



Feature at a Glance

Qualtrics survey embedded in Guided Buying

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CONFIDENTIAL

Feature at a Glance

Introducing: Qualtrics survey embedded in Guided Buying

Ease of implementation



some complexity

Geographic relevance



Global

Customer challenge

Customers and users of SAP Ariba Guided Buying (GB) want a simple, quick avenue to provide their feedback and experience to SAP Ariba. This will allow us to continue to offer an exceptional product experience:

1. Listen to the users and feedback
2. Measure user satisfaction
3. Improve the GB application and purchasing experience for users

Solution area

SAP Ariba Buying with guided buying capability

SAP Ariba Buying and Invoicing with guided buying capability

Meet that challenge with

SAP Ariba

To address the challenge, SAP Ariba has embedded Qualtrics survey in Guided Buying (GB). We have combined Qualtrics' capabilities in gathering and managing experience (X) data with Ariba's operational (O) data to generate insights to improve GB. Users can choose to share their feedback with SAP Ariba.

The steps to access the Qualtrics survey are as follows:

1. User has successfully submitted a purchase requisition in GB for approval
2. A success modal will pop up informing the user that the requisition has been sent for approval
3. The modal will also display a "Help us improve" link where the user can choose to click on the link to complete a simple 3-question survey
4. The data will be shared with SAP Ariba for continuous product improvement

Implementation information

This feature is ready for immediate use for all customers with the applicable solutions but requires customer enablement steps.

1. Customer Administrator can enable this optional feature by turning on "PARAM_ENABLE_NPS" in *Guided Buying > Admin > Parameters*
2. Find the parameter and click *Change value*
3. In the *Change parameter value* window, type *true* in the box and click *Change value*
4. This will display "Help us improve" link for all users in the organization

Experience key benefits

Embedding Qualtrics survey in Guided Buying offers a number of benefits in gathering, managing user data and generate insights to improve GB:

1. Avenue to engage with and listen to a variety of users for their feedback and buying experience
2. Continuous improvement and sources of innovation
3. Proven case to apply/embed more Qualtrics capabilities in the future

Prerequisites and Restrictions

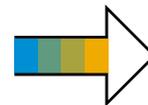
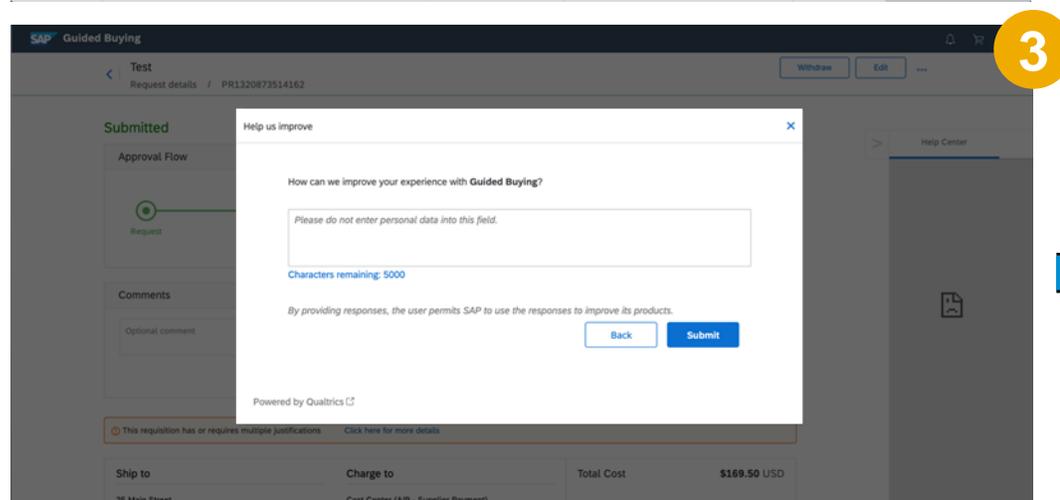
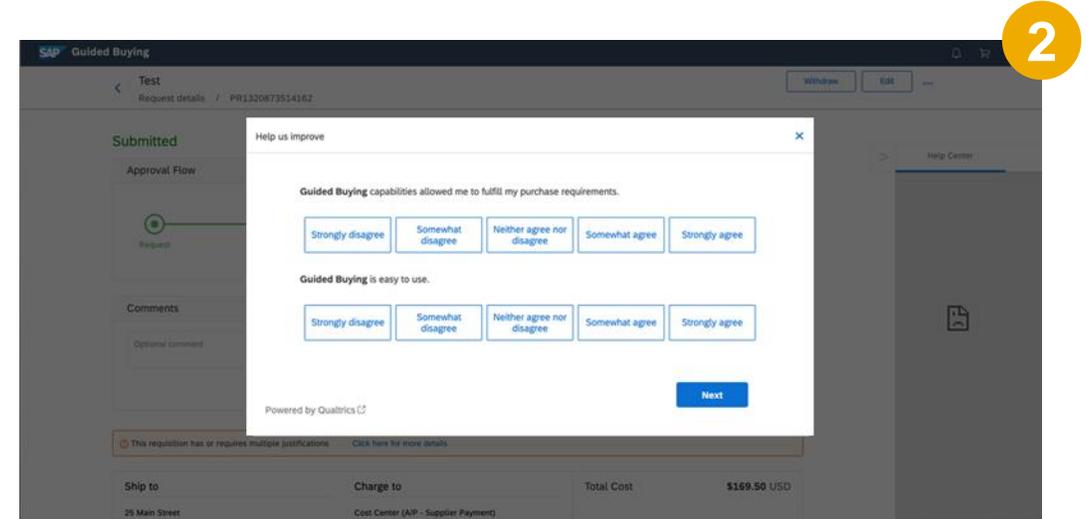
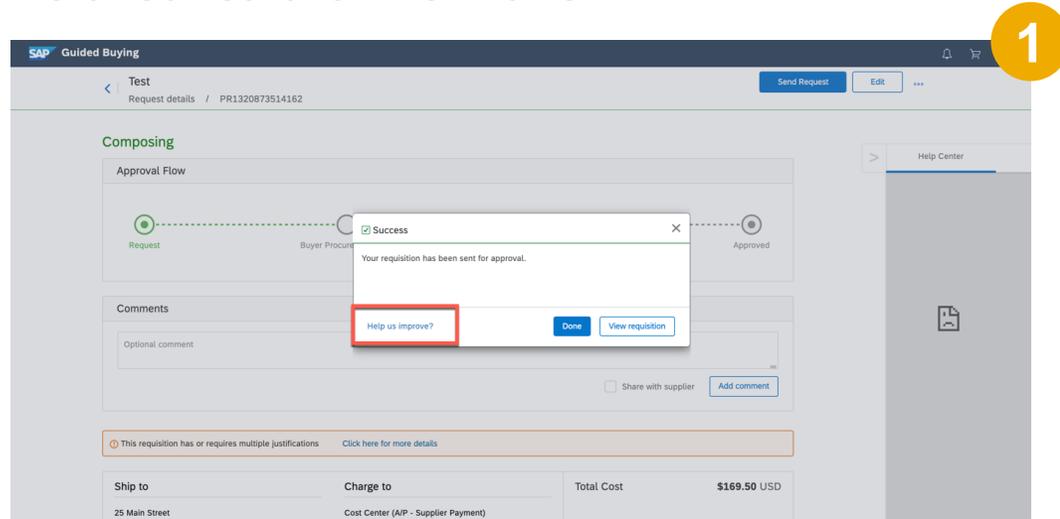
In compliance with privacy laws, GDPR, and contractual terms, raw data cannot be shared with customers at this time.

For those customers who have turned on and are using this feature, SAP Ariba is working to determine how we may provide aggregated data.

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Detailed feature information



Qualtrics survey is embedded into Guided Buying to gather and manage experience data:

- Users have checked out their purchases and successfully submitted PR (1)
- The Success modal pops up with a “Help us improve” link to engage with the users (1)
- This link is an optional feature in SAP Ariba, and users can choose to participate or not (1)
- If users click on the link, a simple (e.g. 3 questions) Qualtrics survey is displayed (2, 3)
- The survey questions are designed to measure user satisfaction on GB and collect feedback to help SAP Ariba improve and innovate GB