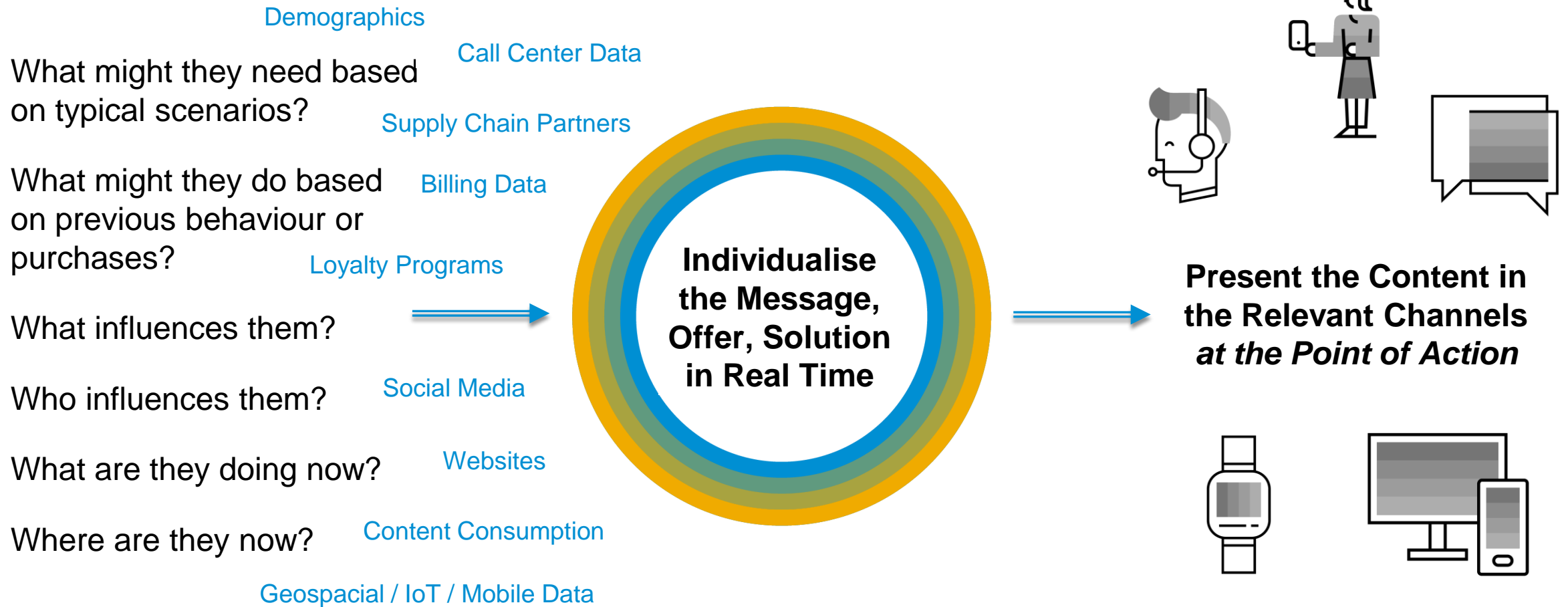


## Every Day Moments



How do you know what the customer's trying to do? How do you make it a better experience in that moment & influence the outcome? How do you keep them coming back?

# What are In-moments? And how do you influence them?



# Creating customers for life through real time engagement



\*SAP Hybris is now SAP Customer Experience

# International Insurance Company

**Then** 50 triggered campaigns per year, 2% response rate

**Now** 300 concurrent always-on campaigns per year, 8% response rate



## Real time customer experience

Contacts enter campaigns based on stated preferences but are shifted dynamically using Machine Learning to appropriate campaigns and offers based on behaviours

Highly targeted, real-time offers enable rapid response to trends

## No change to size of marketing team

Marketing role now focuses on measurement, optimisation & building new campaigns to fill gaps

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