**SAP Concur** [C]

SAP Concur Customer Experience Transformation

# You Said. We Acted.

## SAP Concur's 2019 annual report about improving the customer experience

THE BEST RUN **SAP**

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# Welcome!

On behalf of my team and all of us across SAP Concur, I want to thank you for your continued business. We are committed to your success and to serving as a trusted partner for you. Your feedback is valuable to us and helps us understand where to focus our investments in SAP Concur's products and services to ensure you are getting the full value of Concur's solutions.

We are passionate about experience management. We are listening keenly to you, analyzing customer feedback and connecting with senior leaders across SAP Concur to develop insights so that we have a shared understanding of customer needs and then putting action plans into place designed to continuously improve the customer experience for you.

The experience feedback we hear from customers reflects three key categories that drive customer satisfaction:
1) Product
2) Service and support
3) Relationship management

We are acting on insights developed in each of these three categories where you have told us it matters most. I invite you to review the pages ahead to learn about some of the many actions SAP Concur is taking based on the feedback we hear from you.

Thank you for sharing your feedback and ideas with us.
We are listening!
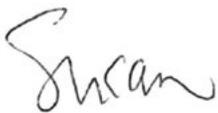
Susan Berg
Vice President
Customer Experience Transformation, SAP Concur

# Your Feedback Matters

Throughout the year we seek your feedback about your experience with SAP Concur, and the input we receive helps us better understand what is most important to you. We listen to your feedback through every survey and every conversation, so we can take action based on what you tell us.

**LISTEN**          **UNDERSTAND**          **ACT**
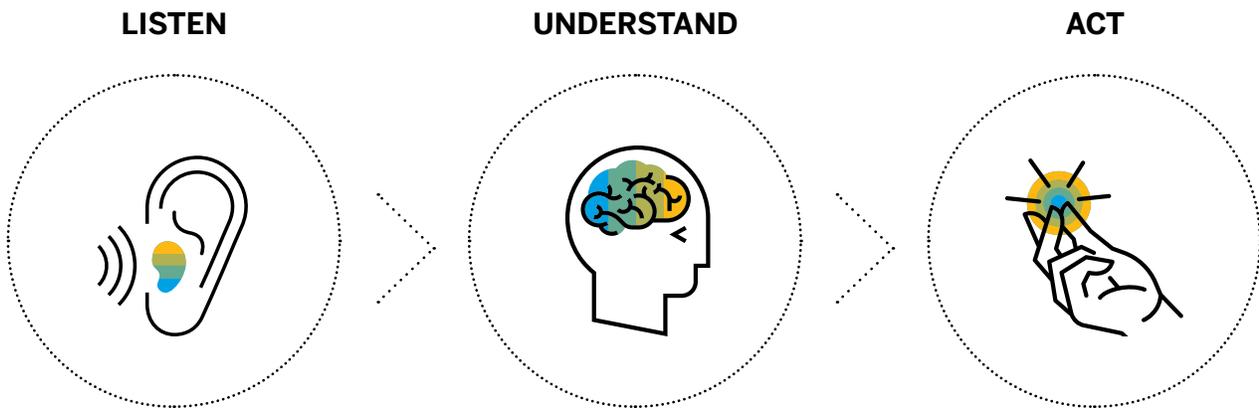
## WE HEARD YOU

In 2019, we reviewed over 2,000 responses to SAP's Net Promoter surveys, along with more than 65,000 responses to our Customer Effort surveys. SAP Concur team members met with over 3,000 customers during our Fusion conferences across the globe, and had countless conversations with customers, all with the goal of better understanding your business objectives and desired outcomes.

**2,000+**
Net Promoter
survey responses

**65,000+**
Customer Effort
survey responses

**3,000+**
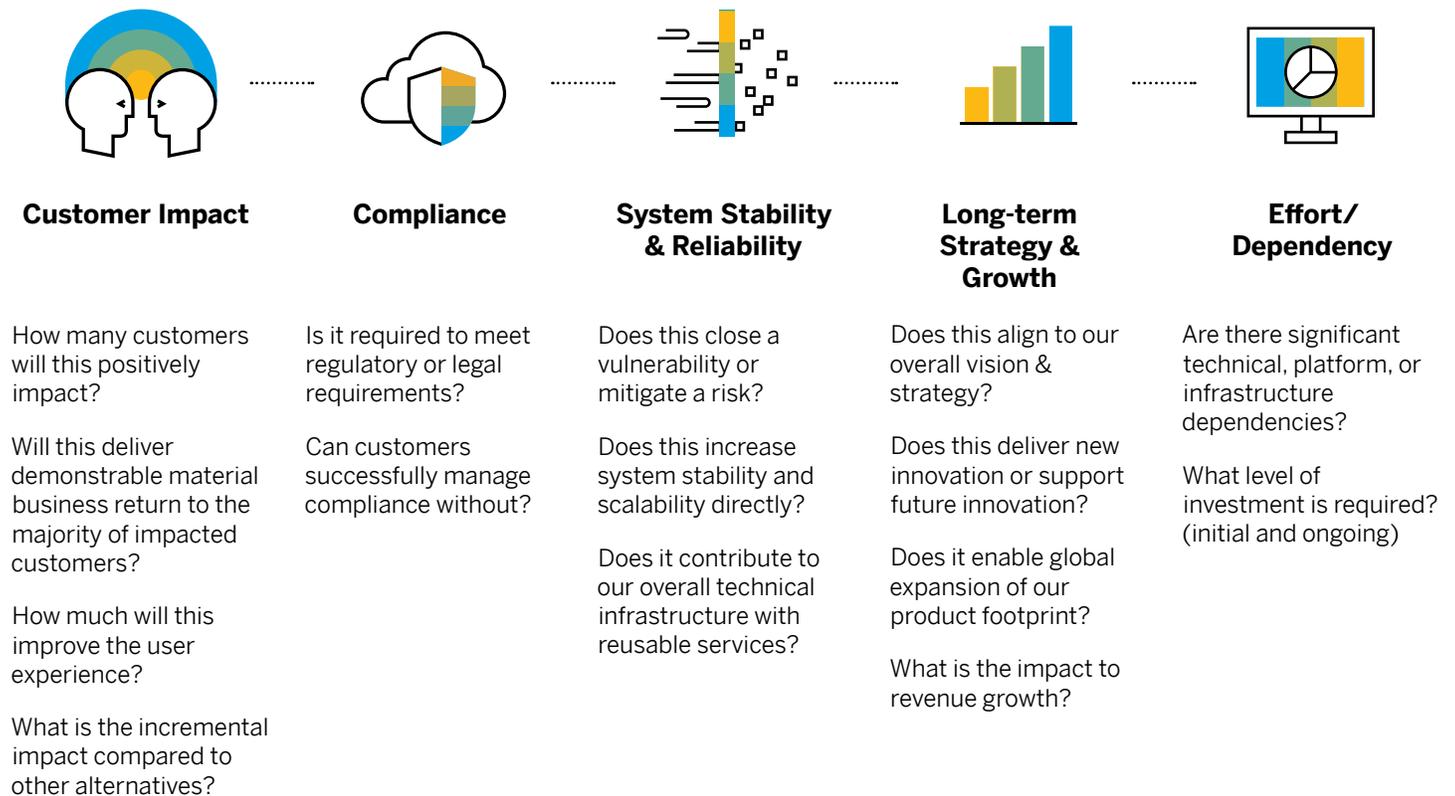Customers met during
Fusion events worldwide

# Acting on Your Feedback

Our goal is to listen to you and take what we learn to continuously improve the experience we deliver to customers. We're pleased to share highlights from improvements made in 2019 across our Products, Service and Support, and overall Relationship Management.

## PRODUCT

We appreciate all the great feedback and ideas we receive each year. You help us raise the bar and continue to improve our products in many ways. Here's a look at how we decide which product enhancements get top priority.

### Product Development Prioritization Guidelines

| Customer Impact | Compliance | System Stability & Reliability | Long-term Strategy & Growth | Effort/ Dependency |
|---|---|---|---|---|
| How many customers will this positively impact? | Is it required to meet regulatory or legal requirements? | Does this close a vulnerability or mitigate a risk? | Does this align to our overall vision & strategy? | Are there significant technical, platform, or infrastructure dependencies? |
| Will this deliver demonstrable material business return to the majority of impacted customers? | Can customers successfully manage compliance without? | Does this increase system stability and scalability directly? | Does this deliver new innovation or support future innovation? | What level of investment is required? (initial and ongoing) |
| How much will this improve the user experience? | | Does it contribute to our overall technical infrastructure with reusable services? | Does it enable global expansion of our product footprint? | |
| What is the incremental impact compared to other alternatives? | | | What is the impact to revenue growth? | |

# Acting on Your Feedback
## Product: Performance and Reliability

We know you rely on our products every day to get things done, and work can't flow efficiently if our travel, expense and invoice platforms aren't reliable. We've heard you say product performance and reliability is a top priority, and that is why teams across SAP Concur completed substantial work in 2019 to improve the stability of our systems.

## RELIABILITY HIGHLIGHTS

You told us we need to improve reliability and reduce unplanned downtimes. Based on your feedback, we:

### TECHNOLOGY

- **Continued to extend our cloud platform implemented in Amazon Web Services (AWS),** which began in 2017 when we started migrating some SAP Concur services. In 2019, we accelerated the migration of services and also rolled out our new Concur Cloud for Public Sector, fully within AWS, which will be used by the U.S. Department of Defense. In 2020, we will continue transitioning SAP Concur services to AWS to provide increased security, improve our operational stability and capacity planning, as well as deliver greater innovation for our customers. When complete, we expect our transition to a cloud platform to improve your experience, directly related to feedback customers have shared with us.
- **Updated a database driver** in Concur Expense and Concur Invoice to eliminate a category of system errors.
- **Added a redundant internet service provider** for our data center.
- **Leveraged Kubernetes code containers,** allowing for better service management and the ability to add capacity quickly during times of high system usage.
- **Changed antivirus software** on our database servers to a version better suited for cloud products, since antivirus scans have sometimes caused service disruptions in the past.
- **Optimized configuration of user interface** based on guidance from Microsoft, leading to better memory management within the system.

### PEOPLE

- **Dedicated a team of engineers to improving platform reliability** and proactively identifying and solving performance issues. We also dedicated additional technical product management resources to focus on reliability, ensuring that system stability is appropriately prioritized within engineering projects.

### PROCESS

- **Improved oversight of the change-management process**, since outages are frequently caused by product or infrastructure changes. This resulted in more changes happening during planned downtimes for system maintenance, reducing the potential for outages when customers are using the platform.
- **Adopted a targeted pilot approach** for many of our infrastructure and code updates, so we can test a change on a small portion of production and only do a full rollout once we confirm there are no issues to address.
- **Launched a better approach to project planning** so product updates have better integration with current coding, to avoid rework and potential system outages later (reducing technical debt).
- **Launched a new product testing approach** that provides better insight into the specific location of coding failures when incidents occur.

# Acting on Your Feedback
## Product: Ease of Use & Functionality

### EASE OF USE AND FUNCTIONALITY ENHANCEMENT HIGHLIGHTS

You told us we must continue enhancing the functionality of our products and make them easier to use. Based on your feedback, we made many improvements in the areas of Spend Management and Travel, Mobile Enhancements, Data Platform & Analytics, and Product Integration:

### SPEND MANAGEMENT

- Delivered ability for Budget customers to **enable workflow adjustments** based on budget status.
- Expanded the **Concur Quick Help Tool** for administrators, providing new resources such as tutorials, help videos and documentation.
- Added **Western Union** as a payment processing partner for Concur Expense Pay Global Web Service.
- **Enhanced ExpenseIt mobile app** features and made it available for Spanish and Japanese receipts.
- **Adopted AI for Concur Invoice** to improve the product's learning capacity and improve accuracy.
- Enhanced the customer experience for Concur Expense on mobile with a **new mobile receipt viewer** and expense-detail view.
- **Enhanced NextGen User interface** and added new functionality to improve the expense report filing experience.
- Added new functionality so Concur mobile app can **convert paper receipts and invoices into digital copies** that meet legal requirements in Spain and France.
- **Integrated Sage Accounting** into Concur Expense for small-to-medium sized businesses, making the accounting process easier.
- **Created an "audit trail" capability** for the Concur Expense Create & Approve feature used to track vendor charges.

### TRAVEL

- Expanded support for branded airfares, including **dual fare display** with side-by-side comparison for Concur Travel clients that use Sabre.
- Added **two-factor authentication** for Travelfusion Air transactions.
- Launched new **TripIt app for Mac** so customers can now access their travel plans from their iPhone, iPad or Mac desktop.
- **Added localized languages** so the TripIt from Concur app is available in Japanese, French and German versions.
- TripIt from Concur Web service provided **shortcuts for iPhone Siri virtual assistant** so travel plans can be generated for users who have visual impairments or would prefer to have their trip details read aloud to them.
- **Enhanced functionality** so TripIt can process booking cancellations for car, hotel and flight emails.
- **Provided ereceipts** for Concur TripLink travelers with reservations booked with Sixt car rentals.
- **Connected Concur TripLink solution** to enable capture of travel data booked directly with Delta and Lufthansa airlines, and HRS hotel provider.
- Delivered **"approve-then-book" workflow** for Ctrip integration optimized for China customers' needs.

# Acting on Your Feedback
## Product: Ease of Use & Functionality

### MOBILE ENHANCEMENTS

- Gave customers ability to **approve company bill statement reports** through their phone or other mobile device.
- **Replaced legacy Concur Request mobile product** with an improved version that is easier to use and has improved functionality.
- Made an enhancement so **Concur Request users can now choose which policy applies** to requests originated from the mobile app.
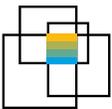
### PRODUCT INTEGRATION

- Added several **enhancements to Concur Detect by AppZen**, such as AI improvements to increase accuracy of reporting and more intuitive user interface updates to make it easier to review reports.
- Launched **payment notifications** from SAP FI to Concur Expense to improve integration between the products.
- Launched **SAP ByDesign integration** for Concur Professional Edition.
- Launched **SAP S/4HANA Payroll Integration**, allowing companies to pay expenses via SAP Payroll and take into consideration legal requirements regarding taxation.

### DATA PLATFORM & ANALYTICS

- Added **report showing digitized receipt data** to assist auditors in their certification reports in Spain.
- Added **new tiles that display top-5 spend categories by expense type** and summarize spend by employees or vendors within the Analytics dashboard.
- Added **eBunsho timestamp report** for Japanese customers for the Invoice Capture service from Concur.
- Added **travel allowance reporting** for German customers to comply with legal requirements.
- Improved customer experience by allowing users to **see names of reports and dashboards by hovering cursor over them**.
- Added **"Travel Booking Details Report"** to help customers with duty of care.

In addition to the enhancements listed above based on our strategic roadmap for products, we followed up on customer feedback made through SAP Concur's Solution Suggestions tool, making over 40 product enhancements related to the Travel, Expense, Mobile and Invoice categories.

From **adding a travel allowance feature** for mobile users, to **adding new fields for invoice processing**, to **updating messaging for travel approval emails**, we made improvements that you asked for.

**40** **Product enhancements** made from customer feedback through the Solution Suggestions tool

# Acting on Your Feedback
## Service and Support

You asked us to support you more effectively when issues arise by providing additional self-service resources and enablement training, and responding more quickly to your requests for help. Here are some improvements we made in 2019 based on your feedback:

## ISSUE RESOLUTION

- We continued to empower customers to get answers and solve issues themselves by expanding our **self-service knowledge base**, connected to a robust search engine available through the SAP Concur Support Portal. As a result, 24% of issues are being resolved directly by customers using SAP Concur's Knowledge Center without having to open a service ticket.
- We launched a **co-browsing tool** that allows our Support team to view your screen with you (if you approve) to quickly identify and solve problems.
- We launched an **enhanced chat tool** for administrators to give you instant access to our Support team when you need help.
- We added more **automated case routing** to reduce the need for hand-offs, resulting in more first-call resolution of issues.
- We improved the **case notification process** so you receive fewer emails from SAP Concur Support.
- We introduced a **new security validation feature** when accessing the SAP Concur Support Portal, to prevent someone else from impersonating you and asking for unauthorized configuration changes or accessing data.

## CUSTOMER SERVICE

- We piloted and launched a **new Leading Customer Loyalty program** focused on improving your experience with SAP Concur, giving our Support team additional training and resources emphasizing the roles that accountability and empathy play in customer trust.
- You told us you wanted the option to have a more personalized support experience, with a designated support contact and a proactive annual plan for how to optimize use of SAP Concur products. We continued to grow the **Preferred Care** offering in 2019, giving personalized support and helping customers reach their ROI goals for our products.
- We launched a new **Prime service for small-business customers**, combining guided self-service with one-to-one coaching and consultation to teach best practices and offer tips on administration and deployment of SAP Concur products. Over 400 small businesses used the new service in 2019, resulting in shorter ramp-up times and reduced customer effort.
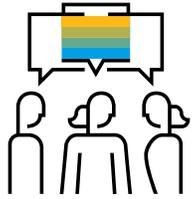
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## IMPROVED SELF-SERVICE:

**24%** of issues are **being resolved directly by customers** using SAP Concur's Knowledge Center without having to open a service ticket.

# Acting on Your Feedback
## Relationship Management

You told us that you place a high value on responsiveness from our field representatives, including benefiting from their industry expertise and proactive guidance. Here are some improvements we made in 2019 based on your feedback:
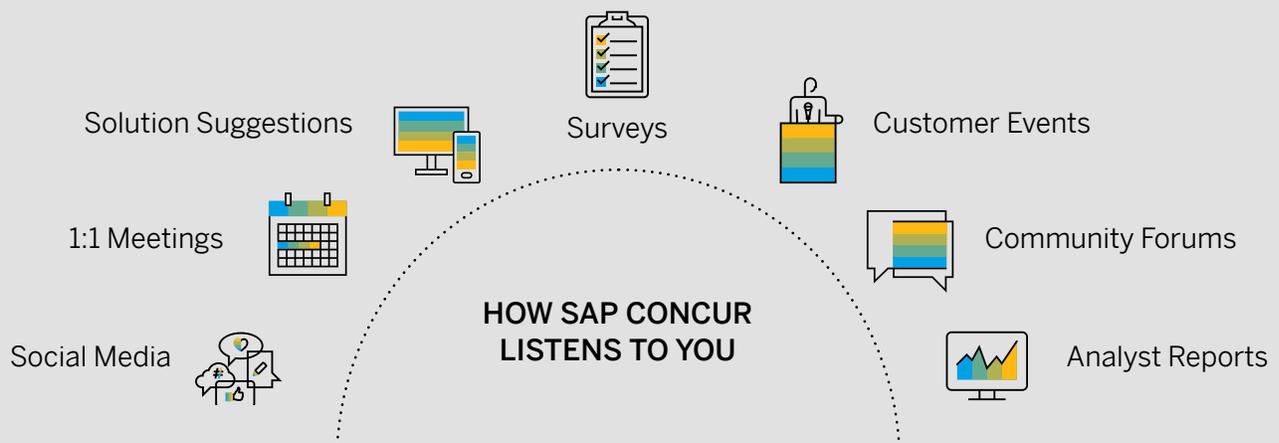
### SHARING INDUSTRY EXPERTISE AND GUIDANCE

- **Almost 9,000 small and midsized business customers** attended our Client Admin Training Series webinars, Ask an Expert webinars and in-person Client Summit events throughout 2019, where they learned about best practices, received additional training and had opportunities to network with each other.
- **Launched a new campaign for a targeted set of customers**, sending educational information to highlight opportunities to optimize product use and bring more value or ease of use.
- **Created a service for non-profit customers** enabling them to reclaim U.S. state sales taxes, starting with higher-education clients.
- **Launched pilot Summit Program** helping Enterprise customers identify services/products from SAP Concur that can help achieve their business goals.
- **Focused on Enterprise Value Pillars and SMB Priorities,** such as driving growth, spend governance and optimizing efficiency, when talking with customers to help solve their business needs and accomplish their spend-management goals.
- Produced an **educational podcast series** focused on financial compliance and cloud technology, with over 2,200 views and downloads.
- Launched a **communication for finance executives** that shares travel and expense benchmarks, providing a transparent view of their performance versus peers in their industry.
- **Improved the business review process**, streamlining steps and simplifying options, resulting in a 25% increase in the number of consultative business reviews offered to customers compared to previous year.

### RESPONSIVENESS

- Improved internal operational efficiencies, giving client engagement executives **10% more time to spend with customers**, responding to their questions and concerns and adding value through meaningful business conversations.

Solution Suggestions

Surveys

Customer Events

1:1 Meetings

Community Forums

**HOW SAP CONCUR LISTENS TO YOU**

Social Media

Analyst Reports

# Stay Connected with SAP Concur
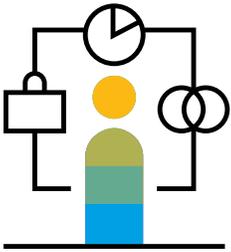
We are committed to your success. Your feedback informs where we need to take action to ensure you maximize the value of SAP Concur's solutions. Here are resources to learn more about SAP Concur solutions, share your feedback and connect with other SAP Concur customers:

- Explore SAP Concur training options including SAP Concur certifications.
- Discover which SAP Concur App Center partner solutions will help your organization achieve simpler expense reporting, easier travel and smarter spend oversight.
- Check out the SAP Concur Change Management Activities Guide – this guide outlines the steps and resources to build a strategy, communicate with and train your users on SAP Concur.
- Learn more about SAP Concur's Customer Experience Transformation work and share your feedback with us.
- Do you or your administrators need a refresh? Review our Professional Edition New Admin Kit and Standard Edition New Admin Kit, which offer resources, best practices and tips from your peers.
- Check out the SAP Concur Standard Edition or SAP Concur Professional Edition Customer Learning Series free of charge to Concur administrators.

- Visit the SAP Concur Community and talk with other SAP Concur customers to learn about their experiences and tips for getting the most out of our products.
- Review SAP Concur monthly release notes: SAP Concur Standard Edition or SAP Concur Professional Edition.
- If you are a TripLink customer checkout the Triplink Training Toolkit that features email templates, videos and landing pages to drive internal adoption.
- Have a solution enhancement idea? Submit your Solution Suggestions, or view and vote on those previously submitted. Locate the Solution Suggestions category inside Community Info in the Support Portal.
- Attend SAP Concur customer-focused events like our annual Fusion conference (or smaller Fusion Exchange sessions in your area) in person or online.
- Reach out to us on Twitter, LinkedIn and Facebook.

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