**Customization Guide - SAP C/4hana** 

### **Version**

This article was created by SAP Marketing Cloud (1908) Version and Qualtrics

### **Brief Description**

This document has the objective to give an overview of the integration between SAP Marketing Cloud and the recent SAP's acquisition. Qualtrics.

Qualtrics is a Survey's solution and it's amazing what it can do with Customer Data, Distributions and Data Analytics

I hope you enjoy!!

### **Author**

Cláudio Goulart has been working since 1992 with the implementation of corporate solutions. Since 1999, he began his career with CRM deployments, with the most widely used Market Suites such as Vantive, PeopleSoft and Siebel. And since 2006, it has been active with SAP CRM on Premise (Interaction Center, Services, Sales, Marketing and Middleware with ECC)

Specialist in evaluation, process definition, and adherence of customer needs to SAP S4hana on Premise and Cloud solutions C4Hana.

Extensive knowledge in implementations of SAP S4hana and C4hana solutions in the areas of Call Center, Services, Marketing and Sales.

Experienced integrator of SAP on Premise Solutions (S4Hana CRM) and SAP C4Hana (Sales, Services, Marketing and Qualtrics), using SAP Cloud Platform to integrate S4hana process.

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#### 1. Customization

#### 1.1. Overview

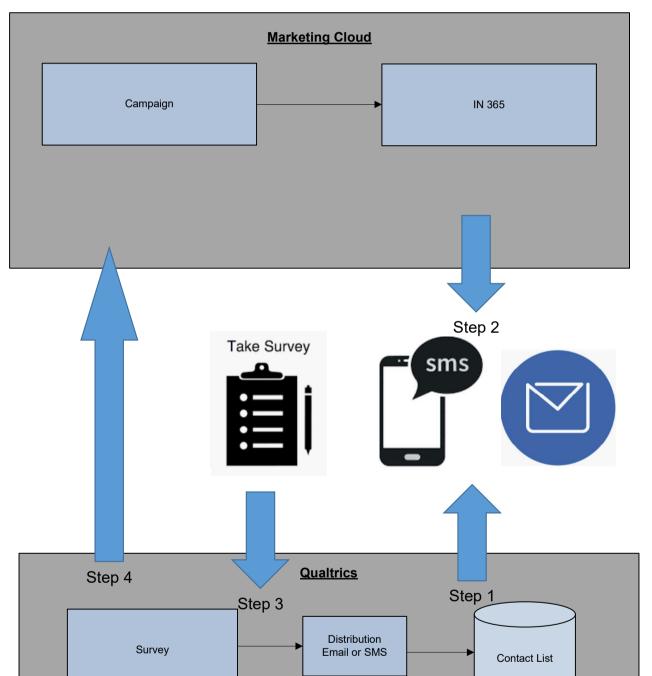
The objective of this document is describing the integration between Qualtrics and Marketing Cloud. The survey data will serve to data segmentation and help to identify a target group in future marketing campaigns. On the diagram below, I describe the process of send an email or a short message to our customers, and after they respond the survey, the data is saved in Qualtrics solution. After that, the survey data is replicated to Marketing Cloud making possible the to create target group definition.

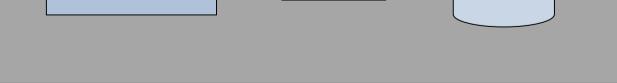
Step 1: The Qualtrics have the power to send Email or SMS without any intervention of any solution. Including it is possible to create a database with a Contact List, and through it create a segmentation to communicate with the customer or prospect.

Step 2: After the Survey is created on Qualtrics, it provided an URL. Then you can send email or short messages with the Survey link using Campaigns using Interconnect Notification 365(SAP's Notification Solution)

Step 3: After the Customer respond the survey using a Browser or the smartphone, the survey data is replicated to Qualtrics

Step 4: All Survey data is replicated to Marketing Cloud, making possible the customer segmentation using the customer responds.





#### **1.2.** Creating a small Survey to demonstrate the integration

On this step, I described step by step how to create a small Survey with one question to demonstrate the possibilities of this implementation.

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qualtrics. <sup>xm</sup>		/	ots Library Help
	Research Core	$\langle$	
All projects	Product Experience	Blank Project	Create project
Shared with me	Brand Experience	Start with a blank survey project and build it i More	to suit your needs. Learn
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+ New folder		Project Name Modulo CRM	12 day trend
			12 day trend
			1 minute Est. response time

#### In my Survey, I created a simple question

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Survey	Actions Distributions Data & Analysis Reports				* •
💰 Loo	k & Feel 🥆 Survey Flow 🔅 Survey Options 🍳 Tools 🗸	Preview	<b>↑</b> Publish	Q Search	
You are curre	ently making edits to this survey. Changes won't be live until you publish.	×			
Mod	ulo CRM	iQ Score: Great Draft Version			
▼ Det	ault Question Block	Block Options 🗸			
Q1	What is your gender?				
\$	Male				
	Female				
^	The Import Questions From Create a New Question				
	Add Block				
	End of Survey	Survey Termination Options			

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On Qualtrics it is possible respond a survey using the Browser or Smartphone. And through your cellphone it's possible respond a Survey using offline connection. It's important to a marketing campaign asking the future customers about your enterprise, products and services in the streets.

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	Male	+	* * *	***	••••• <del>?</del> 100% <b>=</b> •
	Female	· ·			What is your gender?
	*.	** · ·	*****	*****	Male
				· · · · ·	Female
			Powered by Qualtrics		Powered by Qualtrics

After publishing your Survey project, the Qualtrics provide an URL to share with your Customer using Email or Short messages. <a href="https://certification.qualtrics.com/jfe/form/SV-77MILpQHZdrcnBj">https://certification.qualtrics.com/jfe/form/SV 77MILpQHZdrcnBj</a>

### Survey Activated

Your survey has been successfully published and activated. You can distribute it using the anonymous link below.

https://certification.qualtrics.com/jfe/form/SV\_77MILpQHZdrcnBj

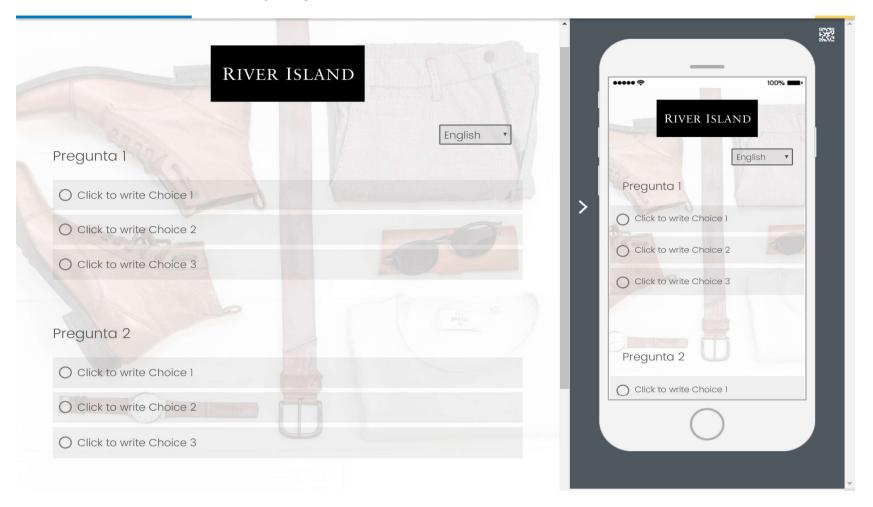
You can also navigate to the distributions section to view more options.

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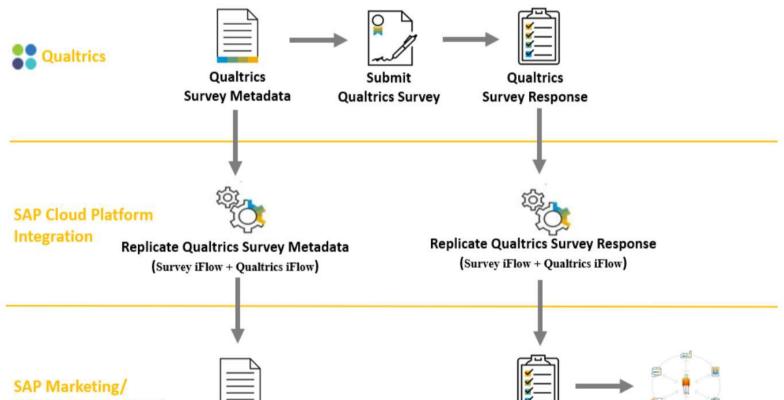
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This is an example of respond a survey using the browser.



#### 1.3. Cloud Platform Integration

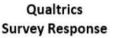
The Cloud Platform is the SAP's solution to integrate it's solution in the Cloud also with the Qualtrics. Below it's described the diagram process of data replication from Qualtrics, passing through Cloud Platform, and hitting the Marketing Cloud database.







Qualtrics Survey Metadata





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Below, I show to you the Iflow responsible to integrate Marketing Cloud and Qualtrics

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	Supported Platforms							
	SAP Cloud Platform Integration	210	٢	SAP Qualtrics Surveys Integration with SAP Marketing Cloud	Published: 2 months ago	SAP	****	\$
	SAP API Management	101		Integration of SAP <b>Qualtrics</b> Surveys and Response Data with SAP Marketing Cloud	Version: 1.0.2 Vendor: SAP		(1) 4 out of 5	
	Vendor						4 641 61 6	
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	whitepaper.id GmbH	5						
	Advantco International LLC	4						
	Rojo Consultancy B.V.	4						
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		Marketing Cloud	Vendor: SAP Version: 1.0.2 Mode: Editable Published: 16 Aug 2019		Average User Rating ★★★★☆☆ 4.0 out of 5 (1 Ratin				
	(	Overview Artifacts (2) Documents (2) Tags Ratings							
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		Create Survey Subscription in Qualtrics This integration flow provides a one-time subscription to survey metadata from	from Qualtrics.		on Flow	1.0.0			
		Mapping Qualtrics Survey Data for SAP Marketing Cloud This integration flow map Qualtrics survey and response data into SAP Marketi subscribe to Qualtrics response event.	ng Cloud format and	Integratio	on Flow	1.0.2			

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#### **1.4.** Marketing Cloud - Segmentation

After the customer respond the survey, the data hit Marketing Cloud, and make possible to the Marketing Manager, create target groups with the Customer's responds and allow the manager create a target group and then a campaign.

Important: This document, talks about the integration between Marketing Cloud and Qualtrics. And to be honest, Qualtrics is a great tool and complete survey's solution. So far, the SAP's solution to surveys segment were half makers and now it's completed.

I really expect you enjoy this document!!

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A Segmentation Model: Segmentation M	lodel Prof	ile: All Accounts						
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Private Building Blocks			Il Accounts					
Corporate Accounts			<b>55,482</b> ID: 0 : <b>Ξ</b>					
Interactions								
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Contact Interactions								
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