

SAP for Telecommunications



mySAP™ CRM HELPS TELCOS ACHIEVE STRATEGIC GOALS

The mySAP™ Customer Relationship Management (mySAP CRM) solution enables you to tightly integrate front- and back-office processes to deliver superior customer service. It eliminates boundaries that stand between you and your customers and adds value across your enterprise. The free flow of information and powerful capabilities tailored to your industry help you increase revenue, cut costs, boost customer satisfaction, and turn your company into a responsive, customer-centric player.

CAST OFF THE CONSTRAINTS TO YOUR SUCCESS

Times are tough in the telecommunications industry. Saturated markets leave little room to maneuver, debts stifle capital investment, and rolling out new services is often prohibitively expensive. But delivering on new strategic goals – profitability, lower churn, higher customer satisfaction, reduced costs, and competitive edge – is a must. That is quite a tall order, especially if your core systems are not up to the job.

CUSTOMER SERVICE: NOT LIP SERVICE

The mySAP™ Customer Relationship Management (mySAP CRM) solution gives you the functionality and integration needed to meet the demands of your market, your customers, and other stakeholders, such as dealers. It can help you become a truly customer-centric organization, with the kind of individual care and attention that today's consumers expect. At the same time, it enables you to achieve strategic business goals, such as lower costs through process automation and optimization, increased productivity of front- and back-office staff, lower churn, and greater profitability.

KEY CAPABILITIES OF mySAP CRM

Customer Care and Billing

mySAP CRM provides a wide range of capabilities for your interaction center and for customer self-care via your Web site. As a result, your agents can resolve issues with speed and efficiency. Detailed customer profiles give your agents the facts and figures they need to effectively manage interactions – via phone, e-mail, fax, or letter. Full integration with financial, billing, and order and service management systems enables them to investigate and wrap up inquiries quickly, professionally, and with point-and-click simplicity. They can access and modify customer billing data; view invoices, account balances, and full customer histories; accept payments; create credit notes; reverse dunning notices; and reconnect services. Furthermore, they can react immediately to requests for information, and send out product brochures and contract details. And they can handle service issues from end to end by: generating trouble tickets; analyzing, isolating, and escalating problems; and resolving matters and closing trouble tickets. In addition, they can handle disputes in a guided manner, creating one single case for each complaint, which contains all relevant information – such as who is involved, links to transactions and optically archived documents, access to a notes function, and a history of the dispute. Your agents can then determine follow-up activities and route cases via workflow to authorized handlers – reducing time to resolution and quickly turning negative situations into positive ones.

Marketing

mySAP CRM helps you improve the efficiency, effectiveness, and profitability of your marketing campaigns and promotions. You can use real-time information to plan, budget, execute, and analyze your activities at any level: enterprise, regional, field, product, or brand. You can roll out highly personalized campaigns, targeting products to customers who are most likely to be interested – raising profitability and reducing waste. Integration with back-office systems ensures that you have the inventory to support your campaigns. And you can collaborate internally or with partners to qualify, transfer, and track leads.

Powerful analytics allow your decision makers to check and refine your campaigns to secure a bigger bang for your marketing buck.

Sales and Contract Management

mySAP CRM equips you with the functionality required to shorten sales cycles; increase revenues; maximize productivity; and optimize your direct, indirect, or online channels. You can plan and forecast sales activities with greater accuracy and organize territories according to a range of criteria such as size, revenue, product lines, or strategic accounts. You can provide your sales representatives with the information and mobile capabilities needed to make the most of contacts with customers and prospects – and the tools to turn a pitch into concrete orders. What is more, you can have a direct motivational impact on your sales representatives by developing and deploying sophisticated incentive programs.

Partner Relationship Management

Beyond your company's walls, mySAP CRM helps your partners share critical information on sales forecasts, order flow, and delivery schedules – ensuring that everyone is working toward total customer satisfaction and that it is easy to do business with your company. You can offer a wide range of self-service capabilities and tools via an Internet portal, and provide full access to the information and processes that help dealers sell more of your products and services. And you can maintain comprehensive dealer-related information, and better identify and forecast demand across all your sales channels. Seamless communication and efficient management of relationships with dealers reduces support costs, increases value to customers, helps fight fraud, and drives more revenue through the indirect channel. In addition, commissions-management functionality enables you to incentivize your partners. You can roll out new products and services quickly and easily, supported by innovative remuneration models.

Analytics

mySAP CRM gives you a window into every aspect of your customer-related strategies – so you see precisely what works, and why. Out-of-the-box functionality lets you identify and target your most profitable customer groups, gauge satisfaction and loyalty, and track and predict retention and churn. You can then plan and optimize activities related to customers, products, interaction channels, sales, service, and marketing – in line with your newly found knowledge.

Business Benefits

mySAP CRM enables you to:

- Empower your agents to answer inquiries and take immediate action. End-to-end integration with billing, order, and service management systems gives them the information and tools to deliver true customer satisfaction.
- Show one face to the customer, with full integration for consistent customer data across your enterprise.
- Manage your partners and dealers effectively and help increase sales of your products and services.
- Improve the effectiveness of campaigns and get a better return on your marketing investment.
- Increase revenue through efficient customer acquisition, improved direct marketing response rates, enhanced cross-selling and up-selling, and decreased churn.
- Reduce costs through automation of interactions, increased productivity, optimized inventories, and streamlined processes.
- Achieve competitive advantage through greater customer loyalty and retention, richer customer and market insights, and accelerated time to market.
- Identify trends, uncover emerging customer needs, and dynamically reallocate development resources to design product and service offerings that will meet future demands.

Connections in the Right Places

mySAP CRM helps you achieve your strategic business goals with powerful functionality that will drive your service organization into the future. To find out more, please visit www.sap.com/telecommunications

mySAP BUSINESS SUITE:

YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE.

mySAP Business Suite provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver™ technology platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite consists of best-of-breed solutions that incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that work together seamlessly to help you achieve your business goals.

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