



G-Cloud 15 Service Definition

Accenture SAP Customer Experience

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 **accenture**

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1.0 Scope of our services

Accenture focusing on strategy, consulting, implementation and adaptive managed support of the SAP solution set. We are an award-winning leading SAP Platinum Partner in the UK. We innovate together with SAP, creating advanced capabilities and packaged solutions clients can't access anywhere else.

Accenture are a widely recognised professional services IT company and as a go-to partner for SAP implementations, consultancy, and support. With countless successful cloud implementations, we understand the importance of ensuring a rapid turnaround from project inception to go-live alongside the assurance of quality and consistency. Accenture can draw the best industry and tech expertise in the world.

Accenture's greatest asset is its people and with a team of over 75,000 SAP practitioners with industry-specific knowledge. Accenture possess the depth of experience and capability to ensure your investment in SAP is a success. Not only delivering a successful implementation, but also by considering ways that the solution can be extended to implement key improvements and innovations to your organisational processes now and into the future.

We are the SAP partner for high-potential businesses of tomorrow.

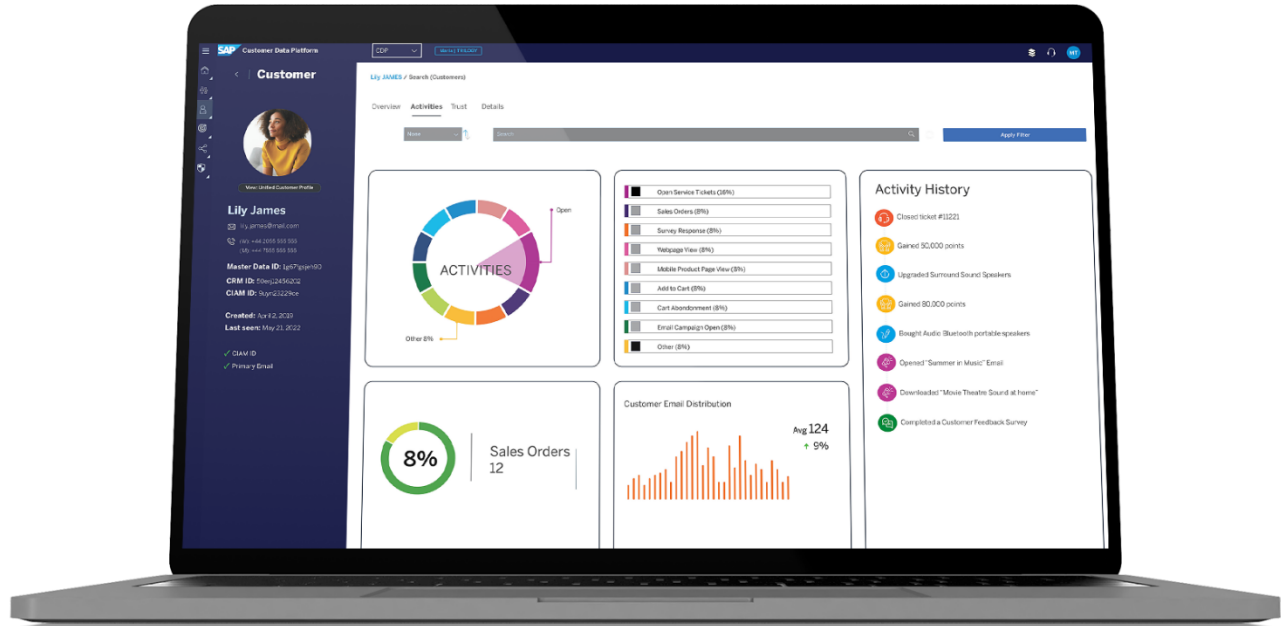
2.1 SAP Intelligent Customer Experience Suite

The SAP Intelligent Customer Experience (Intelligent CX) suite of products provides the industry-leading commerce platform that enables organisations of all sizes to engage and transact with their customers via any digital and physical channels. SAP Intelligent CX brings together customer data, machine learning, and microservices technology to power real-time customer experiences across Marketing, Commerce, Sales and Service.



SAP Customer Data

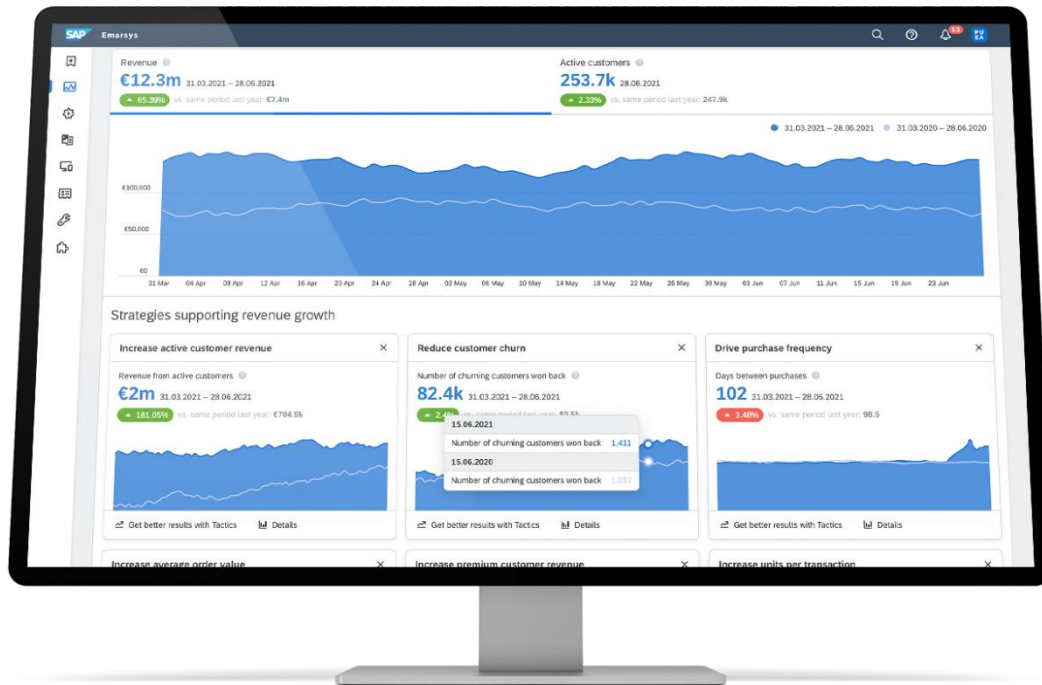
SAP Customer Data solutions help companies build lasting, trusted relationships with their customers by fuelling personalized digital engagements with permission based, first-party data. The SAP cloud-native solution enables businesses to identify and engage consumers at scale, address data protection and consumer privacy compliance, and progressively build rich, unified customer profiles to power better marketing, sales, and services strategies.



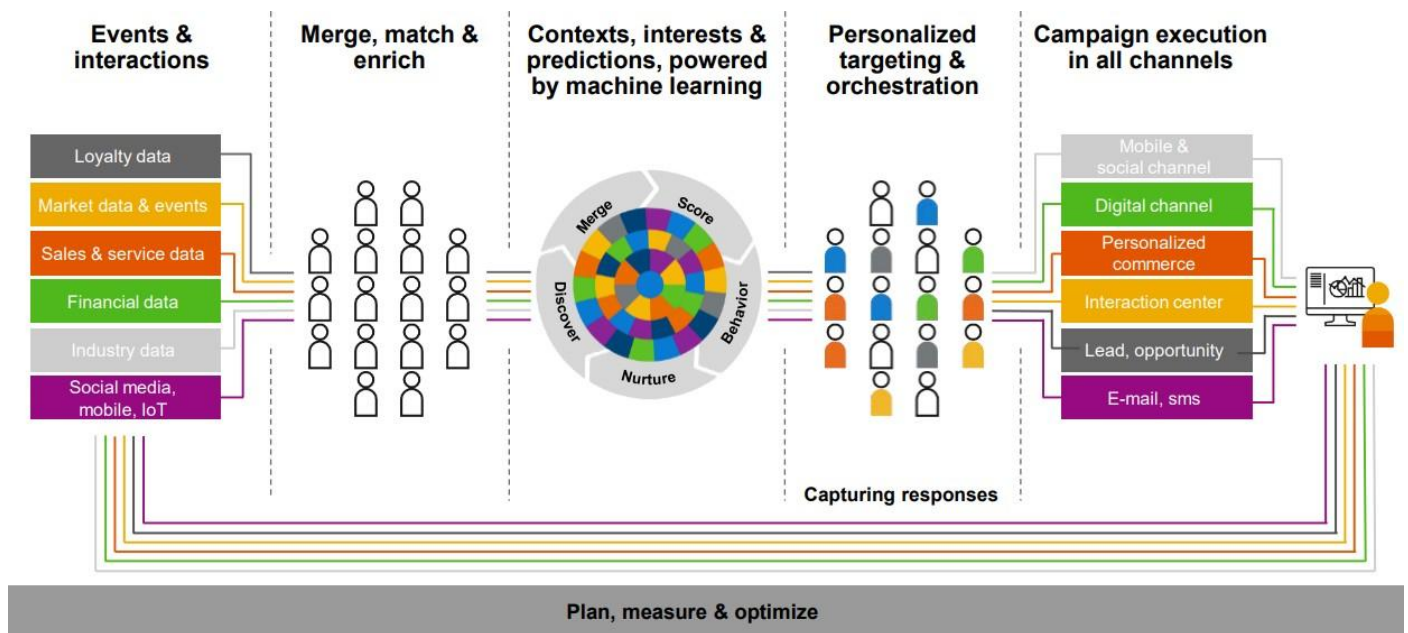
With consumer trust at an all-time low, and new data protection regulations such as the European Union's General Data Protection Regulation (GDPR), effectively managing all aspects of consumer consent has never been more important. SAP Customer Data solutions offer enterprise preference management capabilities that provide more transparency to consumers about what information they are sharing and what it is used for, while also giving them meaningful, self - service control of their personal data. By enabling more trusted, personalized digital experiences, companies can transform compliance from business risk to market advantage – and that's good for everyone.

SAP Customer Engagement

In the digital economy, customers have a wealth of information and alternatives at their fingertips. Their expectations surrounding their experience are high, and when unmet, the barriers to exit are low. It's never been harder to find and keep the customers you need to drive growth, personalisation and experience. SAP Customer Engagement solutions help marketers take the reins on revenue by delivering the data and analytic horsepower marketing needs, without the complexity that slows it down.



Marketers typically struggle to understand their customers because data exists in silos across their organization. SAP Customer Engagement solutions bring together experience data and operational data from across the enterprise at scale for a unified view of customers that delivers powerful AI-driven insights to shape marketing strategy.



It improves marketing's ability to adapt to changing customer needs, using machine-driven intelligence to engage with pinpoint accuracy and personalization that respects preferences, delights customers, and builds trust. And it helps marketers understand what's working and what needs work, with closed-loop marketing measurements and user-friendly business intelligence that enables fast, confident decision-making to optimize marketing performance and ROI.

SAP Commerce

For years, SAP has been a leader in the commerce platform market. Its latest cloud-native products are once again reinventing commerce by providing great flexibility: from the smallest market to the largest enterprise across the globe, from a fast deployment in just a few days to a perfect fit for every business model – B2C, B2B, and B2B2C – and across industries, such as the citizen accelerator, and marketplaces.

				
Single modular platform	Built-in agility	Built-in AI	Connect X+O for quality journeys	A Perfect Fit for any organization
Commerce platform that includes all components needed for personal commerce for B2C, B2B, or B2B2C, industries and marketplaces.	Deploy in days, and extend at speed with microservices. Embed into devices, things and content with ease to create personal shoppable moments.	Built-in Stream Artificial Intelligence automatically learns how to optimize inventory and demand to maximize profit.	Take customer feedback and operational data to optimize personal buying experiences that work across siloes and systems.	Tailored specifically to each organization to connect demand with supply, eliminate cross silo friction, and deliver simple and intuitive customer journeys.

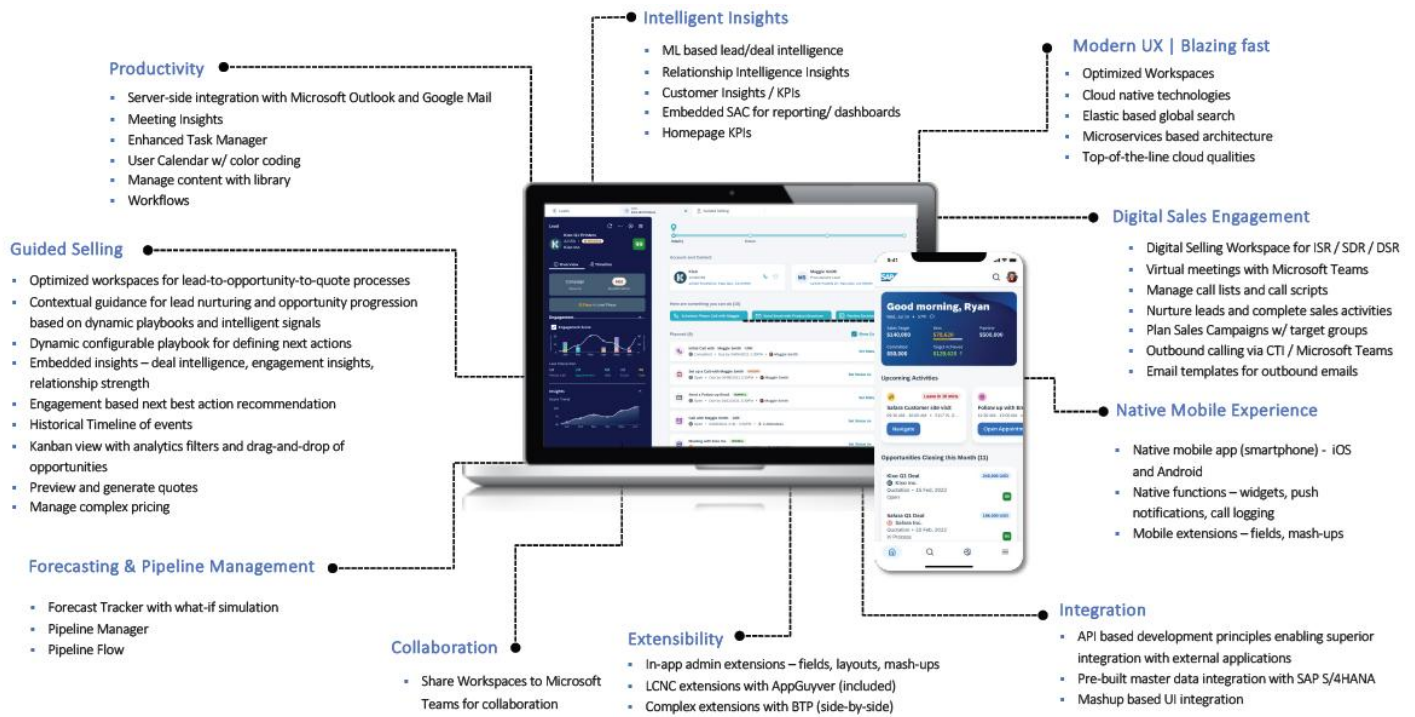
Based on cloud-native architecture, SAP Commerce solutions are open, connected, and API first, enabling you to extend at speed with an agile microservices architecture. SAP Commerce Cloud and the new SAP Upscale Commerce solution go significantly further than personalization: delivering quality, joined-up experiences; seamlessly crossing channels; spanning front office to back office; and connecting demand and supply chains.

Built-in artificial intelligence– powered merchandising enables you to sell more and generate more profit by delivering individually relevant experiences. Together with Experience Management solutions from SAP, SAP Commerce helps you listen to customers and optimize your approach, so customers always get quality experiences that deliver on your brand promise.

SAP Sales

Sales velocity helps your sales reps sell more and sell faster, and in alignment with your company's strategic goals and bottom line. But sales velocity is also closely linked with a positive customer experience. How? It's simple: improving the sales rep's experience helps the customer's experience. When sales reps have the tools to get relevant information to customers faster, deliver quotes faster, and process contracts faster, and the incentives to sell the right products faster, then customers tend to be happy as well. The SAP Sales portfolio automates the quote-to-cash cycle.

The quote and proposal process enables sales reps to configure quotes on complex offerings in minutes, not days. Contract lifecycle management takes a contract through to completion with the least amount of friction. Combined with the ability to monetize offers to meet your business objectives, sales performance management helps ensure territories and quotas are in sync and reps are motivated by top-line objectives set by you. Sales automation has never been more intuitive and complete, while sales forecasting and pipeline management help sales teams plan for the future and take action to get deals moving.



Based on a new microservices architecture framework with embedded artificial intelligence (AI) and, you can streamline, automate and accelerate your critical selling processes.

SAP Service

Customer service is at the core of the customer experience. Every service moment is a moment of truth that puts your organization to the test. How quickly can you respond? How easy can you make it for your customers? How long will it take to get the problem solved to their satisfaction? SAP Service solutions help organizations deliver better customer experiences in the moments when it matters most – enabling effortless self-service, supporting omnichannel customer engagement, providing on-demand field service, and bridging the gap between the front line and your operational systems.

Agent Desktop

- Multi-Catalogs in Phone Call/Chat/Message Interactions
- Share Point, other Knowledge Bases Mashup Integration
- Table View Display for Related Objects in Customer Hub
- Extension Fields in Account View of Customer Hub

E-Mail and Templates

- Apply Template to an Email (UX Enhancement)
- Preview Email before Sending
- Email Channel and Template Support for Sales Quote
- Data Protection & Privacy – Configure Automated Transaction Removal for Email Interaction

Service Objects

- Enable Attachments
- List Related Service Objects
- Show Change History
- Maintain Items Hierarchy

Case Management & Case Designer

- Automatic update of the case list
- Case Summary – PDF Export
- Home Page Tiles
- Multi-level categorization
- Preconditions for Case Steps
- Filters for Case Type
- Extensibility on the Case detail view
- Attachments in the Case Quick View

Solution Finder

- Work Zone Knowledge Base Integration

Embedded artificial intelligence (AI) based on a new microservices architecture framework, Service Cloud empowers you to automate and accelerate your service processes. Easy-to-build chatbots take care of routine and repetitive tasks, giving human service reps time to deal with complex inquiries. The Internet of Things and predictive maintenance enable the replacement of parts before they fail, keeping downtime to a minimum. And AI-powered “crowd service” makes waiting for the service technician a thing of the past. Listening to your customers closes the loop: get instant experience feedback and take immediate action before it’s too late. The SAP Service solution provides proof that your service solution is working, and if it’s falling short, provides precise action items on how to fix it.

SAP Field Service Management

SAP Field Service Management addresses all field service needs for organizations of any size. The solution enables field service organizations to optimize their operations, improve agent utilization, and increase first-time-visit problem resolution. The solution provides the ability to manage service tickets; automatically assign, schedule, and dispatch engineers; monitor work completion, and gather customer feedback. The solution integrates with the SAP ERP applications to manage invoices, payments, and orders that may result from a service ticket.

Self-Service

- Scan QR code or use Optical Content Recognition (OCR) to see equipment details
- Book an appointment
- Reschedule service request
- View relevant knowledge article for self-help
- Call support hotline

Master Data & Integration

- Manage technicians including skills & worktime
- Integrate with SAP ECC CS/PM, S/4HANA, CRM 7.0 and/or C4C
- Use open APIs to build custom integration to 3rd party systems

Personalization & Extension

- Define your own custom fields
- Configure screens and change labels with custom translations
- Brand the self-service portal
- Automate processes with Business Rules and CX Extension Factory

Planning & Dispatching

- Plan field service activities with intuitive drag and drop
- Find best matching technicians based on skills, location and availability
- Automatically schedule and optimize activities based on standard and custom algorithms
- Assign reserved material, required tools and [smartforms](#)
- Manage small service projects

Service Map

- View technicians, activities and service locations on a map
- Plan tours for technicians

Mobility

- Work offline with native mobile apps for Android, iOS and Windows
- Follow guided service workflows
- Fill in checklists or follow instructions in [smartforms](#)
- Record efforts, material, mileage or expenses
- Manage technician’s van stock

Service Debrief

- Provide service report to customer
- Capture service rating from customers

Time & Material Journal

- Review to approve or reject efforts, material, mileage or expenses

Smartforms & Feedback

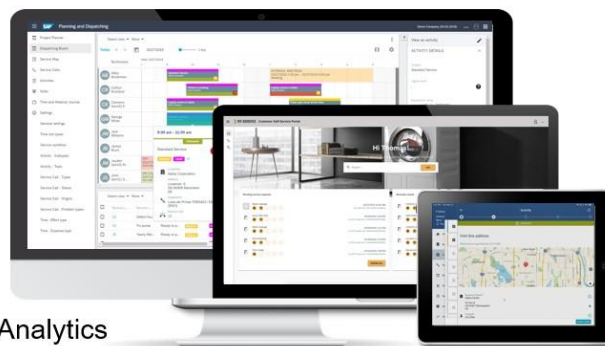
- Build your own [smartforms](#) and checklists for work instructions with intuitive form designer
- Use safety labels to increase awareness about safety risks
- Report feedback codes on activities

Crowd Service

- Invite and manage external service partners
- Assign jobs to external resources

Analytics

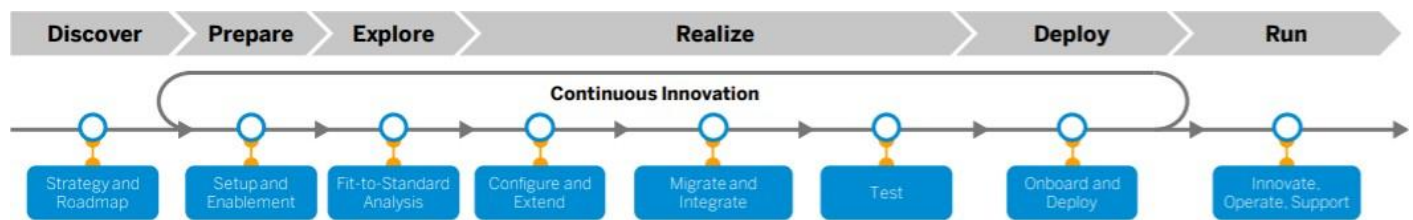
- View embedded service report to capture customer’s signature
- Create custom reports and charts
- Get insight from service performance powered by SAP Analytics Cloud



2.2 Project Methodology and Approach

Accenture's implementation methodology is based on SAP Activate, a modular and agile framework for implementation or migration of SAP solutions that provides content and guidance for project teams and provides pre-built implementation content, accelerators, tools, and best practices that help project teams deliver consistent and successful results across industries and customer environments.

SAP Activate comprises multiple core elements to deploy and sustain effective software that powers your business to run at its best. Unlike a traditional approach in which IT leads a resource-intensive, "big-bang" implementation over multi-year cycles, Innovation as a Service enables businesses to self-service their solutions more frequently for fast, business-driven setup.



The six phases of the SAP Activate methodology provide support throughout the project lifecycle of SAP solutions. Underlying these phases is a list of deliverables and supporting tasks.

- **Discover** - Identify the business value and benefits, define the adoption strategy and roadmap
- **Prepare** - Start the project, finalize plans, enable your teams, and access system with best practice processes
- **Explore** - Drive adoption of SAP standard with a Fit-to-Standard approach, and capture delta requirements to implement your differentiating business practices
- **Realise** - Run agile sprints to configure, build and test an integrated environment, load data, and start enabling business users
- **Deploy** - Set up production system, confirm business readiness, and switch business operations to the new system
- **Run** - Drive efficient adoption of the new solution across the business, meet evolving business needs with SAP and innovations you integrate and extend on the platform

2.3 Conclusion

At Accenture we recognise the importance of a collaborative approach in delivering all IT enabled business transformation projects and from the outset of any project we make it our business to become embedded within your organisation so that we operate as a single high-performance team. We believe this approach is proven to not only deliver the project on time and within budget but also enables us, collectively, to react quickly to the inevitable risks and issues that arise before they have an adverse impact on the project's progress.

We have tried to avoid a chapter and verse story of our experience and full-service offerings, favouring instead the opportunity to engage with you directly. We can evidence a long history of quality consultancy services and support and believe with our experienced consultants and expert skills, best practices and rapid deployment methodologies we are the ideal partner for your IT business transformation operating as highly skilled SAP specialists and your dedicated support partner.

Please contact us further to discuss your requirements and options in more detail.

2.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

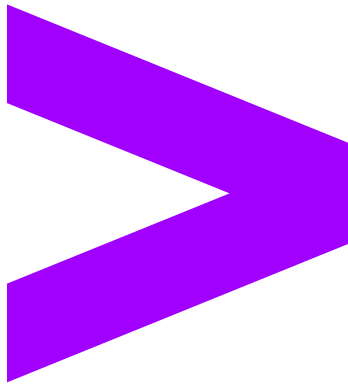
3.0 **Contacts**

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4.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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