

Special Interest Group

Meeting to be held on Wednesday 13th July

At SAP Maidenhead, Vanwall Road

Maidenhead, SL6 4UB

AGENDA

09:30	Registration & Coffee	All
10:00	Introduction & Welcome	Chris Horne SIG Chair
10:05	Round the Room Introductions	All
10:15	Beyond CRM - the journey to delivering successful customer engagements in the digital era. The presentation will describe the opportunities created in today's world of digitally connected, empowered and in-control customers, whether high-street consumers or business buyers.	Mike Rawlinson & Tom Kelly itelligence
11:15	COFFEE & NETWORKING	All
11:45	UKISUG Update Robyn will update you on the latest user group news and information on this year's annual conference.	Robyn Brentley UKISUG
12:15	Open Discussion	All
12:45	LUNCH & NETWORKING	All
13:45	SAP Digital for Customer Engagement – All-in-one CRM for teams SAP Digital for Customer Engagement brings together sales, service, and marketing to give your team a complete customer engagement solution. You can get up and running in minutes, and start making every sales and service engagement a personal connection.	Karthik SJ SAP
14:45	Close	All

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