

SAP Customer Experience

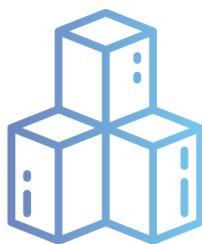
Understand, Engage & Deliver to your Customers

SAP Customer Experience solutions put experience in the hands of the end customer, giving them the freedom to explore, while supporting their needs every step of the way.

**Digital Design &
Brand Innovation**



**Design Thinking Led
E2E CX Transformation
& Services**



**Modernization to
NextGen Architecture**



**Intelligent
Innovations**



The TCS SAP Customer Experience Solutions Provide:

1

Holistic Customer Experience

2

Contextual & Personalized Experience - Leveraging Predictive & Prescriptive Analytics

3

Balancing Personalization & Privacy

4

Ability to quickly adopt Innovative Business Models – Services vs. Products

5

Leverage Intelligent Automation for Customer Engagements & Improve Business Performance