

## SAP for Media



### **mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT**

**FOCUS ON NEWSPAPER, MAGAZINE, AND SPECIAL  
INTEREST PUBLISHERS**

**Proactive customer relationship management requires a solution supportive of all customer-related processes, including marketing, sales, and customer service. The right solution should systematically collect and consolidate customer information, using it to increase revenue. There is one solution that offers all these features with a special focus on publishing: mySAP™ Customer Relationship Management (mySAP CRM).**

#### **OPTIMIZING CUSTOMER PROCESSES**

Low advertising revenue, falling circulation, increasing costs – times are tough for publishers. To survive, publishers must retain customers while adding new sources of income, such as distributing non-media products and services. Publishers can increase revenue by using consolidated customer information to manage personalized customer contacts and improve customer satisfaction and retention.

mySAP™ Customer Relationship Management (mySAP CRM) helps you achieve these goals while redesigning your processes to be more efficient and customer oriented. The solution comprises functions for sales, marketing, and customer service across all channels of communication – and provides detailed analyses to assist sound decision making. mySAP CRM complements SAP® applications for advertising and circulation management, giving you the following benefits:

- A 360° view of your customers
- Marketing functions that integrate with advertising and circulation management
- Sales of additional media and non-media products
- Service functions for increased customer satisfaction
- Various communication channels for customers, partners, and employees – both in the field and in the office
- Analytical decision-supporting tools

Thanks to the portal technology of mySAP CRM, all employees can access the information they need based on the role they perform within the company. The modular design of this CRM solution makes it easy to implement and provides a rapid return on investment (ROI).

### **A 360° VIEW OF YOUR CUSTOMERS**

The account and activity management features of mySAP CRM help you improve customer knowledge, step by step. You'll be able to assemble a complete view of your customers, including customer history, contact persons for business customers, and information about household members from private customers.

Each customer contact provides you with important and diverse information, such as when the customer makes a call to your customer service center or registers for a contest on the Internet. At any time within customer interactions, you can view, for instance, which subscription promotion has been offered to which customer and any correspondence they have sent you. The activity management function allows you to plan, perform, and monitor internal activities, such as meetings, conferences, and internal communications.

### **TARGETED CUSTOMER ACQUISITION**

With mySAP CRM, you can use the information you have about your customers to create personalized customer offers. The solution supports your entire marketing process – from planning, budgeting, and target group segmentation to executing and monitoring campaigns, then measuring the results. If you run these campaigns using external call centers or direct mail marketers, you can share necessary information with them. The seamless mapping of the entire process enables you to reduce process costs and make your marketing activities transparent.

The marketing functions are integrated with the SAP applications for advertising and circulation management as well as with the data warehouse application within mySAP Business Intelligence (mySAP BI). This means that all processes – from customer acquisition to order fulfillment – are integrated end-to-end. By using customer offer information from the SAP advertising and circulation solutions in campaigns, campaign-related orders are created faster and more efficiently as most information is already prefilled. And, with the solution's ability to integrate with accounting functions, you can measure the campaign's success and calculate related costs.

### **STRENGTHENING SALES AND INCREASING REVENUE**

With mySAP CRM, you can access a comprehensive range of functions for selling a variety of media products (books and CDs) and non-media products (vacation packages and other merchandise) via the Internet or the interaction center. These functions, which are integrated with logistics and accounting, comprise personalized product recommendations and managing orders from start to billing. You can even include external partners by offering their products on your Web shop and forwarding orders directly to them.

### **PROVIDE ADDITIONAL SERVICE**

Quite simply, mySAP CRM helps you increase customer satisfaction. You can offer your customers self-service functions on the Internet. For example, they can find answers to frequently asked questions – displayed according to the accuracy of the match – in the intelligent solution database. If customers can't find the answers themselves, they can make a service call directly to you.

### **MAKE USE OF A VARIETY OF COMMUNICATION CHANNELS**

These days, customers, partners, and employees of publishing companies want to use a variety of communication methods. mySAP CRM fills the bill exactly. The solution's interaction center provides your customer service representatives with a complete view of the customer – from individual customer contacts and marketing attributes to their creditworthiness. The interaction center also allows your employees to access all SAP and non-SAP applications (the Internet, the company intranet, and the company e-mail system). The interaction center's interactive scripting feature helps your employees to structure their customer calls. In addition, they can write and receive e-mails, fax messages, and letters; create and assign tasks; co-browse with customers through the company's Web shop; and directly access the solution database to answer

inquiries immediately. Customer service managers also have access to special tools that allow them to plan employee work schedules and monitor all activities in the interaction center. Moreover, the HR department can use the interaction center to manage the publishing company's employees.

The Internet has become indispensable as a marketing and distribution channel. mySAP CRM offers an Internet shop for selling products and merchandise that extends the Internet capability of the advertising and circulation solution. The Internet shop is fully integrated with the order management function, allowing personalized product offers and service functions on the Internet. Shop customers are able to maintain their own data and check the status of their orders.

Employees in the field also benefit from various remote applications that can be used for advertising and single-copy sales. These range from maintaining simple tasks on a PDA to a complete laptop-based solution that allows them to replicate all customer data. While offline, they can maintain customer data, manage account plans, create visit reports, and plan follow-up activities for the office.

### **MORE TRANSPARENCY THROUGH ANALYSIS**

mySAP CRM offers predefined analyses covering customer and product-specific evaluations of marketing, sales, and service, as well as analyses of the various contact channels. You can also evaluate customers, market segments, or products using a number of analytical methods. One example is the decision tree technique that can calculate churn probability – the rate at which customers are likely to cancel a service. Using real-time analyses, your employees can view your customers' current value rating during the customer contact. With access to such dynamic information your employees can use these analyses to more precisely cater to their customers' needs.

### **THE ADVANTAGES OF AN INTEGRATED SOLUTION SUITE**

mySAP CRM gives newspaper, magazine, and special interest publishers the following advantages:

- The ability to consolidate and use comprehensive customer information – from first contact, orders, and complaints to correspondence.
- Better customer retention and better service. You can process any kind of activity more precisely and customers can use a variety of different contact channels.
- Increased revenue. Your customer information can be used in a targeted manner for marketing activities, cross-selling, up-selling, and distributing non-media products.
- Optimized use of the marketing budget. You can measure the results precisely and gain better transparency of your marketing efforts.
- Integrated processes from campaign planning to order completion. You can integrate marketing with advertising and product sales, and customer service.
- Lower process costs:
  - Optimized processes through an integrated solution
  - Processes involving several employees can be completed more easily
  - Employees in the field and in the office get all needed information
  - Direct integration of partners into processes
  - Company processes are more transparent with analytical tools

Please visit us at [www.sap.com/media](http://www.sap.com/media) or [www.sap.com/crm](http://www.sap.com/crm) for more information on how your publishing company can benefit from mySAP CRM.

[www.sap.com/contactsap](http://www.sap.com/contactsap)

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