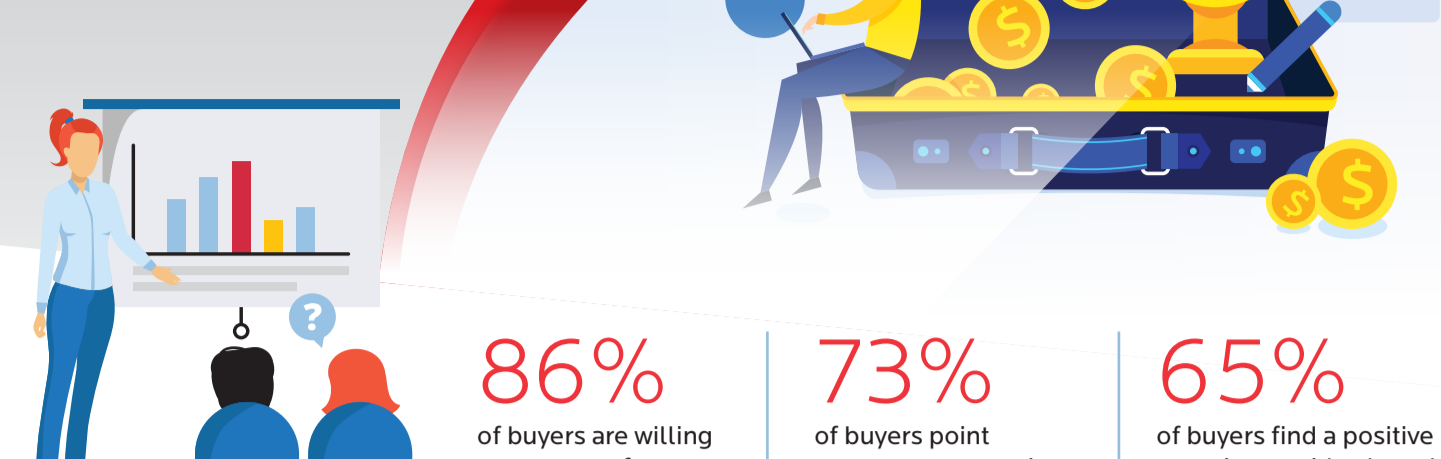


Customer Experience will be a driving force for business transformation, thus creating

INTELLIGENT ENTERPRISE

organizations



86%

of buyers are willing to pay more for a great customer experience

73%

of buyers point to customer experience as an important factor in purchasing decisions

65%

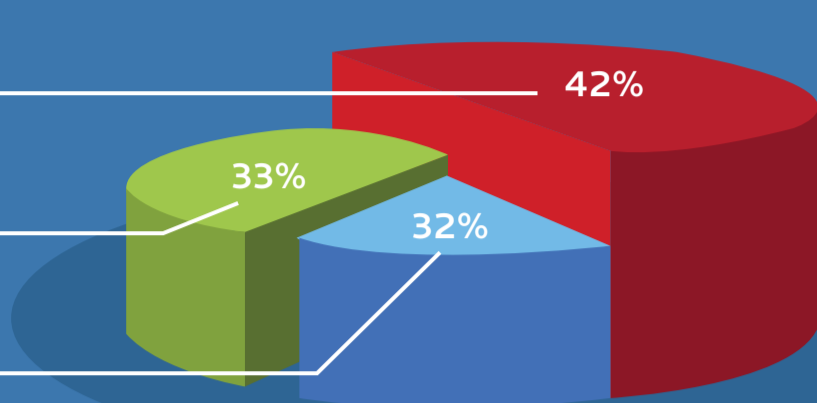
of buyers find a positive experience with a brand to be more influential than great advertising

Why Improve Customer Experience

Why Improve Cx?

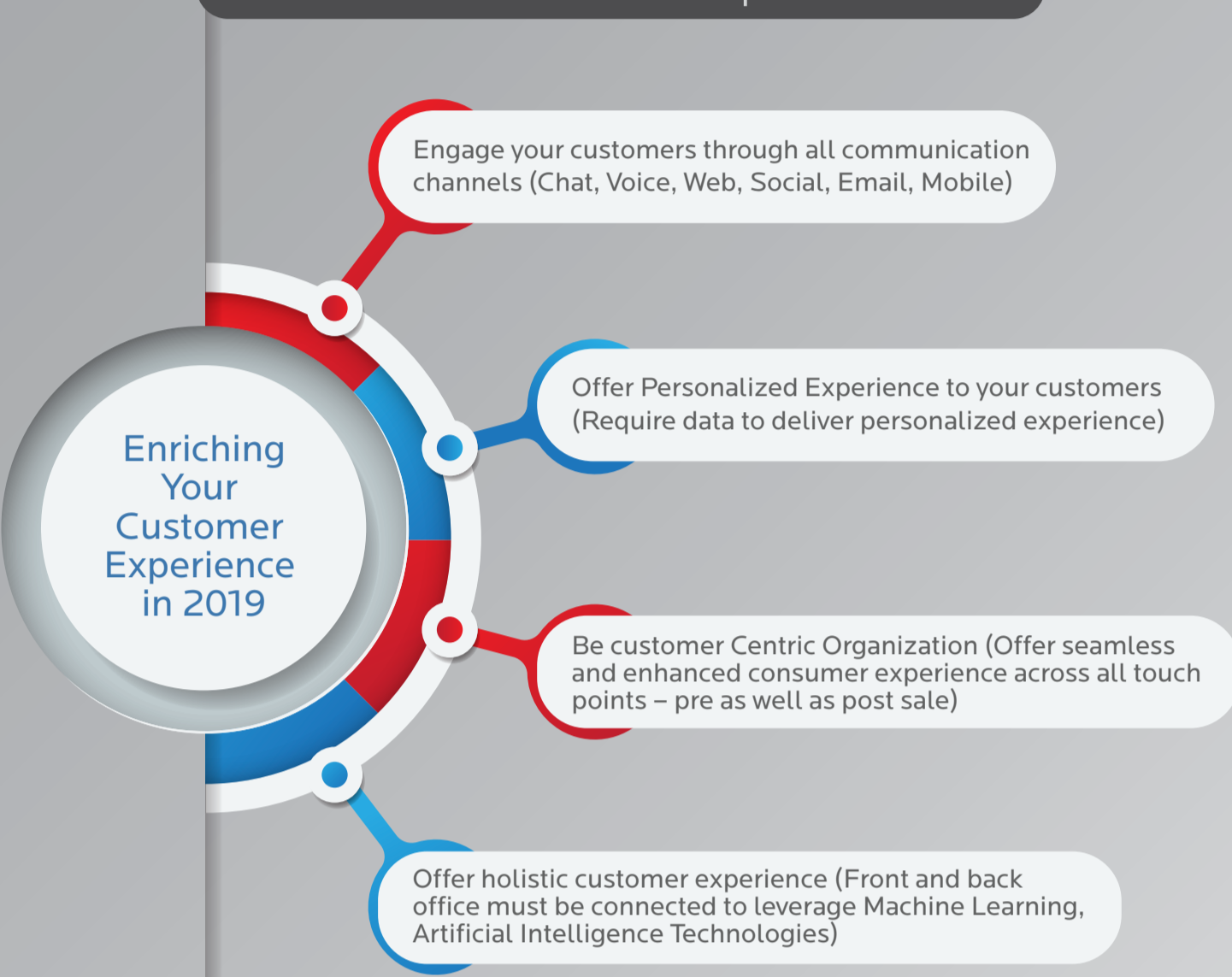
The top three reasons why businesses proactively manage and invest in customer experience are to:

- 1 IMPROVE CUSTOMER RETENTION
- 2 IMPROVE CUSTOMER SATISFACTION
- 3 INCREASE CROSS-SELLING AND UP-SELLING



Addressing each of these reasons can positively impact bottom line revenue.

How Your Organization Can Enrich Customer Experience?

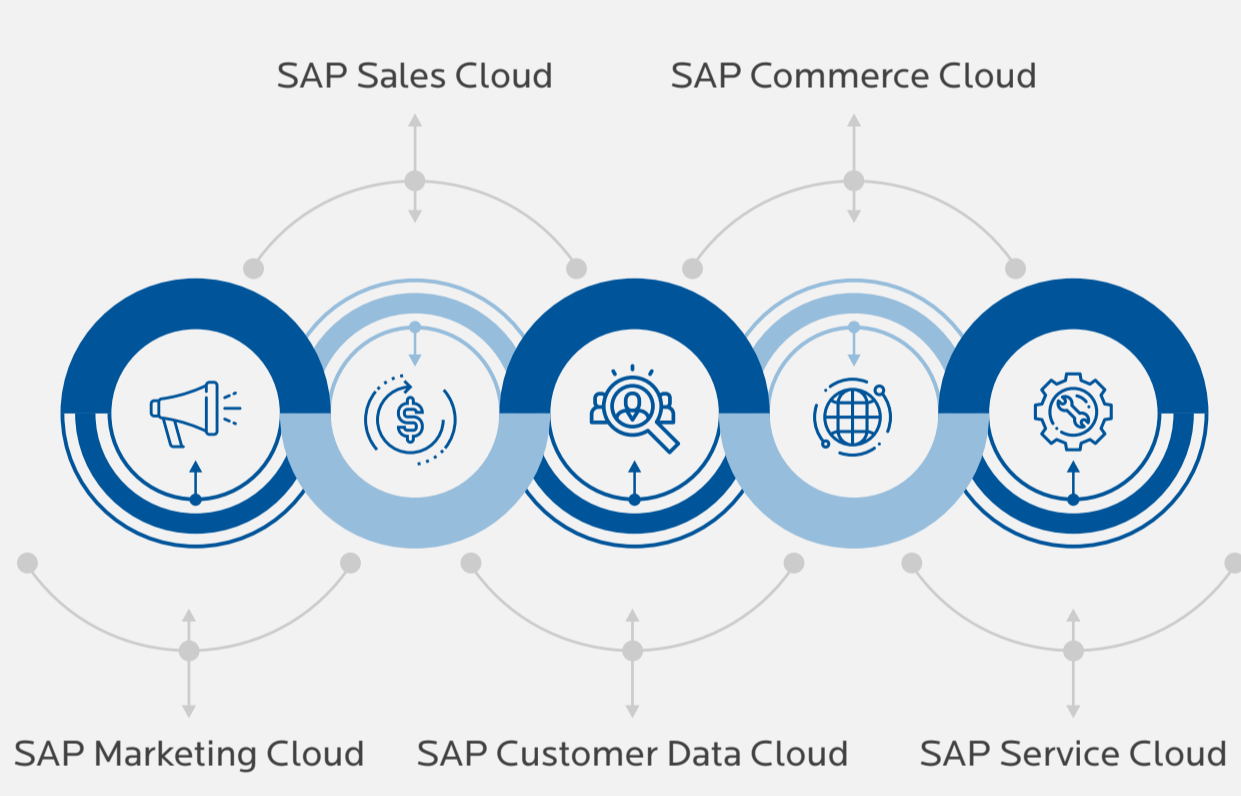


Birlasoft SAP CX Landscape

KPIT now Birlasoft and SAP Customer Experience are helping clients transform their customer engagement from start to finish, thus creating more meaningful customer engagement and unlocking new business value.

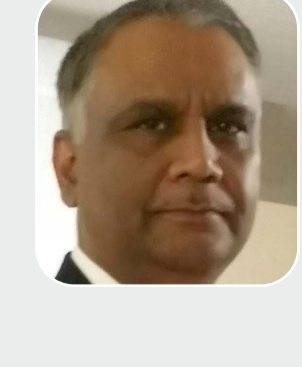
Birlasoft's robust industry knowledge and delivery expertise across the entire SAP Customer Experience Cloud, including Commerce, Marketing, Sales, Service, and Customer Data, helps us create tailored solutions to fit your unique needs.

SAP Customer Experience Cloud



Birlasoft SAP CX Landscape

- The Ultimate in Customer Service:** Partnering with Birlasoft and leveraging SAP, Bona turned to "The Ultimate in Customer Service"
- Driving Innovation Far into the Future:** Karma Automotive innovated its business model through personalized offering by allowing custom configuration to its customers.
- Enterprise-Wide Transformation:** Flexsteel implemented a full-suite SAP S/4HANA enterprise solution that is helping it optimize operations and drive business transformation.
- Field Service Automation with SAP Service Cloud:** Pall Corporation leveraged SAP Service Cloud to optimize its field service operations to improve revenue and increase workforce productivity.



"We take immense pride to receive SAP® North America Partner Excellence Award 2019, our third award win in SAP Customer Experience ecosystem", said **Deepak Purohit, Global Head, SAP Business at Birlasoft**. The award not only acknowledges our strengths in SAP® Customer Experience but also shows our deepest dedication to our customers, and long term success as a trusted SAP partner. Together with SAP, Birlasoft is committed to providing co-innovations and unique IP industry accelerators to enable clients innovate & run better, and transition to the intelligent enterprise organization." added Purohit.

Deepak Purohit
Global Head, SAP Business Unit