

Four ways B2B leaders are redefining customer value

Explore how data, AI, and cloud drive loyalty and profit

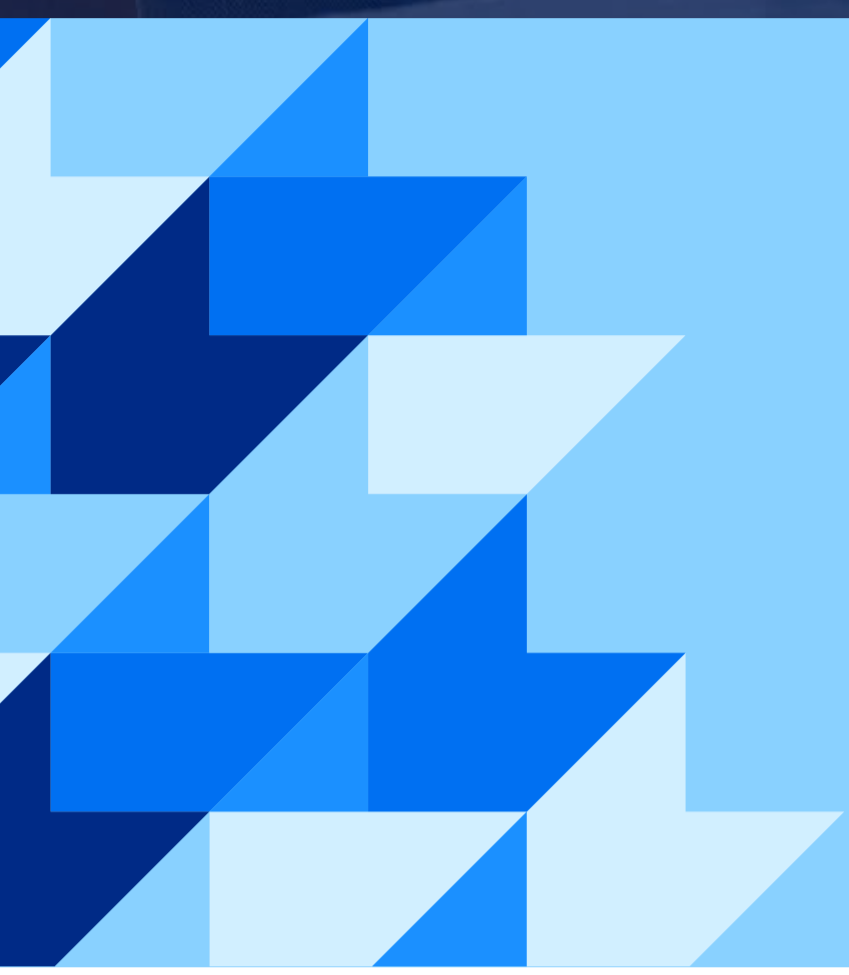
B2B organizations are pressured to deliver greater value, even as expectations rise and margins tighten. Many are shifting their focus toward more innovative customer experiences built on clearer insights, stronger personalization, and more connected operations. This series explores how leading businesses use data, analytics, and cloud-based solutions to improve loyalty, increase efficiency, and drive long-term profitability.





Unlocking profit potential with AI

AI is reshaping the B2B landscape, but readiness, not adoption, is the real differentiator.



AI is no longer a future investment. It's happening now.

Seventy-five percent of B2B organizations use generative AI in some way, yet most struggle to see meaningful ROI. Why? Many companies lack a clear owner, strategy, and roadmap for AI. Without cross-functional buy-in and scalable infrastructure, the potential goes unrealized.

Most AI investments miss the mark

AI adoption is high across businesses, but the impact is inconsistent. Many B2B companies jump in without a clear roadmap, leaving ROI unrealized and potential untapped.



75% of B2B companies are using generative AI in some form. However, usage is skewed toward content creation, not strategic operations.

16% use AI for demand planning, a clear missed opportunity to improve forecasting, reduce inventory costs, and boost margins.

52% cite lack of in-house expertise as the primary barrier to broader adoption. Without skilled teams, even the best AI tools fall flat.

The takeaway: Real ROI from AI requires more than experimentation. It demands joint ownership, aligned goals, and a strategy rooted in business outcomes, not just tech implementation.

How SAP can help



SAP Customer Experience (SAP CX) solutions help organizations move from AI experimentation to tangible business outcomes. By embedding intelligence across the entire customer journey, SAP supports companies in building smarter, more responsive digital experiences.

Unified data access
SAP Customer Data Platform helps unify customer and operational data across systems, enabling AI models to work with complete, trusted information.

Embedded AI in SAP Commerce Cloud
SAP Commerce Cloud integrates AI capabilities like personalized search, product recommendations, and content automation, helping teams scale experiences while improving efficiency.

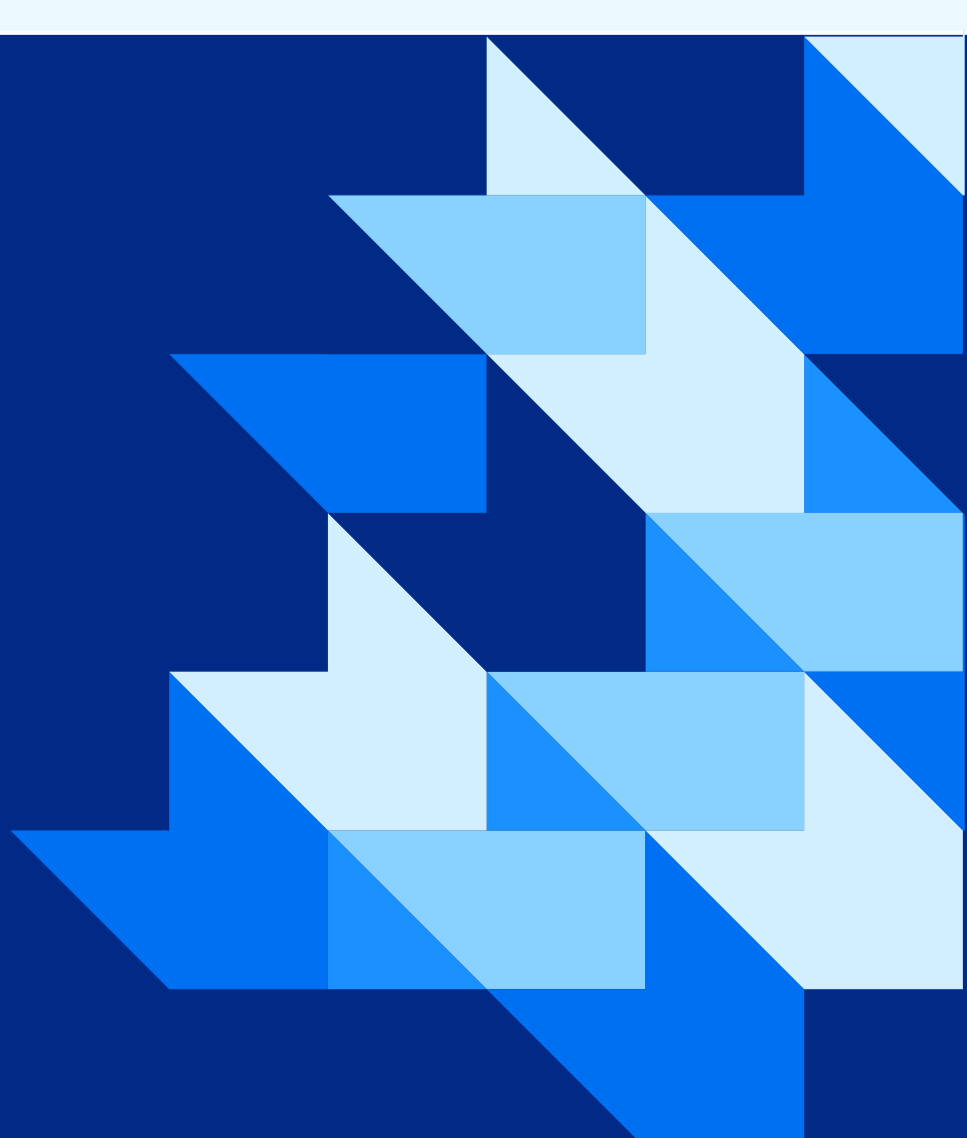
Cross-functional enablement
SAP's open architecture and shared governance tools allow IT and business teams to co-own AI initiatives and activate them faster.

Secure scalability
Built-in governance, compliance features, and managed services across SAP CX solutions ensure organizations can scale responsibly and confidently.

See how AI can drive real impact across your business

Empower your teams to work smarter, deliver real-world results, and stay future-ready with responsible, embedded AI from SAP.


[Read the AI report](#)





Smarter personalization for more substantial customer value

Personalized experiences are no longer a nice-to-have. They're a profitability strategy.

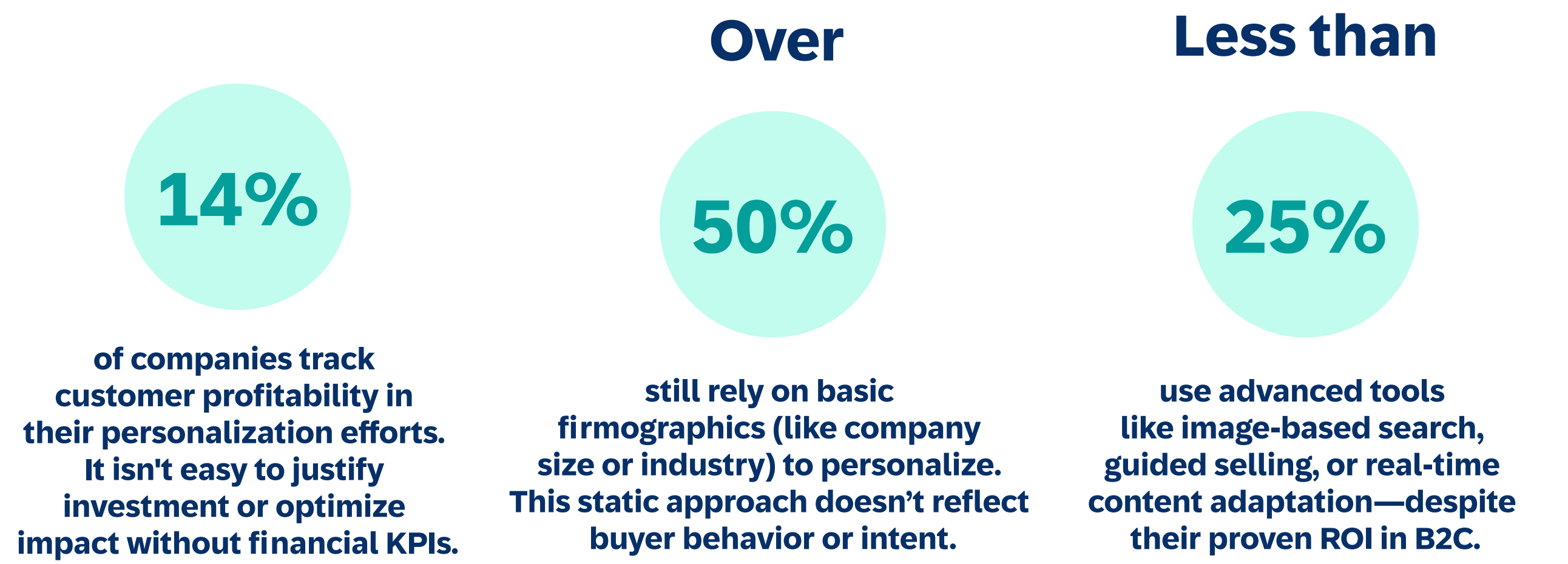


Most companies personalize, but few do it profitably.

Most B2B companies recognize the importance of personalization, but few go beyond surface-level targeting. Without real-time data, adaptive content, and outcome-based measurement, efforts often fail to drive sustainable growth.

Personalization gaps are costing revenue

Even as personalization becomes a B2B standard, most organizations underutilize its potential to drive profit. The opportunity? Tie personalization to measurable outcomes like conversion, retention, and margin lift.



The bottom line: Most companies are only scratching the surface. Personalization must evolve from a marketing tactic to a business strategy that drives loyalty, efficiency, and profit.

How SAP can help



SAP CX solutions give B2B companies the tools to deliver intelligent, personalized experiences at scale. SAP Commerce Cloud and SAP Customer Data Platform work together to create a unified, AI-powered personalization engine across channels and in real time.

Unified customer profiles
Capture and activate data from every channel using SAP Customer Data Platform to create complete, actionable profiles in real time.

AI-powered personalization
Deliver next-best actions, product recommendations, and personalized experiences at scale using SAP Commerce Cloud and embedded AI.

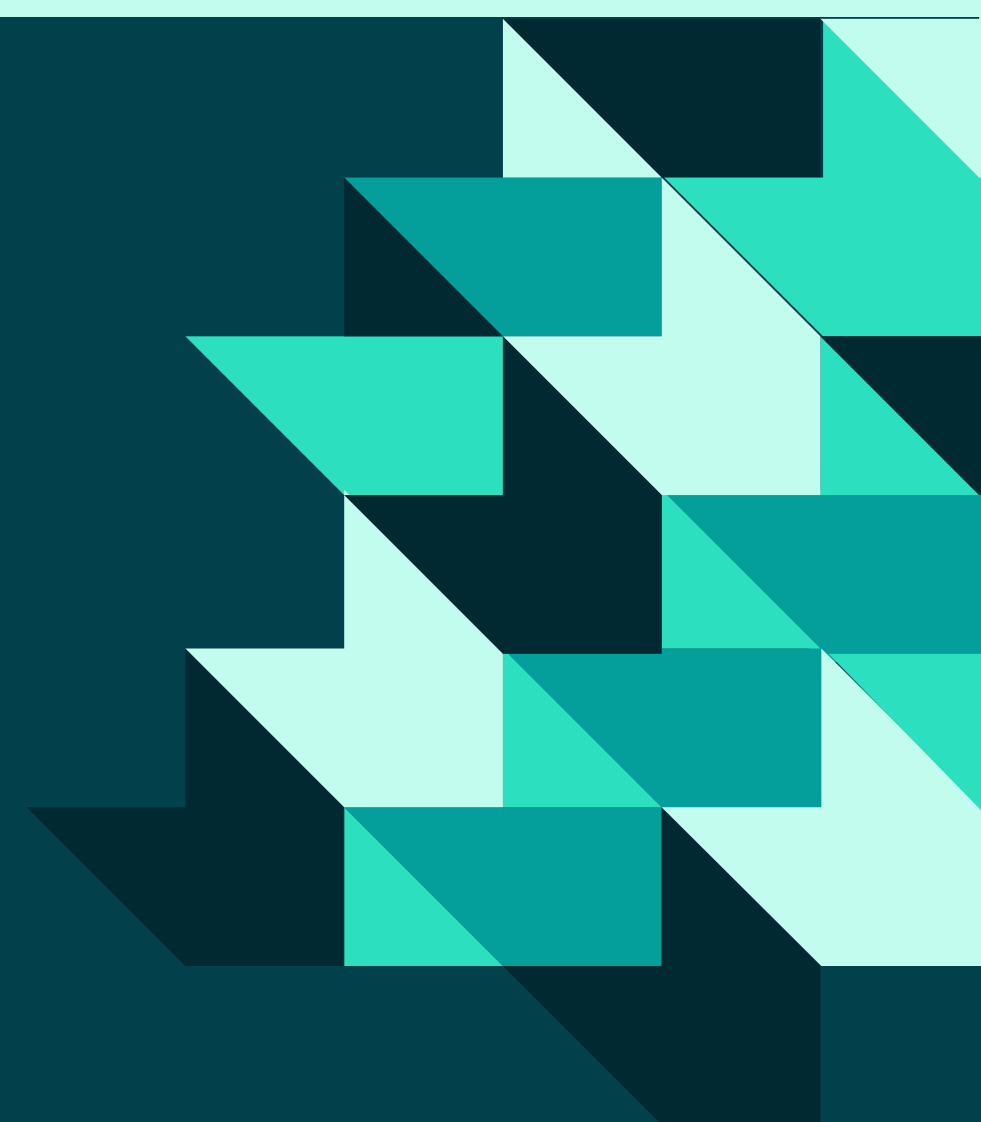
Omnichannel orchestration
Coordinate personalized experiences across web, mobile, sales, and service channels, driving consistency and context with every engagement.

Secure, compliant data use
Ensure trust and transparency with advanced consent management, identity resolution, and global data privacy regulations compliance.

Discover how smarter personalization improves conversion and customer value

Uncover what top-performing B2B companies are doing differently, and how to activate the full ROI of your personalization strategy.

[Read the personalization report](#)



Customer retention as a profit strategy

When customer loyalty drives more enterprise value than acquisition, B2B leaders need a new playbook and priorities.

It's time to treat acquisition and retention as one strategy, not two goals.

Customer expectations are rising, churn is costly, and most B2B teams still prioritize acquisition over long-term growth. But when existing customers drive the bulk of profit, investing in loyalty isn't optional; it's essential.

Loyalty drives long-term enterprise value

Acquisition still matters, but the fastest path to growth is through the customers you already have. High-performing organizations are rebalancing their investment mix and aligning teams to deliver value beyond the first sale.

80%

of enterprise value comes from existing customers. Yet many organizations still prioritize net-new leads over retention metrics.

Over

50%

of companies say their acquisition, retention, and loyalty strategies are owned by separate teams, limiting cross-functional insight and consistency.

Likely

2.3x

for top-performing B2B firms to track lifetime value and use those insights to refine targeting, reduce churn, and increase wallet share.

The shift is clear: Profitable growth depends on connected journeys, consistent experiences, and a deep understanding of customer value over time.

How SAP can help

SAP CX helps organizations strengthen loyalty by connecting data, insights, and engagement across the lifecycle. With embedded intelligence and integrated commerce, marketing, and service capabilities, SAP enables a more unified approach to customer growth.

Connected customer data

SAP Customer Data Platform integrates insights across commerce, service, and marketing, supporting a deeper understanding and more intelligent targeting.

Journey optimization in SAP Commerce Cloud

SAP Commerce Cloud and SAP Emarsys help teams guide buyers through personalized, retention-driven paths across multiple channels.

Shared metrics for growth

SAP CX solutions support KPIs like customer lifetime value, churn risk, and cross-sell potential with unified analytics dashboards.

Consistent experience delivery

Ensure seamless engagement from acquisition through loyalty using SAP's integrated CX stack.

Rethink how you acquire and keep the customers that matter most

Explore how leading B2B brands align loyalty with profitability and drive value through every phase of the customer lifecycle.

[Read the customer retention report](#)



Turning data into decisions that drive business forward

A focused approach to analytics can help B2B companies improve visibility, efficiency, and decisions.



Analytics works best when it supports action, not just analysis.

Many organizations have invested in data collection, but few are turning that data into accessible, real-time insights. Without clear ownership, scalable tools, and integrated workflows, the value of analytics often stays locked in spreadsheets and silos.

Data leaders are building a competitive advantage

Leading companies are using analytics not just to report performance, but to shape it, moving from reactive dashboards to forward-looking decisions. They rely on predictive insights to guide planning, optimize operations, and respond proactively to changing market conditions.



44%
of B2B organizations increased their investment in analytics in 2024, aiming to improve agility, reduce risk, and support profitable growth.

Only 22%
have a dedicated executive owner for analytics, which can lead to fragmented data strategies and slow decision-making.

3x
Likely for top-performing firms to embed AI into analytics workflows, using it for applications like demand forecasting, fraud detection, and price optimization.

The opportunity is clear: Analytics can consistently drive operational and financial performance with the right strategy and structure.

How SAP can help



SAP CX brings analytics and AI directly into the customer journey, enabling smarter decisions at every stage. Organizations can operate more efficiently and respond more strategically to changing conditions with a unified data foundation and embedded predictive insights.

Real-time analytics across CX
SAP Analytics Cloud integrates with SAP CX tools to surface predictive insights on customer behavior and business performance.

Connected data architecture
SAP Datasphere unifies disparate data sets, supporting comprehensive visibility across touchpoints.

AI embedded in SAP Commerce Cloud
Enable use cases like dynamic pricing, fraud detection, and customer risk scoring within the commerce experience.

Aligned, actionable insights
SAP CX dashboards support shared KPIs, giving cross-functional teams the clarity to act on insights and drive growth.

Make your data more actionable, and your decisions more impactful

Explore how leading organizations use analytics and AI to guide business strategy and improve profitability.

[Read the data and analytics report](#)

