

A smooth ride with perfectly synced tech

Directing data-driven sales with Digital Core

Capgemini 





Connecting the dots for sales teams with the latest technology

When it comes to sales and services, some things never change. While there might be an unexpected crisis, like a pandemic, sales departments keep on the move towards growth and higher revenue. To make this possible and meet their organizational KPIs, they either look for **new sources of income** or try to **control their costs**.

So, what does change?

The technology that helps sales teams achieve these two core goals.

In the current landscape, companies are increasingly data-driven, which allows them to fulfill customer expectations better than ever before. **Numerous applications** strongly support

sales departments, while **robust enterprise systems**, like SAP, integrate processes, enabling outcomes that were previously out of reach. Given these trends, it shouldn't come as a surprise that **91% of executives seek extensive business transformations for their companies, with digitalization and integrating the latest sales-enabling technology often their primary objectives** (Ref: Capgemini Consulting survey report 2023).

As the digital world of sales continues to grow, technology serves as the connective tissue across all aspects of a business. It's like **connecting a complex network of dots**, from the initial customer touch point, through pre-sales and demand closure, to after-sales services. In other words, technology is there every step of the way, underpinning and facilitating each process, ensuring the **smooth and seamless delivery of products to consumers**.

Sales-related technology fundamentally transforms operations across various departments within an enterprise, whether it be procurement, finance, or manufacturing. This leads to substantial alterations in processes. The introduction of new apps and tools enhances efficiency and consequently elevates revenue to levels that were previously unattainable.

However, the full potential of this software can only be leveraged within a **robust digital core**. To ensure success in the current landscape, **this digital core must possess the capability to integrate these tools in a manner that assures a smooth and gratifying customer experience**.





The challenges of a modern CSO

As the number of tools increases, the CSO's role not only becomes more complex, but also carries the added responsibility of harnessing the right technological solutions to meet growth and revenue goals. Luckily, the latest sales-oriented technology offers a wide number of benefits that help achieve them.

Such solutions can **centralize information**, which is vital for quick, informed decision-making, and **supply essential data** that supports fact-based decisions. This streamlines operations, **boosting productivity and efficiency**. For example, a data-enabled, daily view of sales turnover during a cross promotion drive may help direct distribution for specific products where stock movement is faster.

Furthermore, certain apps **increase employee satisfaction and reinforce accountability and transparency** within the organization. In addition to these benefits, they also **facilitate real-time performance tracking**, leading to better operational efficiency and potential cost reductions.

For instance, companies can gain better insights with the right supporting applications. In the lead to cash cycle, maintaining various touch points with a customer raises the prospect of a sale. This is reinforced by the ability to track sales through its various stages, providing invaluable insights, transparency, and accountability.

However, achieving these goals can be significantly impeded by various obstacles. Factors such as increasing **Total Cost of Ownership, expensive transformations, and complex or redundant systems** can hinder progress. Moreover, **escalating compliance mandates** may also present considerable challenges.

To illustrate, a consumer products company has a highly tailored solution to support managing their deals, promotions, and margins. Shifting to a cloud-based application was seen as a roadblock, because the scale of transformation would affect their entire global sales workforce. The company may feel less incentive to invest, as costs could be deemed too expensive from a change management perspective and cause potential slowdowns.

As we shift our approach towards products and pricing strategies, placing greater emphasis on value-added services in conjunction with physical products, CSOs are confronted with the additional tasks of eliminating isolated operations, enhancing every stage of the sales process, and ensuring seamless integration across all customer touchpoints.

A new era of sales enabling technology.

Before we explore how CSOs and sales departments can connect the dots, let's first take a closer look at what we mean by dots. These can include apps, platforms, and various other software solutions, all of which are constantly evolving.

Insights and intelligence

Gaining **insights** through technologies in **customer experience** represents a significant evolution for sales departments. This allows them to identify outlets that sell their products and track their performance.

Observing which products sell best can guide necessary changes in the production department, including which items should be manufactured in larger quantities. The amount of hidden data captured with each sales order is tremendous, and this data is waiting to be leveraged.

These insights can also provide CSOs and their departments with an exhaustive analysis of their business's **competitive landscape**. Sales enablement software can reveal not just what competitors are doing, but also how you measure up against them.

This provides crucial knowledge about which strategies are working and what products are worth adding. Moreover, it becomes possible to learn about the **behaviors, needs, and interests of a target audience**, shedding light on the most effective ways to engage with them.

Transparency

A comprehensive understanding of the entire sales landscape is priceless. **Data visualization software** and **sales analytics platforms** offer new levels of transparency that easily determine strengths, weaknesses, and potential improvements in sales processes. By making all activities measurable, companies build more trust in their decisions while making predicting the outcomes easier. With such systems, we always know where sales orders are coming from, when to stop production, and which clients are late with their payments.

Automatic alerts can be added to the mix to bring rapid flexibility to a company's decision-making process. For example, whenever a competitor starts selling a new type of product, or when sales of a specific product decrease, it becomes possible to receive an instant update and promptly react.



Productivity and efficiency

Cloud platforms consolidate all sales-related information, allowing more time for essential tasks like nurturing client relationships and closing deals. Additional productivity enhancements come from **predictive analytics tools**, which help with identifying promising leads, and **communication tools** that streamline team interactions.

Machine learning and **AI** can be added to the mix as well. With them, we can personalize our approach, automate tasks, forecast upcoming trends, and increase efficiency to levels that were previously unimaginable. The rate of development in

these fields is worth consideration, especially when investing in transformative technologies.

As an example, generative AI can be used to quickly address challenges in stock turnover, with respect to a product's expiration date, at the retail level. Promotions can be quickly constructed to support sales, which in turn can save retailers money on lost, expired products. This also frees up sales and distribution personnel to focus on added tasks, and not going through extensive product lists to determine expiration dates.

Commitment

In the realm of sales, technology also acts as a powerful enabler for honoring commitments and minimizing delays, scheduling and managing customer interactions and meetings. This reduces the risk of overlooked commitments.

Automation software takes over repetitive tasks such as sending reminder emails, freeing up time for teams to focus on more pressing issues. Moreover, the real-time analytics offered by these platforms provide much more visibility into the sales pipeline, allowing for an early identification of potential roadblocks.

Putting it all together

Platforms like **SAP S/4HANA**, provide solutions for smart and efficient integration while also introducing a new level of efficiency.

The SAP suite provides a wealth of innovative solutions that not only open new opportunities for sales teams, but also enable them to connect the dots across organizational departments and throughout the entire product lifecycle, merging numerous solutions into one powerful system. With this, they can seamlessly cultivate customer loyalty and satisfaction, giving businesses an edge over their competition.

SAP S/4HANA upgrades sales processes **with real-time insights and analytics, optimizing inventory, and contract management**. These tools, when merged, empower sales teams to make **more strategic, data-driven decisions**, thus **enhancing their performance and maximizing revenue**.

Platform developers continually look for new ideas to incorporate into these systems that match the dynamic nature of the market. Staying up to date on these platforms is a good idea, and one that can quickly give your company a competitive edge.

Another noteworthy addition to SAP is **SAP CPQ (Configure, Price, Quote)**, created to aid sales representatives in configuring products, pricing them properly, and generating quotes. Leveraging the power of cloud technology, it provides versatile connectivity for selling across any platform or channel.

SAP S/4HANA's Advance Available-to-Promise (aATP) function that bridges the gap between supply chain management, product availability, procurement, and delivery. It does this through a centralizing a wealth of data in sales and production planning. Integrating with SAP's Transportation Management application, this is a holistic method of achieving accurate fulfillment requests based on current and future stock requirements.

All in all, finding a platform with innovative features that can help connect the dots for your company's sales department is key, whether you prefer to make up for a disadvantage on your side or explore a brand-new direction that seems to suit your business needs. This, paired with an experienced and flexible transformation partner, can take your company to entirely new heights.





How about an example?

To cater to the recent rise in **subscription-based services**, SAP has created the Billing and Revenue Innovation Management (SAP BRIM) solution, designed with this digital economy in mind.

BRIM merges numerous apps into a single suite that boosts sales conversions, creates unique value propositions, and harmonizes messaging across touchpoints. The platform supports real-time monetization of subscription and usage-based services, automates contract changes and billing cycles, designs tailored pricing models, and consolidates billing data from diverse systems.

Connecting the dots with the right partner

With the right partner to support them, companies can elevate their business transformation with process insights to help map key, embedded KPIs in sales and services. By identifying which specific, end-to-end business requirements a company needs to enhance their business processes, choosing which enterprise applications and tools to invest is made simpler with a trusted, experienced partner.

These personalized solutions, assets, and accelerators can be introduced, at scale, by a supporting partner to help jumpstart value-driven transformation journeys. This simplifies the task of streamlining processes across various departments and can save costs by reducing the time, effort, and cutting costs by mitigating the risks involved in transformation investments.



Sales for the future, services for today



The outcome of deploying these solutions? A transformative standardization of sales and services processes, reducing business complexity and boosting efficiency.

Our approach streamlines daily operations and builds a robust digital core, one that bridges the gap between sales, services, and the organization at large. This gives companies the tools it needs to realize their goals, and maintain their vision of growth well into the future.

Contact us today to see how we can help you reap the benefits of the latest sales technology and connect all the dots together.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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