



AKT Sustain and OptimizeSM – Bridging the Adoption Gap

AKT Customer Success Approach and Offering

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A man in a dark suit and light blue shirt is walking through a modern office hallway, looking at his smartphone. The hallway has large glass windows and a polished wooden floor. In the background, other people are walking, and the architecture is contemporary with white pillars and glass railings.

Digital is reimagining the human experience. It is remaking how people live, work, play and connect. It is a powerful force shaping human behavior. What worked before to attract, engage and retain customers and employees is fast becoming obsolete.

Hi, We are AKT. Our Business is People.

We help our customers redefine and transform the way people experience their organizations, adapting to the new expectations in the digital experience economy - one that feels listened to, responsive, and life-long.

We drive transformations through implementing SAP's market-best in cloud, analytics and mobile technology, inspire, incentivize and create effective and engaged employees and customers.

We are one of the largest SAP Cloud Solutions consultancies in EMEA.

With local presence and a global structure, we can tailor to your needs, respond faster and more efficiently.

We combine our mature and flexible methodology, best practices, and change management capabilities, to ensure customers realize value throughout their digital experience journey.

Our learning from the hundreds of global projects we have had the privilege of working on, inform our approach to experience management and transformation.

It's both business and personal for us. We are obsessed with quality and strive for excellence in everything we do.

Begin your journey with us.

Who we are

SuccessFactors partner since 2008 | 140+ Consultants | 300+ SFSF Projects | Presence in 7 Countries | 3X SAP EMEA Awards Winners

What we do

Human Capital Management & Payroll | Talent Management | Experience Management | Sales Performance | Digital Workplace | People Analytics

AKT designed around your journey

Each customer journey is unique and transformative - not just a one-time technical configuration exercise. AKT has a holistic understanding and a continuous approach bringing together all the components that are critical for success in SAP SuccessFactors deployments and beyond go live.



AKT Sustain & OptimizeSM

45+

Active BAU
Customers

2.5K+

Support Tickets
per Year

4

Full-time,
Certified CLMs

95%

Contract
Retention YoY

- Sustain and OptimizeSM offering is a key strategic focus area of AKT.
- It is all about creating long-term partnership with our clients, addressing all their needs to ensure they are successful in running and managing the solution, and bridge the adoption gap.
- Our dedicated Customer Success team is responsible for building and maintaining a continuous, long-term relationship with each customer. As part of this process, we work cross-functionally with teams across AKT to ensure that your continued service and customer goals are met and exceeded.
- Our offering is constantly improving and changing based on feedback that we collect from our customers.
- AKT now offers **Customer Success Gen 2.0** - a comprehensive offering that goes beyond technical support, allowing customers to manage proactively the user experience and bridge the adoption gap.
- Customers have easy and flexible options: recommended Customer Success levels or totally flexible menu, to give you the support and advice that your organization needs to realize maximum value from your SAP SuccessFactors investment.

Some of our BAU Customers:



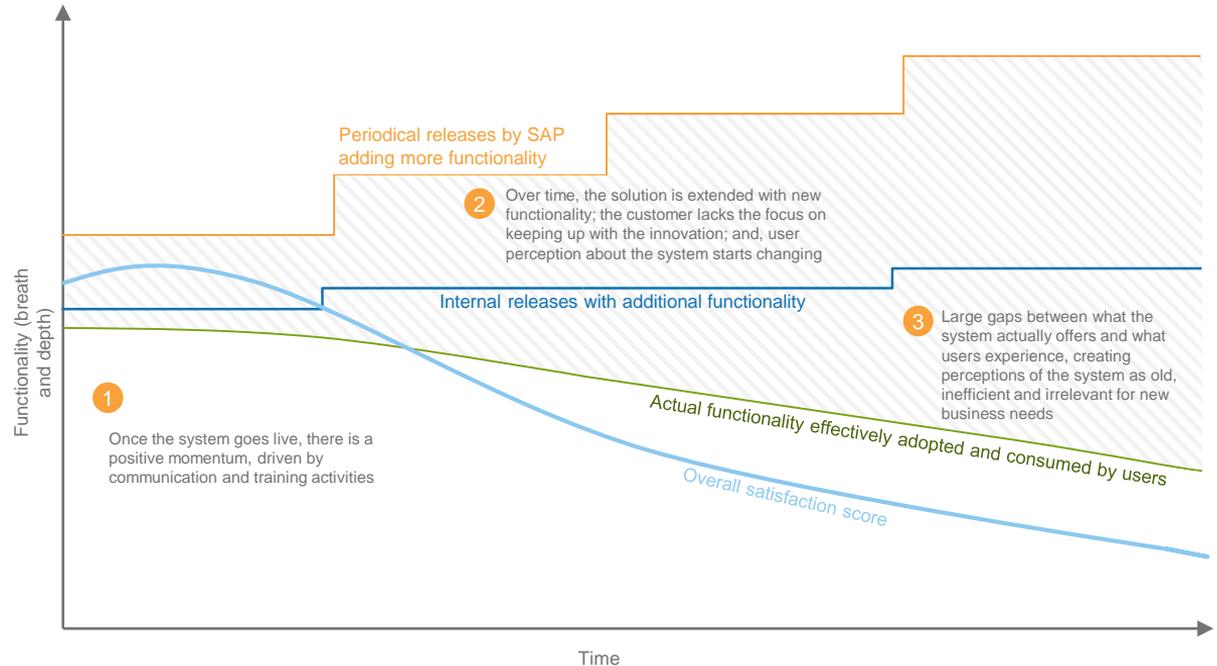
Why Go Beyond Traditional Support?

Based on ongoing studies and firsthand knowledge with our BAU customers, there are shared experiences of diminishing returns and satisfaction that organizations face over time.

A variable period after go live, we see that customers experience some level of diminishing returns; e.g.,:

- Growing gap between what the system can do - *the art of the possible* - what is implemented, and what is used – we call this the **Adoption Gap**
- Users hover at the baseline and do not utilize the full functionality of what is implemented
- Perception decline of the solution's business value and relevance for key stakeholders, like HR leadership

To avoid this pattern, a different approach to Cloud BAU is required.

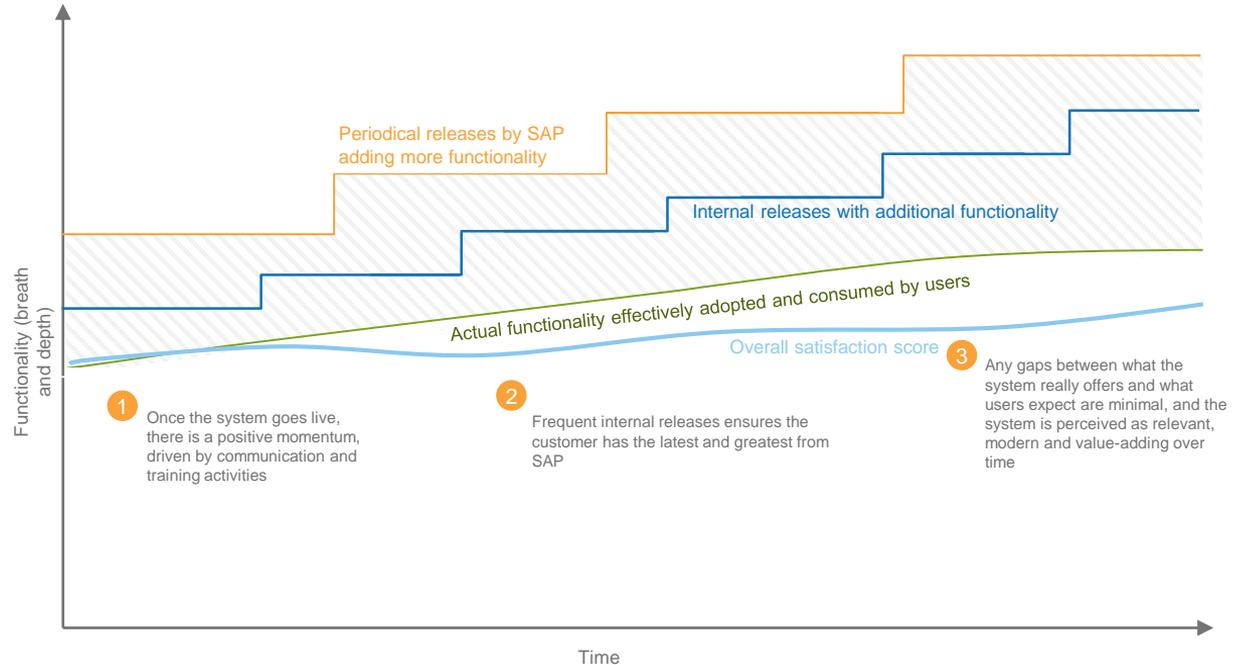


AKT's Customer Success Gen 2.0 to Achieve Best Ongoing Result

AKT has designed Customer Success Gen 2.0 to support customers whose priority has shifted from BAU technical support to needing expert help to avoid or reverse any decline to satisfaction and narrow the user adoption gap.

Our new Customer Success Gen 2.0 offering is about shifting the focus from just technical support and admin hand-holding to greater strategic focus on improving user experience and increasing user adoption, while improving overall satisfaction and business value.

We also recognize that not all customers have the same expectations from their BAU partner, so AKT's Customer Success offering is flexible – allowing the customer to decide what type of support is preferred.

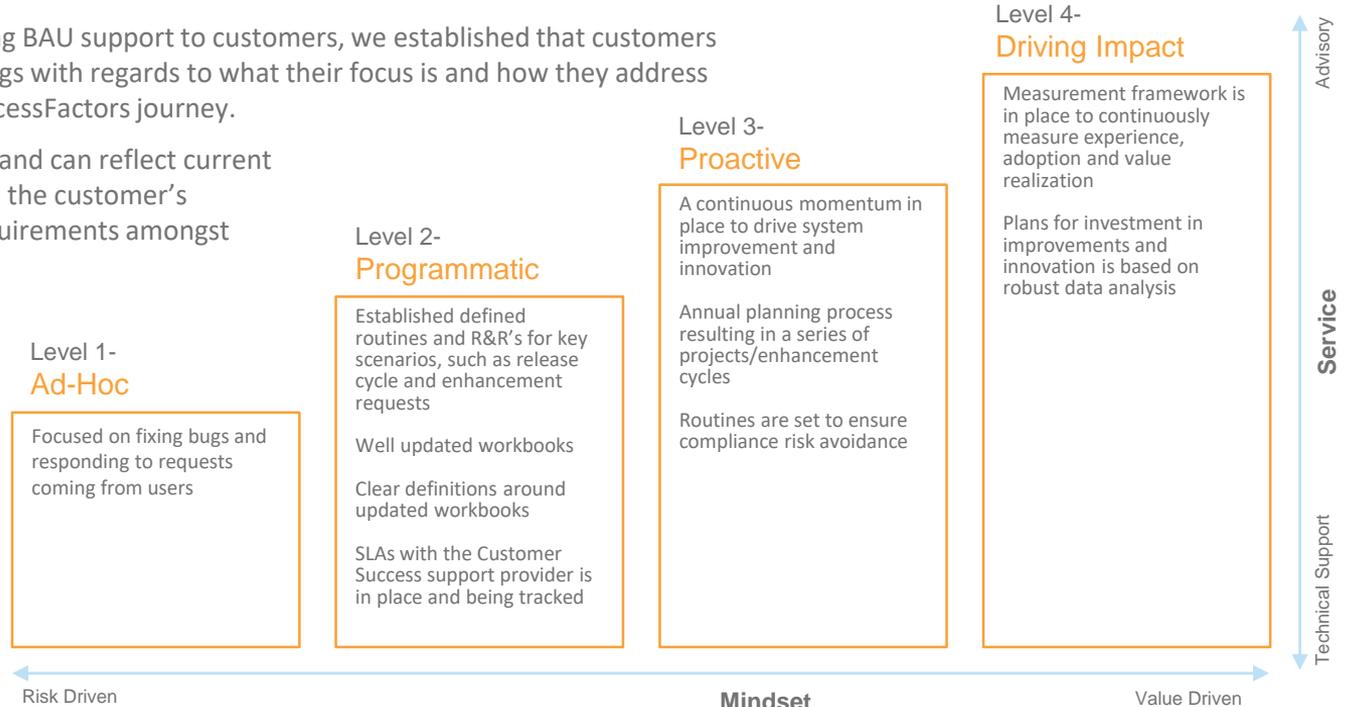


Customer Success Gen 2.0 Offering Based on Customer Need and Mindset

No two companies are the same; however, there are shared objectives and service requirements at any point of a customer's SAP SuccessFactors journey.

With more than a decade providing BAU support to customers, we established that customers tend to fall into four main groupings with regards to what their focus is and how they address the Sustain mode in their SAP SuccessFactors journey.

The groupings are not permanent and can reflect current state or future state depending on the customer's business narrative and service requirements amongst other variables.



Customer Success Gen 2.0 – One of the Broadest Services Portfolio

AKT offers one of the broadest Customer Success offerings in the EMEA region, which is fully flexible or can be designed per Ad-Hoc, Programmatic, Proactive or Driving Impact levels.



A dedicated certified Customer Lifecycle Manager (CLM)



Periodic reviews of permissions, proxy access, GDPR setup, critical updates from SAP; e.g., decommissioning of functionality



Monthly or quarterly adoption dashboard based on pulse survey utilizing SAP Qualtrics and system data



Remote technical support for change request handling and mini technical projects, utilizing AKT's ticketing portal and robust SLA



Knowledge transfer of internal business processes and best practices, and training and mentoring for system admins



Quarterly analysis and report presenting the value realization progress and recommendations for value improvement/attainment



Using our 5-step release management approach; i.e., knowledge sharing, recommendations, implementation, testing, and risk mitigation



The art of the possible demo workshops, prioritizing, road-mapping and planning



Comprehensive optimization project based on AKT methodology - discover, analyze, plan and analyze

Customer Success Offerings – Making it Easy and Flexible for Customers

Customers can choose from four levels of Customer Success Offering based on our firsthand BAU experience, in addition to the flexible options we have always provide customers, to give you the support and advice that your organization needs to realize maximum value from your SAP SuccessFactors investment.

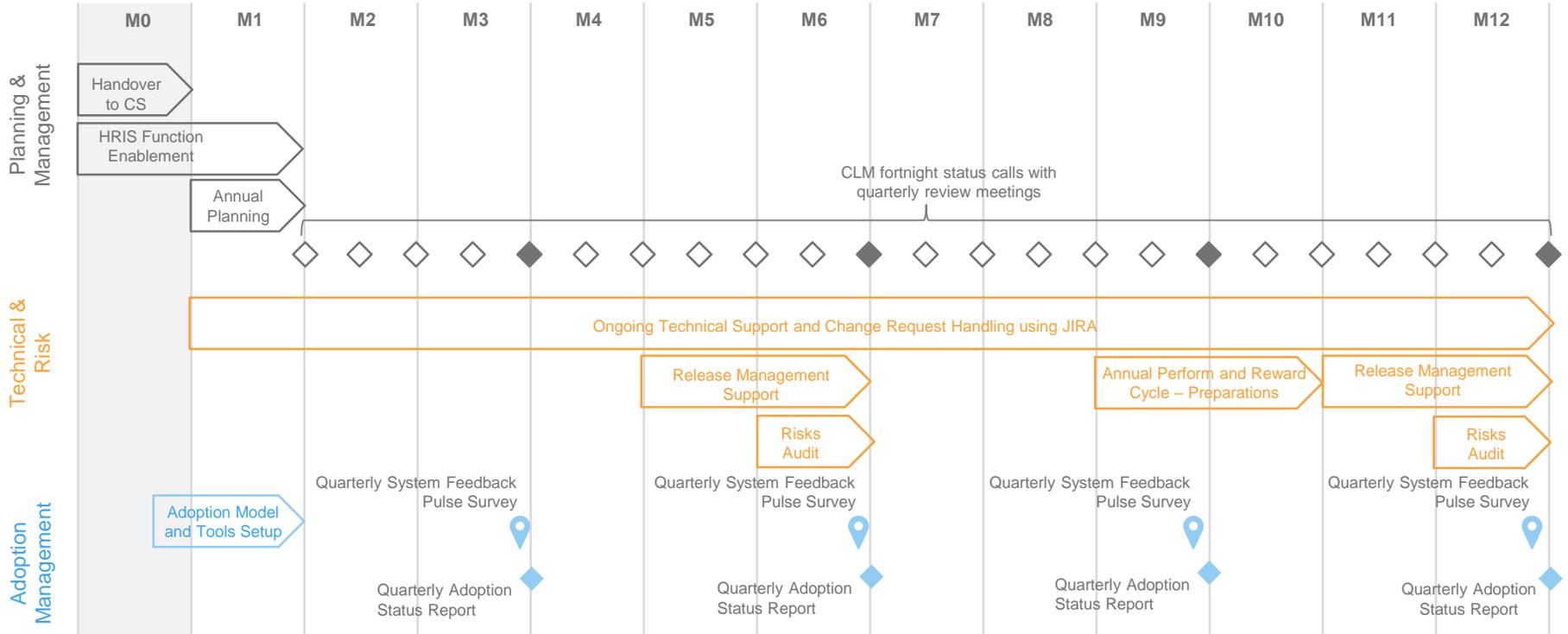
	Level 1 Ad-Hoc	Level 2 Programmatic	Level 3 Proactive	Level 4 Driving Impact
Named CLM	✓	✓	✓	✓
Ad-hoc Technical Support	✓	✓	✓	✓
Release Management		✓	✓	✓
Periodic Risk Audits		✓	✓	✓
HRIS Advisory & Enablement		✓	✓	✓
Annual Planning			✓	✓
Adoption Management				✓
Value Realization Support				✓

For all Customer Success customers:

- Our results-driven value management approach helps you maximize your success. We work with customers to establish your Key Performance Indicators (KPIs) and create an optimized program to meet or exceed these goals.
- A regular cadence of check-ins, reports, health checks, analysis, and recommendations not only keeps you well informed but also provides you with strategic insight based on current trends and future SAP SuccessFactors innovations.

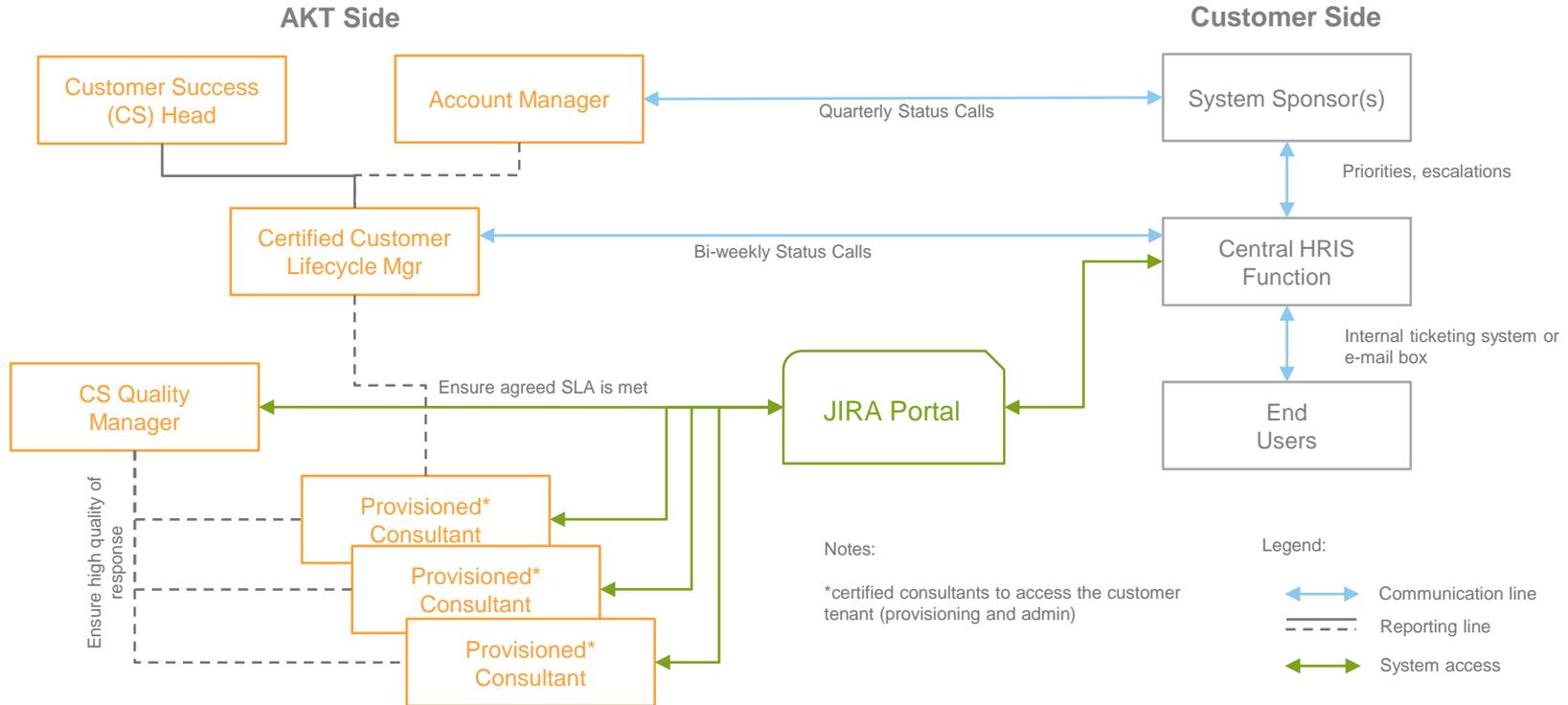
Customer Success Plan - example

Below is a typical one-year Customer Success activities plan for an organization that runs multiple modules including Employee Central and has a value-driven and higher level of BAU support needs; either Proactive or Driving Impact.



Technical Support and Change Request Handling – Delivery Model

Below is a typical delivery model and engagement to ensure quick and easy ad-hoc technical support for all customers, regardless of Ad-hoc, Programmatic, Proactive, or Driving Impact groupings.



Commercial Engagement Principles

	Recommended Commercial Approach
Named CLM	Billable or complimentary depending on the volume
Ad-hoc Technical Support (incidents and change requests)	<ul style="list-style-type: none">• Time & Material engagement using two rate levels: standard or off-shore• Customer will issue an hourly blanket order (minimum of 100 hours)• A mutually agreed protocol will be set for how the customer would approve chunks of work• Consultant will report his/her time using a timesheet• Billing will detail the monthly time reported and will be provided to the customer by ticket ID• The Customer Lifecycle Manager (CLM) will notify the customer when blanket orders are nearing below 25% to ensure work continuity
Release Management	Fixed price
Periodic Risk Audits	Fixed price
HRIS Advisory & Enablement	Fixed price
Annual Planning	Fixed price
Adoption Management	Fixed price with success fee mechanism
Value Realization Support	Fixed price

Thank You

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