

MHP Customer Experience

Porsche Delights Customers with SAP Hybris Marketing & MHP Analytics

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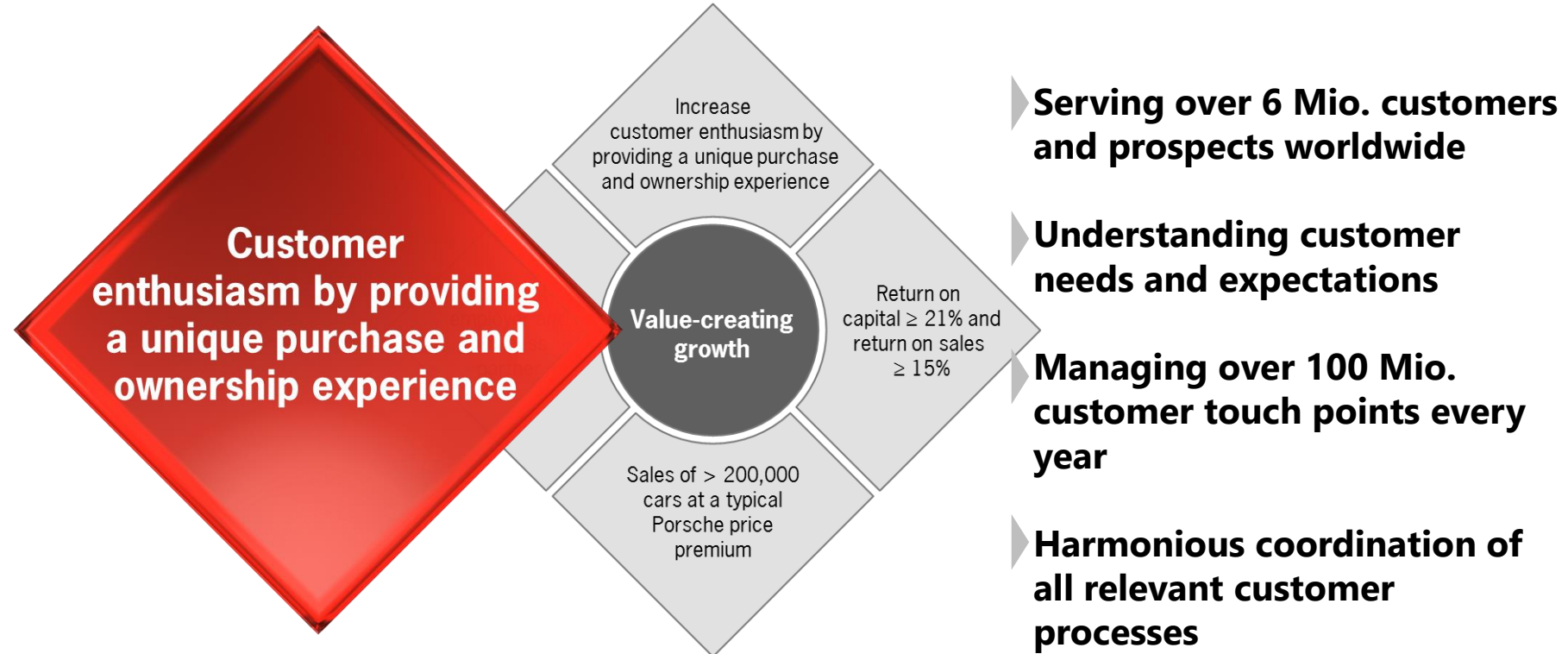


The strongest and most attractive Porsche model range in history



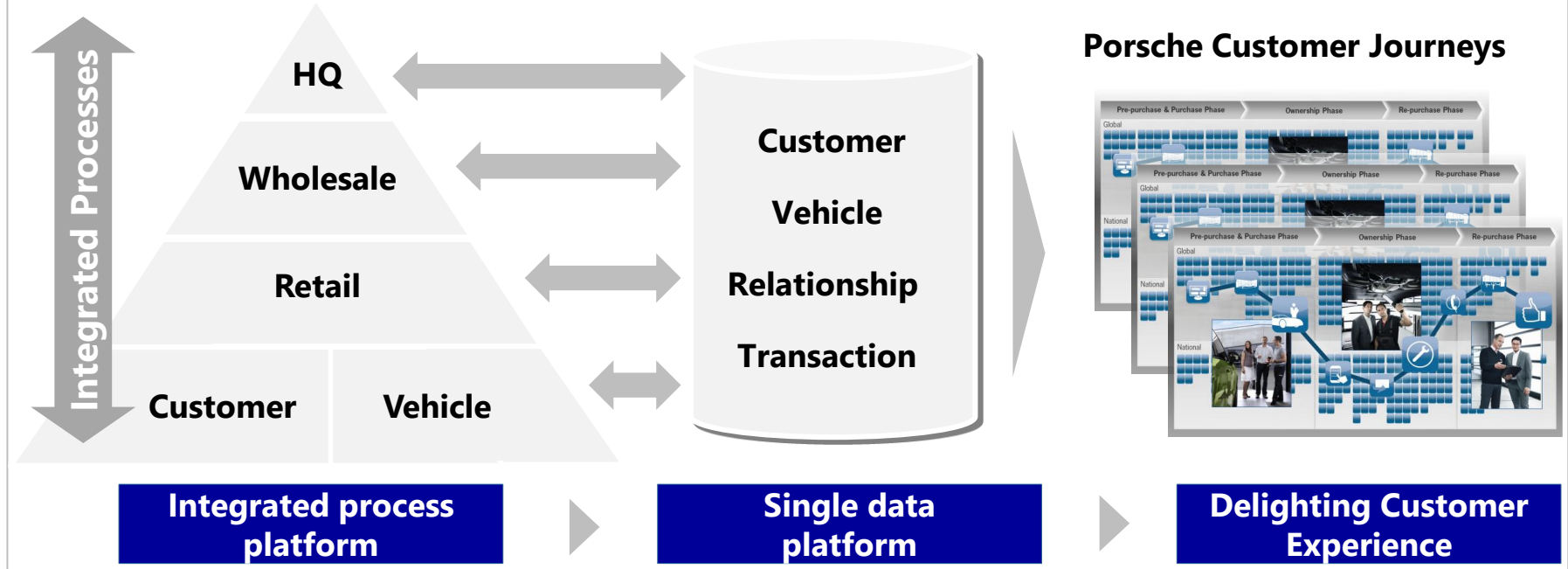
PORSCHE
Strategy 2018

– With „Customer Experience“ as key component



The Porsche approach: Customer Experience is powered by a holistic CRM platform with consolidated data, integrated processes and globally coordinated customer touch points

Holistic „360“ CRM@Porsche data and process platform



A „state-of-the-art“ IT platform is a decisive factor to drive business ...



Digitization & Big Data



Seamless **integration of new sales and communication channels**
„**Big Data**“ requires **new technologies**



Complexity



„**Hiding**“ **complexity** and **sophisticated integration**
Use of complex (analytical) methods at the **POS**



Usability



Optimize data and **process quality**
Make important functions intuitive and **inspiring**











Performance



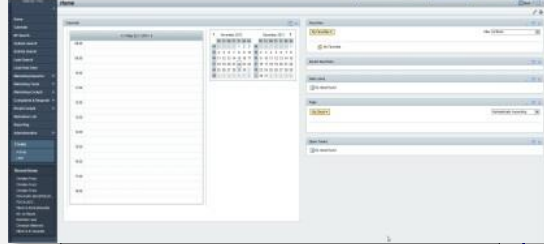
Sustainable **increase of productivity**
Decisive factor: identify and implement **business opportunities**

... and SAP hybris Marketing plays an important role

<i>„Agile incremental enhancements“</i>			Approach
	Digitization & Big Data	Multi-Channel Management Phase 1: „E-Mailing“ Phase 2: further digital channels	
	Complexity	Real-time Segmentation Real-time Predictive Business Intelligence	
	Usability	Campaign Wizard	
	Performance	In-memory Technology (HANA) Phase 1: „side-by-side“ Phase 2: Major Full Release	

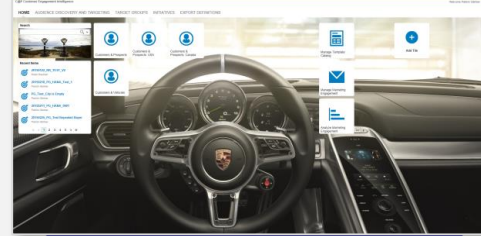
„Side-by-Side”: building up new SAP hybris platform and innovative new processes next to operational (SAP) CRM

CRM@Porsche



SAP CRM

- Data Management
- Sales & Lead Management
- Contact Management
- Customer Commitment



SAP hybris Marketing “Side-by-Side”

- Marketing/ Segmentation
- Multi-Channel Campaign Execution
- Data Visualization

Real-time

SAP hybris Marketing drives customer segmentation and campaign management processes

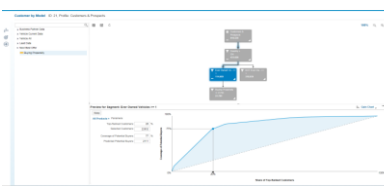


Segmentation



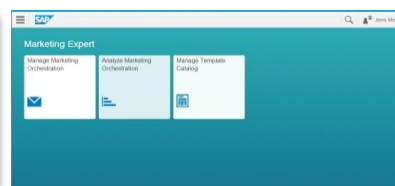
**High-performance
segmentation on
any (big) data**

Predictive Intelligence



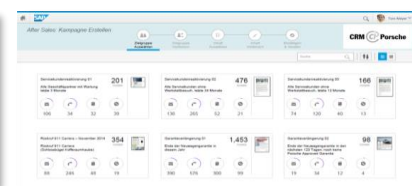
**Real-time
data mining based
optimization of
target groups**

Multi Channel Campaign Execution



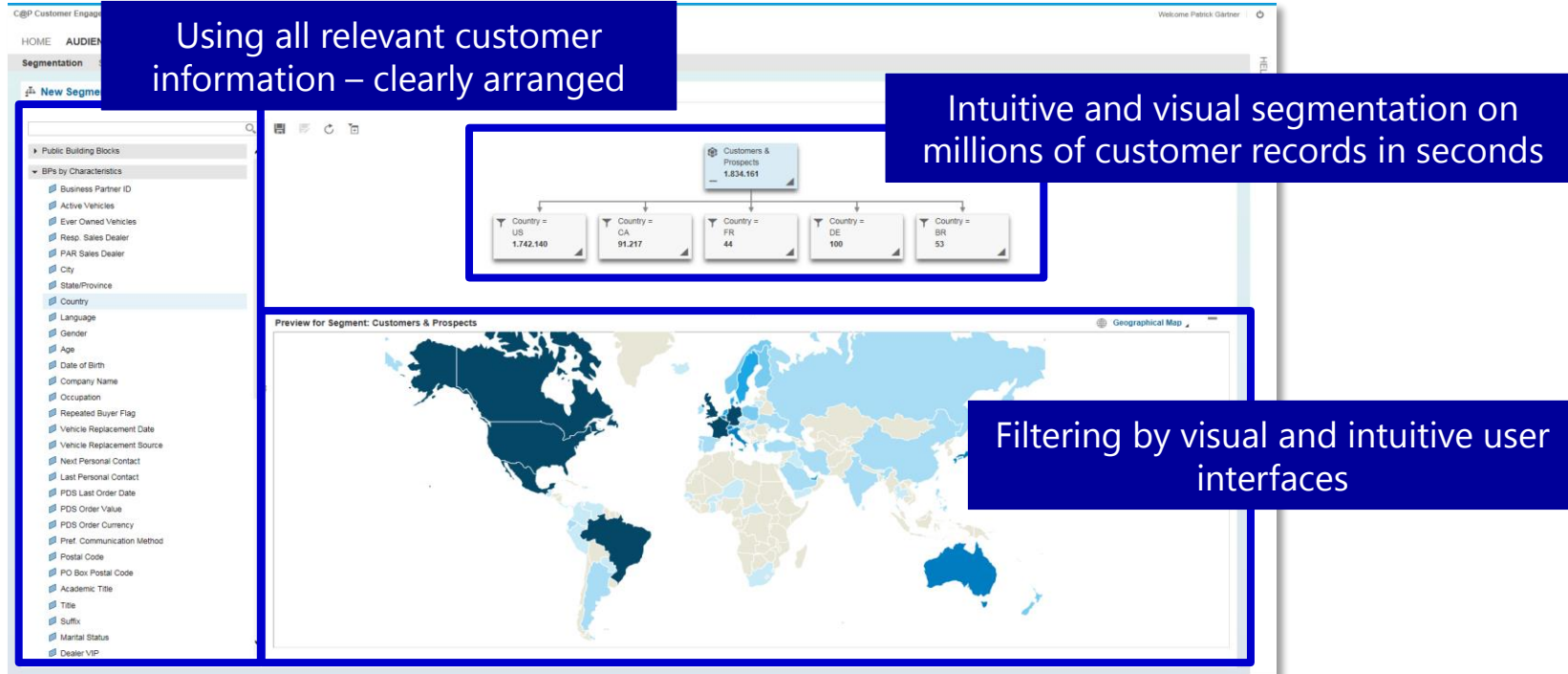
**Integration of
digital channels into
CRM processes
(E-Mail, SMS, Social
Media, Commerce)**

Dealer Campaign Wizard



**Wizard-type
easy-to-use
campaign
management
at the POS**

The new Segmentation Cockpit: Fast and graphical state-of-the-art user interfaces simplifies and speeds up the selection process (I)



Using all relevant customer information – clearly arranged

Intuitive and visual segmentation on millions of customer records in seconds

Filtering by visual and intuitive user interfaces

The new Segmentation Cockpit: Fast and graphical state-of-the-art user interfaces simplifies and speeds up the selection process (II)

C&P Customer Engagement Intelligence

HOME AUDIENCE DISCOVERY AND TARGETING TARGET GROUPS INITIATIVES EXPORT DEFINITIONS

Segmentation Segmentation Models Segmentation Building Blocks

New Segmentation Model Profile: Customers & Prospects

Public Building Blocks

BPs by Characteristics

BPs by Blocks & Flags

BPs by Vehicle Relations

- Vehicle Identification (VIN)
- Vehicle Relation
- Customer Delivery Date
- Relationship Start Date
- Relationship End Date
- New Warranty End Date
- CPO Warranty End Date
- Model
- Model Type
- Model Year
- Model Description
- Current Vehicle Status
- Vehicle Relation Status
- Last Selling Dealer
- Last Service Dealer
- Ordering Dealer
- Order Type
- Delivery Terms
- Retail Price (MSRP)
- Retail Price (MSRP) Currency
- Factory Collection Date
- Order Demand Date
- Purchase Order Date
- Freeze Point Date
- Production Date
- Wholesale Date
- Dealer Delivery Date
- Roadside Assistance End Date

Customers & Prospects 1,834,161

- Country = US 1,742,140
- Country = CA 91,217
- Country = FR 44
- Country = DE 100
- Country = BR 53

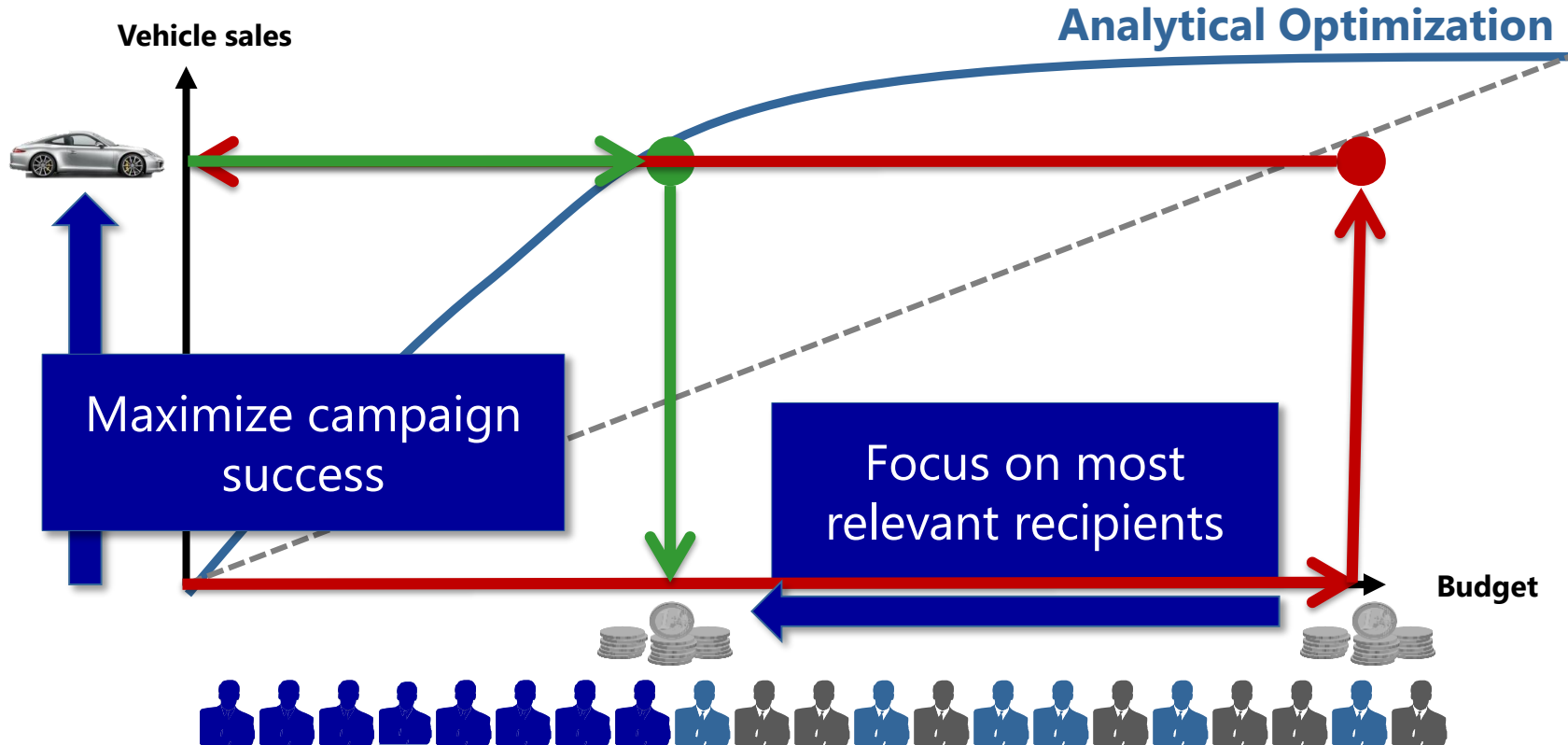
Preview for Segment: Customers & Prospects

Current Model Types

New UI features and immediate counts will ease the selection

Model	Count
Cayman	616
Cayman S	825
Cayman GT4	2
911	
911 Carrera	2,734
911 Carrera S	5,014
911 50th Anniversary Edition	1
911 Carrera GTS	2
911 Carrera Cabriolet	1,979
911 Carrera S Cabriolet	3,485
911 Carrera 4	127
911 Carrera 4S	1,062
911 Carrera 4 GTS	2
911 Carrera 4 Cabriolet	102
911 Carrera 4S Cabriolet	693
911 Targa 4S	75

The value of predictive analytics



Predictive Intelligence on HANA: Applying purchase predictions in real-time directly in customer segmentation (I)

SAP Customer Engagement Intelligence, powered by SAP HANA

HOME SOCIAL CONTACT INTELLIGENCE AUDIENCE DISCOVERY AND TARGETING TARGET GROUPS INITIATIVES PREDICTIVE MODELS

Welcome Patrick Gärner

Predictive Models for purchase prediction are seamlessly integrated in the segmentation

Purchase predictions can be applied for all model ranges on every customer segment

Segmentation

New Segments

- Business Partner
- Vehicle Current
- Vehicle All
- Lead Data
- Next Best Offer
- Buying Propensity**

Customers & Prospects 518,531

Commercial O... 839,314

Country = RU 62,779

Country = CN 431,762

Country = AU 63,343

Country = JP 143,383

Ever Owned Ve... 1 113,922

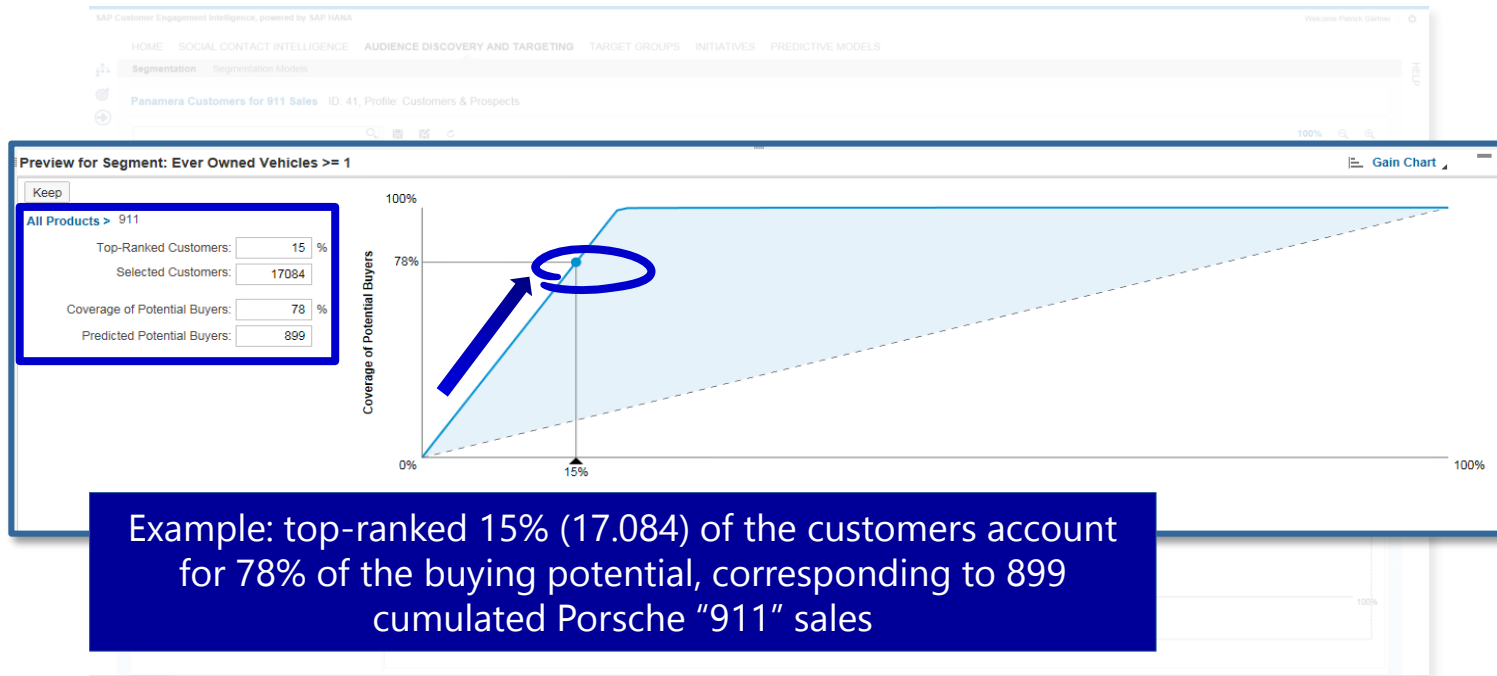
Preview for Segment: Ever Owned Vehicles >= 1

Choose a product to rank customers by buying propensity. Note that the list is restricted to products covered by the buying propensity calculation

911
Boxster
Cayenne
Cayman
Panamera

Material
Material
Material
Material
Material

Predictive Intelligence on HANA: Applying purchase predictions in real-time directly in customer segmentation (II)



Results ...

Customer Satisfaction

+ 4% points

**Reduced
Time-to-Market**

- 90%


**Sales
Conversion Rate**

+ 100%

Herzlichen Dank
für Ihre Aufmerksamkeit!

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