

# **Sales Summit 2023**

**Wie eine Customer Experience Strategie  
auch Ihren Vertrieb besser macht**

**350+**

**Customers**

**300+**

**Employees**

**200+**

**SAP CX Projects**

# 5

**Standorte**

**1**

**Ansprechpartner**



**5**

locations

**200+**

SAP CX projects

**300+**

employees

**350+**

customers



SAP® Cloud Focus Partner

NTT DATA

Auf was kommt es wirklich an?

# Customer Experience Strategie

A black and white photograph of a chess knight piece in sharp focus, with other chess pieces blurred in the background. The knight is positioned on the right side of the frame, facing left. The background shows several other chess pieces, including pawns and a king, all out of focus. The lighting is dramatic, highlighting the texture of the knight's mane and the smooth surface of the pieces.



Physische und digitale Erlebnisse verbinden

**Gemeinsamkeit  
schaffen**



Jeder Kunde ist individuell

# Personalisierung

A row of colorful beach huts on a sandy beach under a blue sky. The huts are painted in various colors like red, yellow, blue, and green, and have small wooden stairs leading to their doors. The scene is bright and sunny, with the ocean visible in the background.

Die Kundenansprache richtig wählen



**Hört der Kunde mich?**



Zur richtigen Zeit am richtigen Ort

**Timing ist alles**





Von statischen zu dynamischen Daten

**Daten**



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SERIOUS  
DELIVERY