A woman with dark hair, wearing a light blue blazer over a white collared shirt, is looking down at her smartphone. The scene is set at night with a blurred cityscape background featuring bokeh lights. The overall lighting is cool and blue-toned.

The ERP Advantage

5 Hidden Signals Driving Customer Loyalty

SAP

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Preparing for an autonomous future

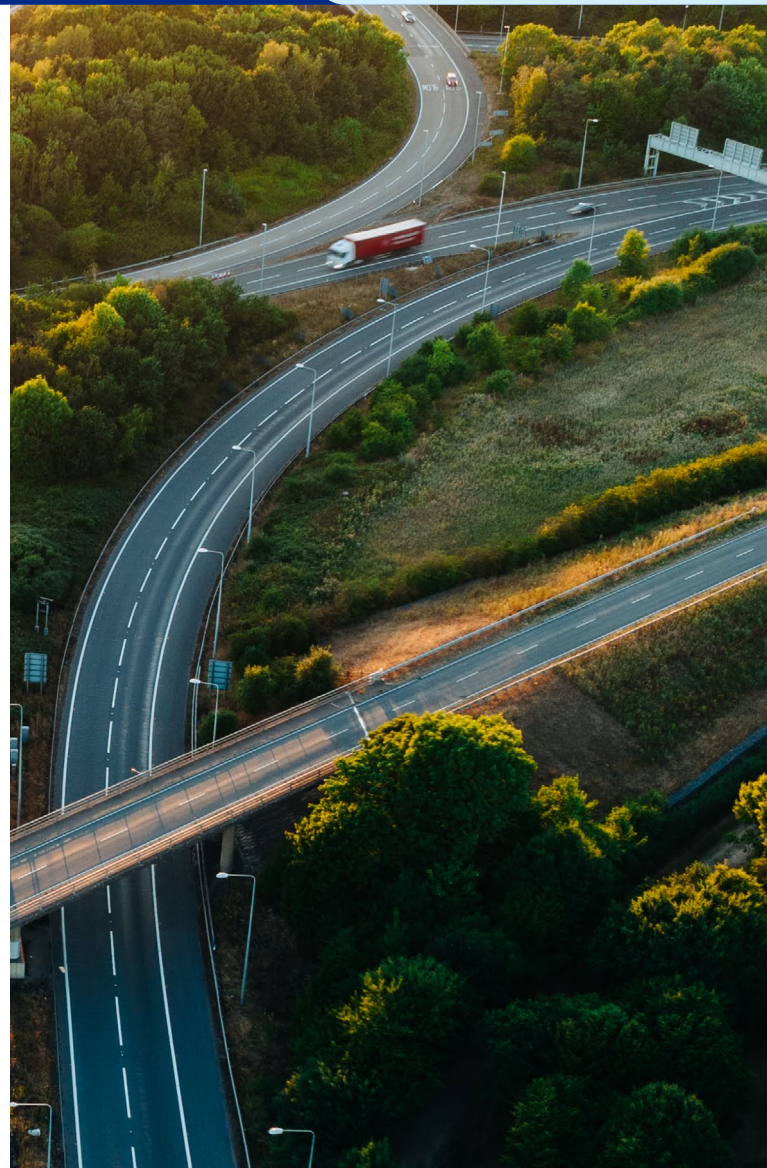
Marketing today often feels like navigating a maze.

There are more paths, more signals, and fewer clear exits. Most organizations have already invested heavily to generate insights, refine targeting, and accelerate content creation. Yet the ability to act on those insights in real time remains fragmented and often manual, especially across channels and customer interactions.

One reason is that marketing operates with only part of the picture. The signals that matter most to the business—inventory availability, completed purchases, fulfillment performance, and lifecycle behavior—often live outside of traditional marketing systems.

There's just one big problem: most marketers are still operating without access to the most valuable data across the company: the operational business context provided by your Enterprise Resource Planning (ERP) system.

When customer data is not connected to operational data, even the most advanced AI is making decisions with limited visibility.



“ **Honestly, the biggest bottleneck is data.**

We are an old company. We have a lot of legacy systems that have been customized. They don't talk to each other. Our data is in different places, and it's not always clean. And so **that is our number one going forward right now** because we know that if we get that foundation right, everything with autonomous AI is such a huge unlock for us. ”

Jonathan Martz, CRM Manager, Gibson



Building the foundation for autonomous execution

Introduction

As organizations move toward more autonomous, AI-driven execution, this data disconnect becomes harder to ignore. Success increasingly depends on how well customer engagement and customer loyalty align with operational reality.

When that connection is in place, a different operating model begins to take shape. One where marketing can continuously be informed by what is actually happening across the business. Strategy and intent remain human-led, while AI executes across the customer lifecycle with greater precision and relevance.

In this guide, we explore five critical signals that emerge when ERP and customer data come together. These signals highlight where traditional approaches fall short. You'll learn how leading Consumer Industries organizations are transforming B2C customer engagement and loyalty into a more connected, adaptive engine for sustainable growth and long-term value.

5

critical signals

that emerge when ERP and customer data come together.



Signal:

“The customer already bought that”

1

Purchase truth

>>> The scenario

You finally convert a high-intent customer after weeks of consideration, only to keep sending them daily promotional emails for the product they just purchased. Or worse, you're sending costly ads for a product they already returned: classic compulsive purchase, serial returner behavior.

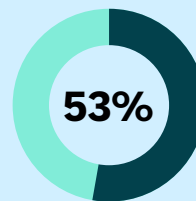
The signals you're missing: Completed purchases tied to ERP, order orchestration, and return management data

Marketing systems capture engagement data. Commerce solutions provide insight into browsing and purchasing behavior. Order Management systems handle order orchestration and returns, while ERP systems track the critical transactional and return details behind the scenes.

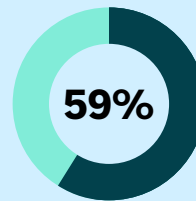
When connected to the right operational data and ERP systems, you gain a single view of critical transactional and return management details.

Without these connections, your campaigns will:

- Waste budget
- Bombard customers with irrelevant communications
- Erode trust immediately post-purchase



of brands say that CX and ERP integration is a priority



say they have yet to close the loop and successfully integrate

1,2: SAP & Foundry CIO Research, 2026



What you can do

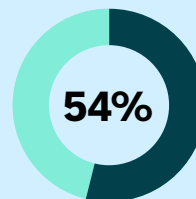
- Trigger or pause customer engagement at exactly the right moment using AI agents that continuously monitor the order lifecycle from fulfillment through returns.
- Autonomously run post-purchase journeys that shift from selling — onboarding — retention with a human-led approach and less manual intervention.
- Deliver timely, relevant messages on the right channel using AI that coordinates timing, content, and channel selection based on confirmed, non-returned transactions.
- Ensure every customer interaction reflects real business outcomes and full lifecycle context with follow-ups informed by complete visibility into what actually happened across the customer journey.

Signal:

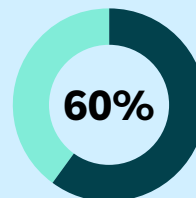
“The right product, wrong moment”

2

Inventory reality



of enterprises can't access and use real-time data



suffer from dark data (collected but unused data)

1,2: Global Engagement Index, 2026

>>> The scenario

A customer clicks your ad and lands on the product page. But once they arrive, the product is out of stock. Or they signed up for a back-in-stock alert, only to find the notification didn't match their size or color. Now, you're burning through the budget for ads that can't convert into revenue.

The signals you're missing: Real-time inventory and availability data

Oftentimes, engagement tactics are optimized for clicks, leading shoppers down a path to potential disappointment. Connecting operational systems indicates whether you can actually fulfill the demand generated by your automated campaigns, tradeshows, and promotions.

🔗 What you can do

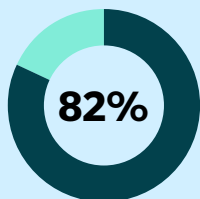
- Prevent wasted spend and keep campaigns aligned with real-time availability as agentic marketing detects inventory changes and automatically pauses, adjusts, or reroutes campaigns.
- Align demand generation with the speed of fulfillment across global markets through direct integration of dynamic ERP inventory and sourcing signals directly to AI-driven decisioning.
- Maximize revenue opportunities by promoting the right products at the right time using AI agents that dynamically prioritize in-stock or overstocked items based on business goals.
- Continuously optimize marketing spend for real conversion impact, with AI making decisions based on the full end-to-end business context of what can actually convert.

Signal:

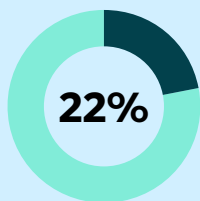
“Friction in the fulfillment experience”

3

Fulfillment
experience



of consumers say brands have disappointed them



of brands recognize they have a problem with creating seamless experiences

1,2: Global Engagement Index, 2026

>>> The scenario

Customers receive late deliveries, wrong items, or no updates after purchase. If you don't meet the customer's expectations, it's easy for a customer to lose trust. Customers get late deliveries, wrong items, or no updates, and trust quickly breaks down as these misses carry more weight than ever for brands.

The signals you're missing: Order status, delivery timing, and fulfillment performance

Marketing celebrates the conversion numbers. But operational data confirms whether the brand promise was actually delivered. Rising expectations for convenience and immediacy have made fulfillment a core driver of loyalty.



What you can do

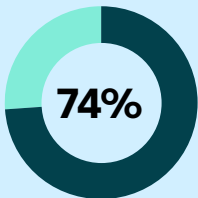
- Manage your promotional and transactional messages in one unified tool.
- Keep customers informed and confident during fulfillment disruptions as AI agents monitor delays, disruptions, and delivery status and automatically trigger proactive, time-sensitive communications via SMS or push.
- Integrate order management and service signals into autonomous engagement flows.
- Set accurate expectations and maintain trust in real time by letting AI adapt engagement, messaging, and offers based on actual fulfillment conditions.
- Coordinate marketing, service, and logistics through a shared context so the customer experiences one seamless journey.

Signal:

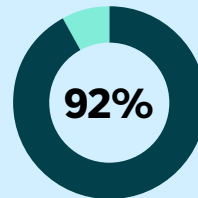
“The product intelligence goldmine”

4

Business optimization



of brands say inventory visibility and allocation is the greatest CX execution slow down



of brands say improved data quality is most effective for lowering CX related Total Cost of Ownership

1,2: SAP & Foundry CIO Research, 2026

>>> The scenario

Teams tend to push products based on top-down priorities rather than customer demand or real-time inventory constraints. Meanwhile, what's sitting in your warehouse is a goldmine of untapped potential.

The signals you're missing: Product performance, margin, and inventory pressure signals

Your ERP system can inform you about:

- What's overstocked
- What's high margin
- What needs to move ASAP

And that data is typically not natively available in your marketing solutions.

🔍 What you can do

- Turn insights into immediate revenue-driving actions by using AI agents to continuously evaluate product performance, margin, and supply chain signals and translate them into real-time recommendations and campaign execution.
- Power personalization with both customer behavior and business priorities to balance experience with profitability.
- Maximize channel performance beyond historical patterns by letting AI optimize sourcing decisions based on real-time context, constraints, and product attributes.
- Activate loyalty programs as a merchandising lever, using targeted points promotions, bonus rewards, and member-exclusive offers to move high-margin or overstocked inventory.
- Transform marketing into a coordinated revenue engine where AI aligns demand generation with supply and margin goals.

Signal:

“The lifecycle continuity”

5

Lifecycle growth

>>> The scenario

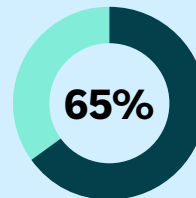
A customer purchases a product that requires ongoing replenishment, such as a water filter or pet food. Instead of being offered a subscription, the customer has to remember when to reorder, check if the item is in stock, search again, and re-enter the buying cycle from scratch.

The signals you're missing: Lifecycle and replenishment signals driven by ERP and product usage

Your ERP is filled with customer data, including:

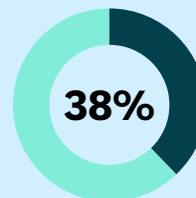
- What was purchased
- When it was purchased
- What is needed next

Yet many marketers work within operating models that create silos, making this data hard to activate or uncover.



of brands say integration challenges prevent them from scaling AI across customer-facing processes

SAP & Foundry CIO Research, 2026



of customers believe brands know who they are and what they need

Global Engagement Index, 2026



What you can do

- Anticipate customer needs and engage at the perfect moment with AI agents that detect lifecycle signals such as purchase timing, usage patterns, and replenishment windows.
- Automatically trigger reorder journeys, reminders, or subscription offers at the right moment, don't just guess.
- Trigger replenishment based on real consumption by connecting IoT usage signals from smart devices to engagement journeys.
- Continuously adapt offers, pricing, and messaging based on customer behavior and product usage (one size doesn't fit all).
- Incorporate data into your communications that reinforces the value your customers receive from continuing to use your products or services (e.g., savings, sustainability, usage insights).

Across every customer signal, one pattern emerges: Marketing sees behavior, and ERP sees reality. AI connects the two and executes on it.

Without ERP data:

- You guess
- You react
- You optimize in silos

With ERP data:

- You anticipate
- You align with business context
- You act with precision

The autonomous enterprise introduces a new operating model, one defined by:

- Outcomes driven by continuous optimization and scale
- Work that allows people to focus on strategy, creativity, and impact
- Execution powered by the speed and complexity of AI

This transformation is not about giving control to machines. We are on the verge of extending human capability, so organizations can do what was previously impossible.

And the organizations that succeed will be the ones that best define how **AI works in partnership with people who:**

- Define intent
- Set direction
- Provide judgment, creativity, and accountability

Successful outcomes happen when people and AI work together—each playing to their strengths—to deliver experiences that are more connected, personal, and effective.

The marketers leading the way will ensure every interaction reflects what's actually happening across the business.



Turn your ERP data into customer growth

Explore how

