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Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by **SAP**

Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
December 21st 2011:Future of CRM: Know Thy Customer, Know Thy Profit

Some things never change. "The customer is always right", a slogan associated with Marshall Field's department store in the late 19th century, and attributed earlier to French hotelier César Ritz, holds true today. Consider this: You do everything right – deliver the right merchandise at the right price, right terms and guarantees, at the right time and place – yet some customers loudly declare they'll never buy from you again. Why? Perhaps a delivery person who doesn't work for your company, or anything else beyond your control, left a bad taste about your brand and spoiled what you thoug

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Featured Guests

Anthony Leaper

Anthony Leaper is responsible for business development of SAP's Social Collaboration product, specializing in how it relates to the customer experience space. A software, marketing and sales enthusiast, Anthony has "a personal, almost manic, bias to exceed customer's expectation", matured from nearly 30 years of experience in developing systems for improving customer relationships. Previously, Anthony was responsible for SAP's CRM Solution Management, pushing innovation to deliver vision and capabilities focused on helping businesses improve their customer's experiences. A founding member of Siebel Systems from 1997, Anthony became universally recognized as a leading authority on CRM technol

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R "Ray" Wang

R "Ray" Wang is a Principal Analyst and CEO at Constellation Research Group. He previously was a founding partner and research analyst for enterprise strategy at Altimeter Group and the author of the popular enterprise software blog, "A Software Insider's Point of View". With viewership in the millions of page views a year, Ray's blog provides insight into how disruptive technologies and new business models impact the enterprise. Ray's background in emerging business and technology trends, enterprise apps strategy, technology selection, and contract negotiations provides his clients and readers with the bridge between business leadership and technology adoption.

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