



TRANSFORM YOUR BUSINESS WITH SAP CUSTOMER EXPERIENCE

VIDEO TRANSCRIPT

Today, over 60% of B2B transactions start online. By 2020, 50% of B2B revenue will come from digital channels, driven by tech-savvy, digital first-buyers.

These buyers demand intuitive experiences across every channel. From social to email, from in-person to online, customer experience is now a critical driver of your bottom line, and it requires a new strategy for success.

To thrive, B2B companies must embrace modern, integrated platforms and services to transform their business and to deliver seamless, personalized customer experiences. Our partnership brings together the SAP Customer Experience Commerce platform with Accenture Interactive's end-to-end customer experience services.

Together, we are leading the digital transformation of the B2B landscape. Our solutions create powerful, industry-relevant customer experiences that drive revenue and engagement across every touchpoint.

Early B2B adopters are seeing the ROI from digital and continue to invest, rapidly growing market share. Today, 90% of B2B leaders believe customer experience is a crucial strategic priority.

The time to act is now. Are you ready to transform your business?

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