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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.

Contact Data

Email: cjsgoulart@gmail.com

Blog: www.modulocrm.com.br

LinkedIn: <https://www.linkedin.com/in/cgoulart/>

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1. Customization

1.1. Overview

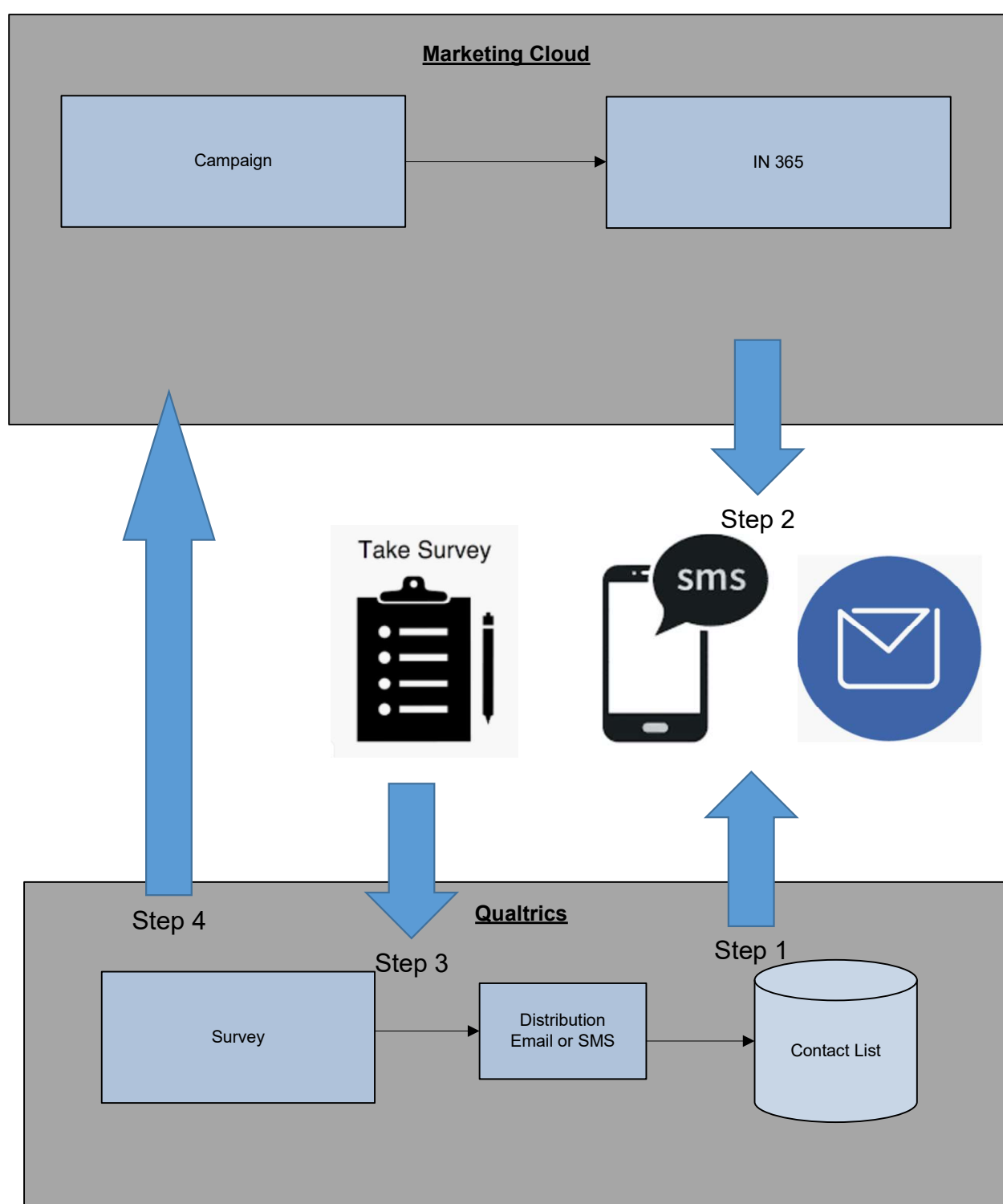
The objective of this document is describing the integration between Qualtrics and Marketing Cloud. The survey data will serve to data segmentation and help to identify a target group in future marketing campaigns. On the diagram below, I describe the process of send an email or a short message to our 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.

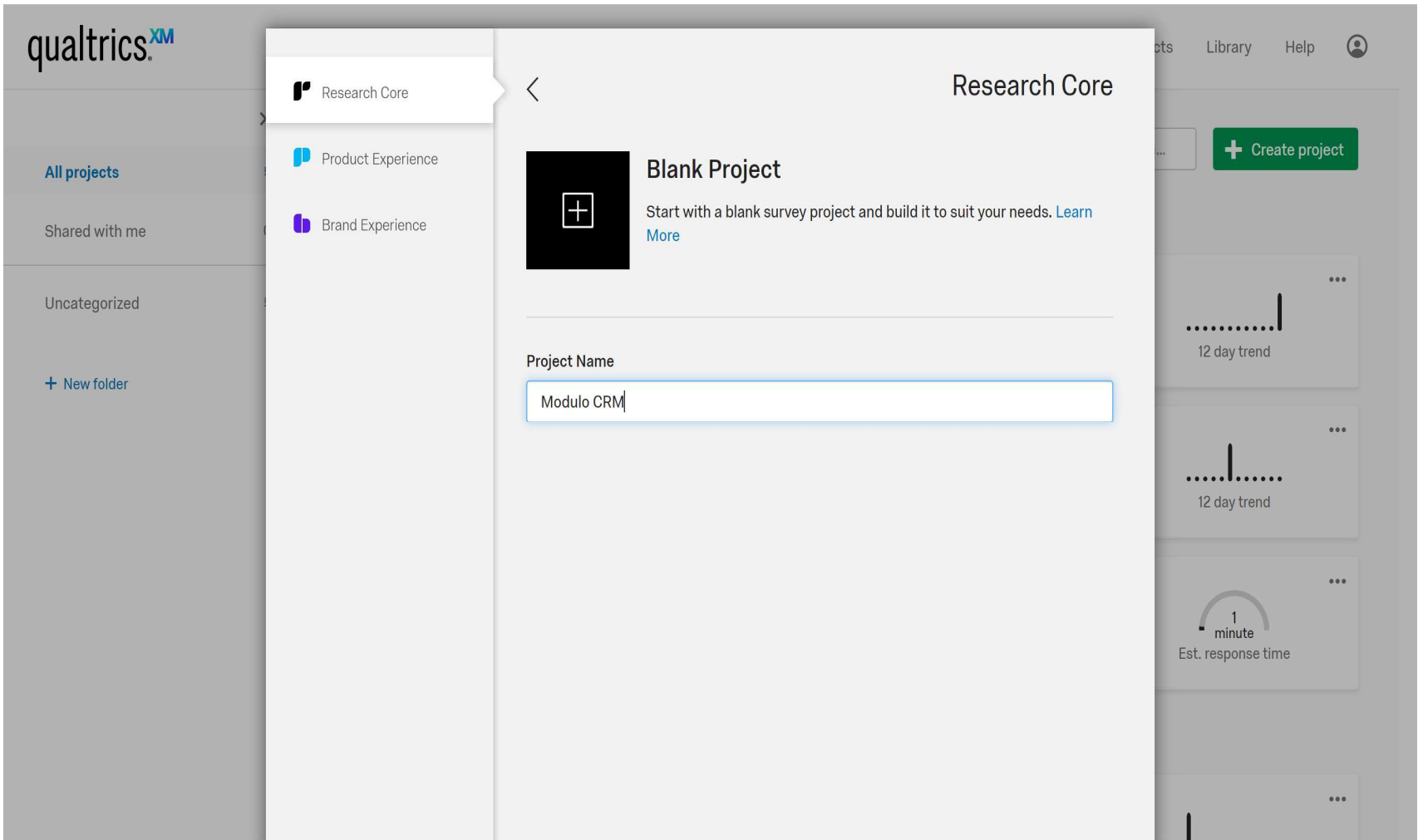


1.2. Creating a small Survey to demonstrate the integration

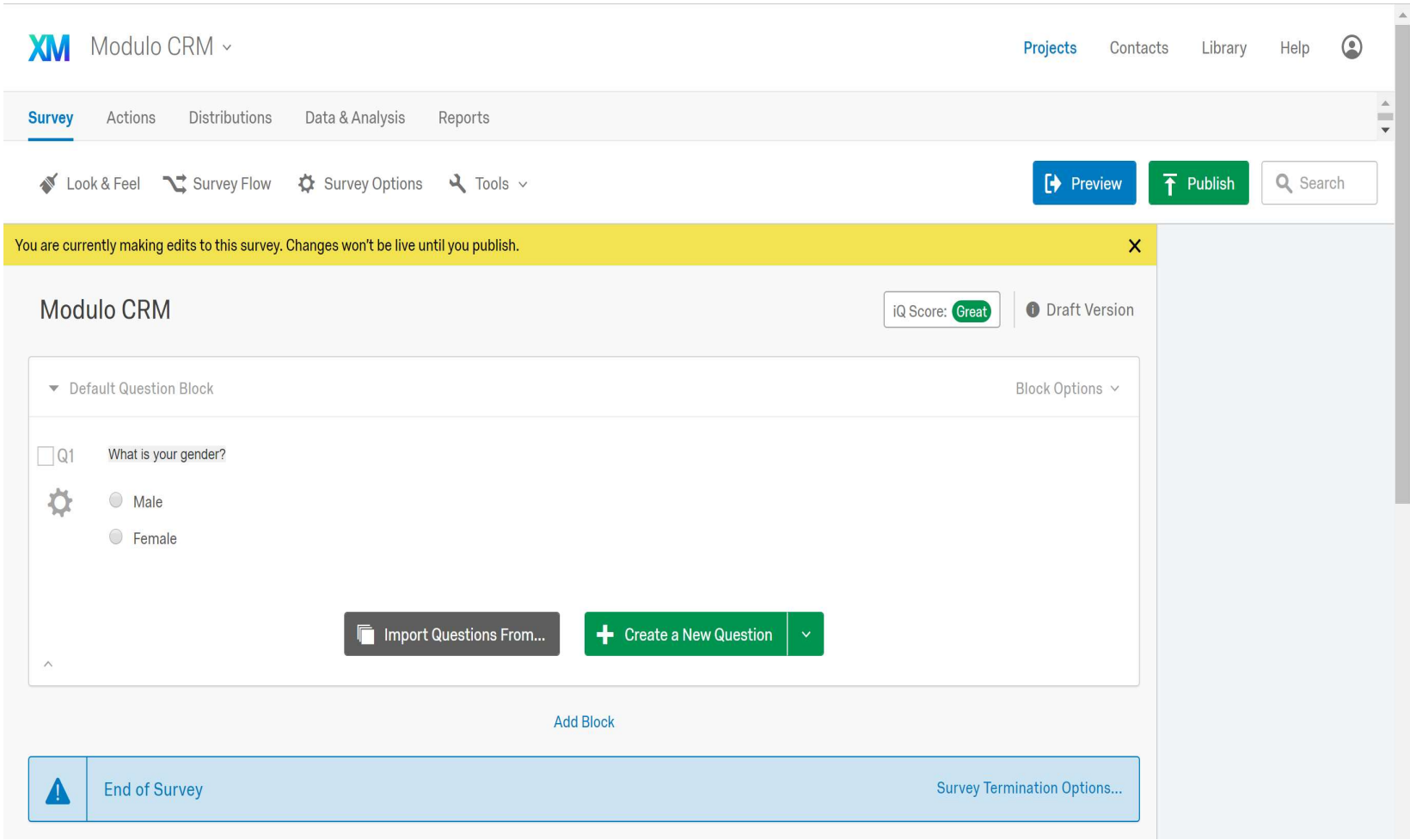
On this step, I described step by step how to create a small Survey with one question to demonstrate the possibilities of this implementation.

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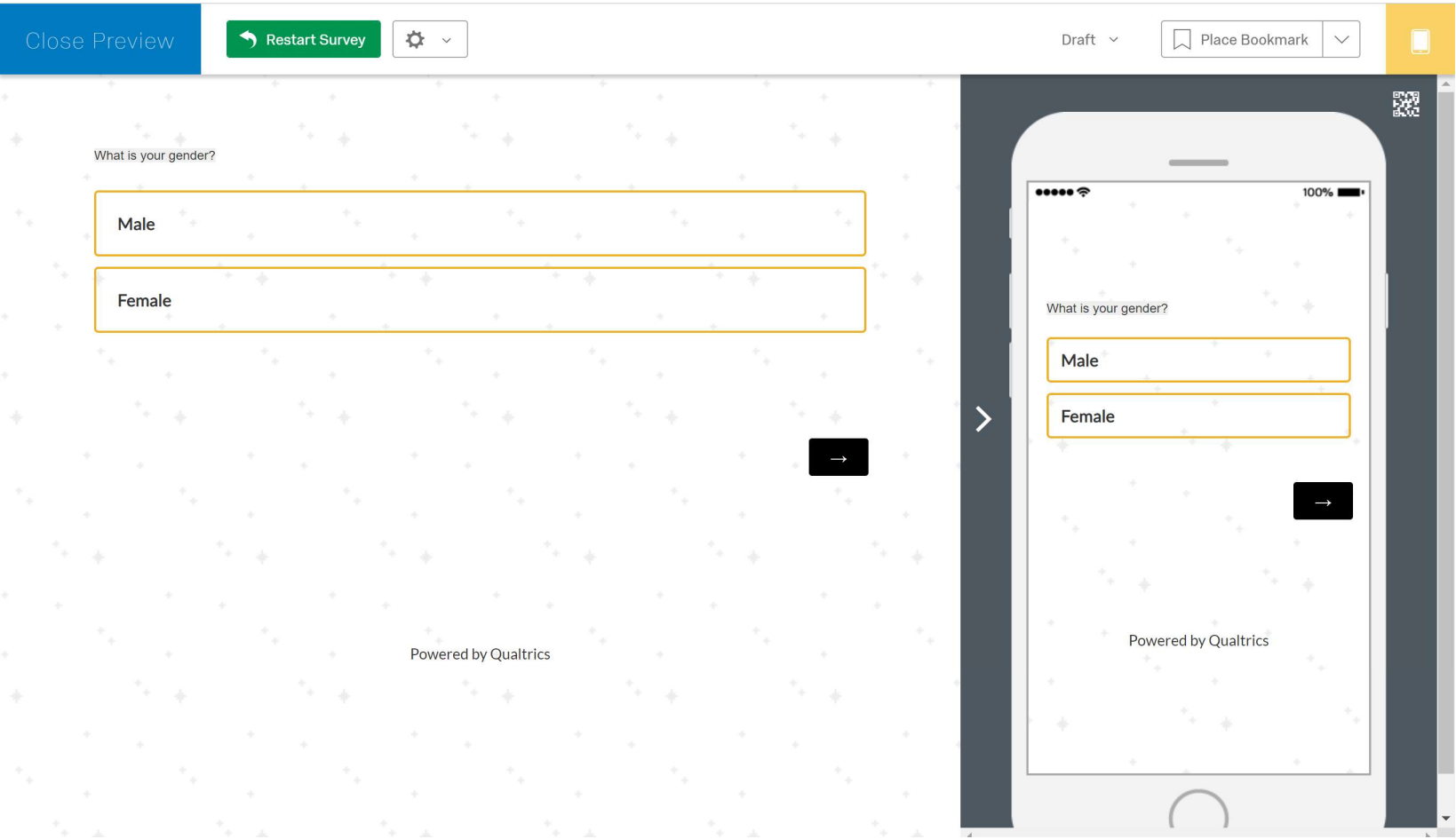
In my Survey, I created a simple question



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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.



After publishing your Survey project, the Qualtrics provide an URL to share with your Customer using Email or Short messages.

https://certification.qualtrics.com/jfe/form/SV_77MILpQHZdrcnBj

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

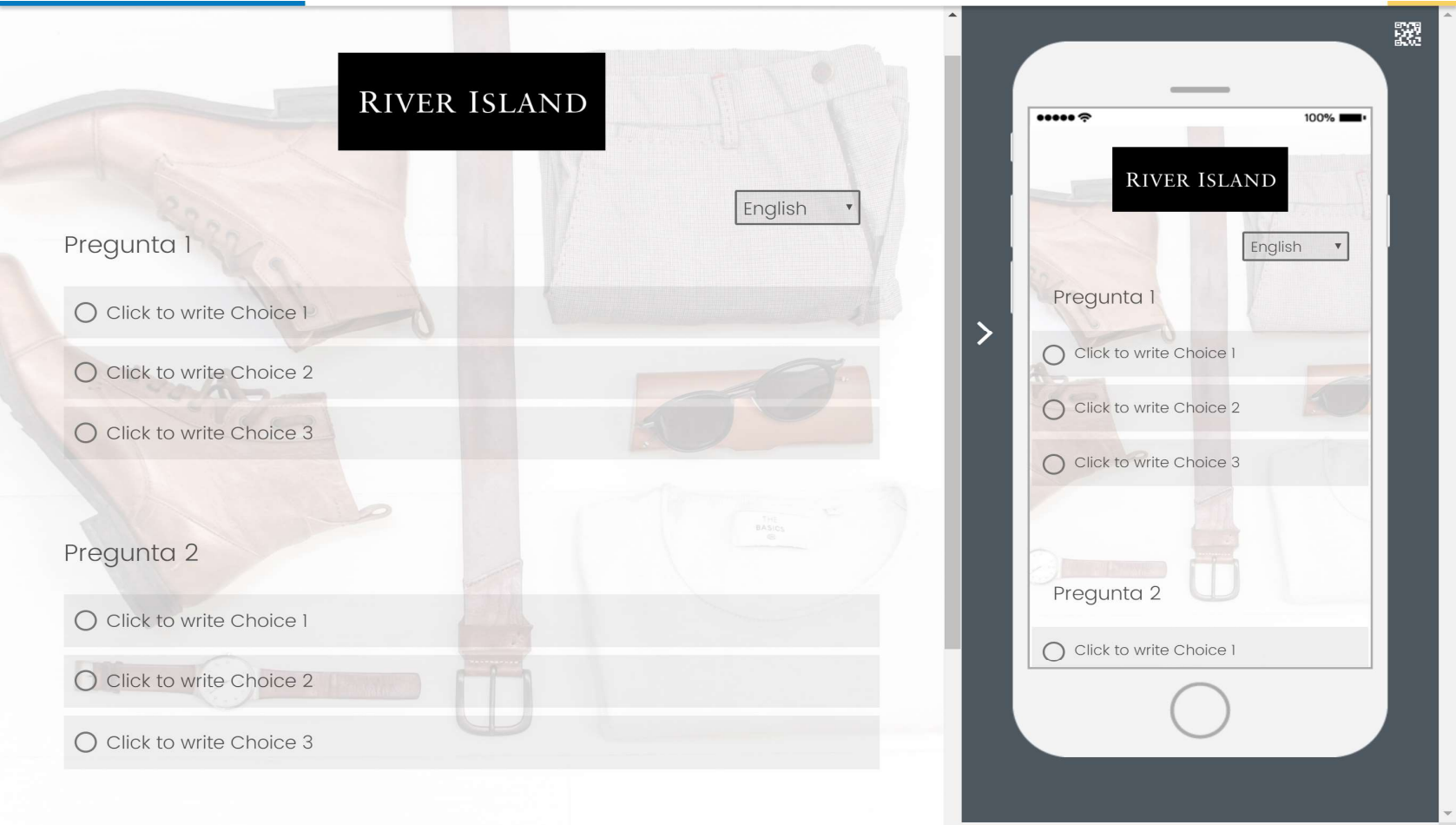
You can also navigate to the [distributions section](#) to view more options.

Close

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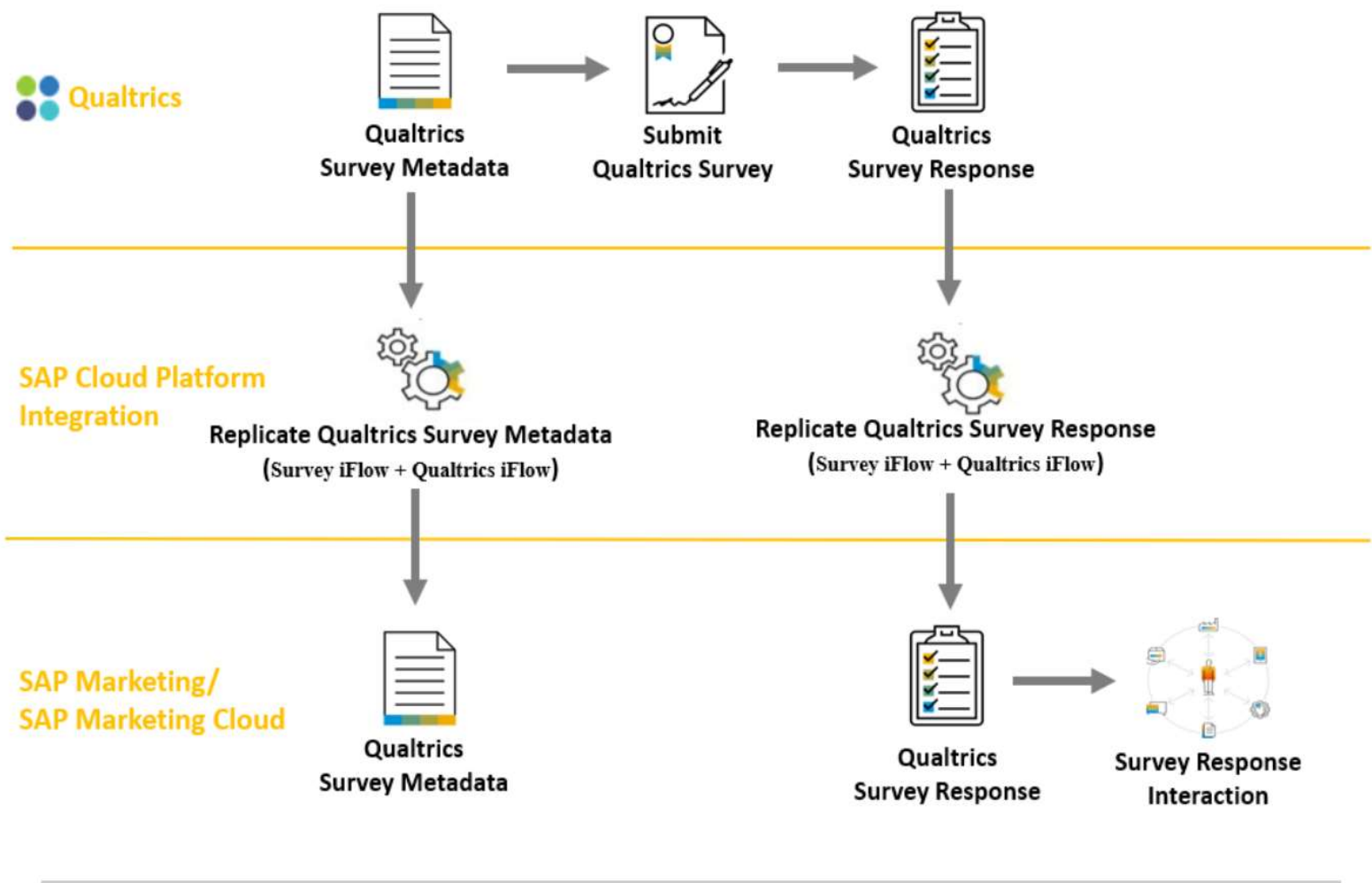
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This is an example of respond a survey using the browser.



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.



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

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Integration of SAP Qualtrics Surveys and Response Data with SAP Marketing Cloud

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★★★★☆

(1)

4 out of 5

SAP

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Data Services

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SAP Qualtrics Surveys Integration with SAP Marketing Cloud

Integration of SAP Qualtrics Surveys and Response Data with SAP Marketing Cloud

Vendor: SAP

Version: 1.0.2

Mode: Editable

Published: 16 Aug 2019

Average User Rating:★★★★☆4.0 out of 5 (1 Rating)

Overview

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Create Survey Subscription in Qualtrics
This integration flow provides a one-time subscription to survey metadata from Qualtrics.

Integration Flow

1.0.0

☐

Mapping Qualtrics Survey Data for SAP Marketing Cloud
This integration flow map Qualtrics survey and response data into SAP Marketing Cloud format and subscribe to Qualtrics response event.

Integration 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!!

