



We're listening.  
And together we're  
making things happen.

SAP Ariba 

# Customer Experience

## 2018 Report

# Delivering Delightful Customer Experiences



**Lisa Bianco**  
Global Vice President  
Customer Experience  
SAP Ariba

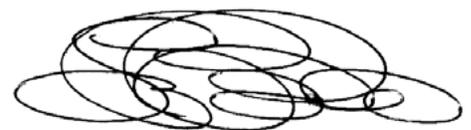
This report and the actions it describes are the result of an extensive customer listening strategy that includes thousands of conversations with customers like you.

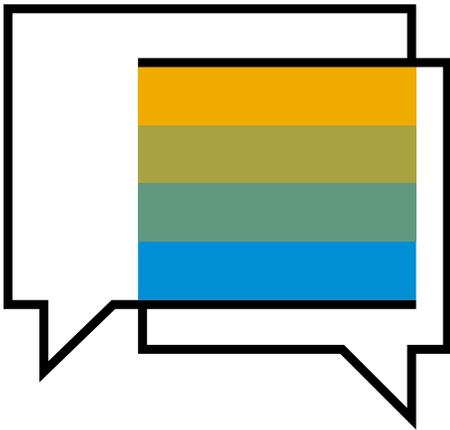
We listen to all incoming feedback about SAP Ariba and gather huge amounts of qualitative and quantitative input from our customers, partners, and employees.

By thoroughly analyzing your ideas and requests, we gain a deeper understanding of your needs and priorities. We use this analysis to drive investment, allocate resources, and prioritize opportunities and projects that will deliver a delightful customer experience.

By aligning our business to the goals you care about most, we ensure that our products and services are meeting your needs, and that your experience with SAP Ariba is always a positive one.

Thank you for taking the time to read this annual report and for providing the inspiration that leads us forward.





# Your Feedback Matters

# Your Feedback

This year, our top priority has been listening to and acting on your feedback. We have made a dedicated effort to source direct input from customers like you—collecting your suggestions and ideas on business priorities, features you need, and areas you would like to see us improve. Because you know your business, and you know what we can do to help you deliver value.

## How Do We Receive Your Feedback?

Net Promoter Score

**1,700**

responses

Voice of Customer

**275**

responses

Voice of Employee

**2,215**

responses

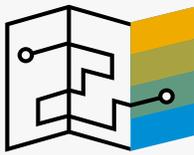
SAP Ariba Customer  
Advisory Board

**36**

participants

## Spotlight: The SAP Ariba Customer Advisory Board

Formed by stakeholders from a cross-section of SAP Ariba customers, the SAP Ariba Customer Advisory Board helps us create an ongoing feedback loop directly with you and all the clients we serve. Since 2015, this has played a key role in helping us use customer input to build new solutions and develop existing ones.



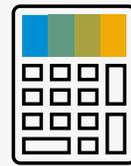
### Guided Buying Capability

Providing automated buying-channel guidance



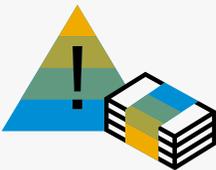
### SAP Ariba Supplier Lifecycle and Performance

Helping you drive spend to preferred suppliers and scale compliance



### Standard Account

Allowing low-volume suppliers to collaborate with you at no cost through Ariba Network



### SAP Ariba Supplier Risk

Providing up-front information to make smart, safe procurement decisions



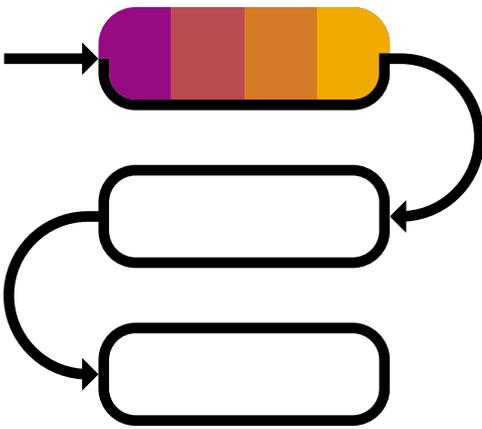
### SAP Ariba Solutions for Direct Spend

Optimizing product costs and managing risk from design to production



### REQUESTED: Total Spend Management

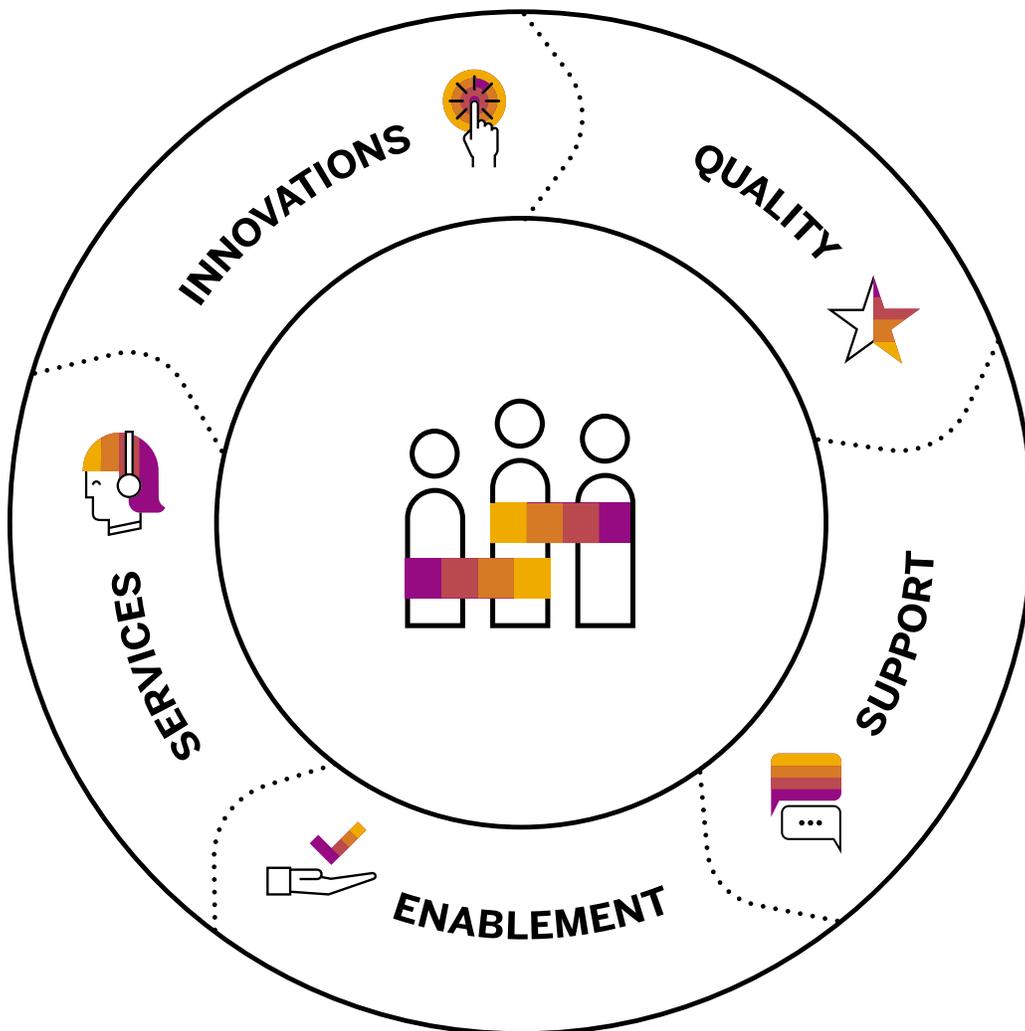
Based on your feedback, we are considering a comprehensive Total Spend Management system



# From Feedback to **Action**

# Giving You a Better Customer Experience

To optimize your customer experience, we maintain an unwavering focus on constant improvement—and continually gather, analyze, and act upon the feedback we receive. That means taking the insights we learn from your input and suggestions and using them to inspire action and improvements to SAP Ariba. In 2018, we used this feedback to effect major changes in the following areas:



For access to the full report including enhancement on the areas above, what's next and improvements coming in the near future, please contact the [SAP Ariba Customer Experience team](#).

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