

## SAP for Telecommunications



# SAP® INTERACTION CENTER FOR FINANCIAL CUSTOMER CARE

Using the framework of the interaction center within mySAP™ Customer Relationship Management (mySAP CRM), SAP has created applications that support business processes specific to the telecommunications industry – giving you an efficient infrastructure for dealing effectively with customer contacts related to financial issues. Full integration with your receivables and collections management system enables front-office staff to deal with inquiries and disputes in a guided, professional manner – increasing customer satisfaction and reducing follow-up work in the back office.

### **Take Care of Your Customers While You Take Care of Your Finances**

State-of-the-art communications technology may be what you do best. But the technology you employ for your own communications with customers may be more blunt edge than cutting edge. And with customer expectations higher than ever, and margins lower than ever, you need a transparent and integrated solution that delivers on key strategic goals: lower churn and better cash flow.

SAP delivers a powerful solution for all financial-related communications with your customers: an interaction center for financial customer care. Based on the interaction center function of mySAP™ Customer Relationship Management (mySAP CRM) and tailored to the needs of your industry, it enables you to manage contacts via any channel – phone, fax, e-mail, letter, and Internet chat – quickly and appropriately.

### **Knowledge Is Power**

Built on the SAP NetWeaver™ platform and geared to the processes of the telecommunications industry, it integrates seamlessly with other non-SAP and SAP® systems, such as the receivables and collections management capabilities of SAP Revenue Management and Contract Accounting (SAP RM-CA). It arms your service agents with the facts and figures they need to provide immediate, accurate answers, and the functions they require to take on-the-spot action.

### **Cutting Out the Middleman**

The interaction center for financial customer care allows agents to respond directly to customer requirements, which saves time, increases efficiency, and improves data consistency. Customer care agents can:

- Access, manage, and amend master data and contract account data
- Check account balances and invoices
- Set and remove locks that prevent unwanted processing of certain items or accounts, such as payment locks and dunning locks
- Apply credit notes to resolve disputes
- Create or change installment plans
- Defer open items
- Reverse dunning notices
- Accept payments (via credit card or bank transfer, for example) and reactivate or reconnect service, where appropriate
- Initiate a dispute case and view previous ones

### **Managing Key Business Scenarios with Speed and Accuracy**

With the interaction center for financial customer care, you have a highly structured system for dealing with two key business scenarios:

#### **Dispute Management**

With this capability, you can ensure that disputes (relating to invoices or dunning letters, for instance) are dealt with effectively and rapidly. For each dispute, you create a single case that contains all relevant information, such as parties involved, links to transactions and optically archived documents, access to a notes function, and a history of the dispute. Using the case, an agent can determine follow-up activities and route the dispute to authorized handlers. And thanks to tight integration, open receivable items subject to dispute are excluded from further financial activities, such as dunning or collection.

### **Interactive Collections**

This capability gives you the ability to efficiently recover outstanding payments. Call lists are generated based on a dunning run. Agents then contact customers with arrears, and are guided through conversations by scripts. During the conversation, agents can take direct action (for example, accept a payment, create an installment plan, or set a deferral date for overdue items) in the receivables and collections management system, based on the customer's response. Agents can also call up the customer's historical data, including previous dunning notices and disputes.

### **The Right Tools for the Job**

The interaction center for financial customer care provides the capabilities you need to run a professional service organization. And it has been designed to enable your agents to handle the specific needs of customers in the telecommunications industry.

### **Multichannel Capabilities**

The interaction center supports a variety of channels for inbound and outbound communications and interactions. Your customers and your interaction center staff can communicate via phone, fax, e-mail, Internet chat, and letter.

### **Multifunctional Capabilities**

State-of-the-art SAP technology enables you to provide excellent service with greater efficiency through:

- Automated alerts that warn agents of important issues, such as network failures and outages
- Scripts and prompts that guide agents through customer interactions
- Powerful search tools for a range of information resources
- Comprehensive Internet self-help tools that reduce the number of standard inquiries
- Notes tool for all customer accounts, which enables quick, easy tracking of interactions and historical data

### **Knowledge Management**

Efficient entry, processing, and management of customer details across all touch points ensure enterprise-wide consistency and availability of essential data. In addition to maintaining customer data, such as address or services, a call center agent can easily record notes during conversations with a customer. This “unstructured” information is then linked to the customer data, providing a comprehensive customer profile that’s necessary for round-the-clock customer care.

### **Analytics**

Decision makers need to monitor and explore a wide range of key figures, such as the number of interactions per day, employee productivity, and customer behavior, such as the number of contacts per channel. This helps them identify opportunities, increase profitability and customer satisfaction, and decrease costs. They can also generate ad hoc reports and schedule regular distribution of information to management and staff, keeping everyone in the picture.

### **Interaction Center Manager Portal**

By drawing data from a variety of systems, the portal provides managers with real-time call statistics and enables them to monitor quality continuously. And because all the facts are provided via a single portal, your managers can concentrate on making decisions and keeping service levels up, rather than gathering data.

### **Workforce Management**

Built from the ground up with all communications channels in mind, this tool facilitates accurate staff planning, which helps to optimize service levels for phone, e-mail, and Internet interactions. Managers can forecast staffing requirements in advance, and resources can be allocated to take seasonal patterns or training into account.

### **Workflow Management**

Customers expect swift and satisfactory resolution whenever they contact your enterprise about any issue. Rich SAP functionality allows interaction center staff to pass tasks automatically to supervisors, support staff, or other departments to fulfill commitments to your customers. Workflow management ensures operational efficiency and helps reduce costs.

### **INTERACTION SATISFACTION**

By delivering the right information to the right people at the right time, the interaction center for financial customer care enables your enterprise to exceed expectations – increasing satisfaction and loyalty among your customers, and providing a sense of empowerment and achievement among your employees. With this solution, you can:

#### **Strengthen your revenue management with capabilities that:**

- Enable you to process transactions via telephone, and to interact directly with customers in arrears, instead of sending dunning notices
- Deliver an improved overview of outstanding debts and better handling of reserves
- Reduce days sales outstanding by allowing you to continue collections even when partial amounts are in dispute

#### **Increase customer and staff satisfaction and improve credibility by:**

- Allowing agents to make the most of customer interactions and provide prompt, personalized, and expert service. Agents now have all the details they need at their fingertips, including historical data and customer profiles. This adds a highly personal touch to communications, making your customers feel valued and confident that information supplied is accurate and up-to-date; that any follow-up actions will occur; and, perhaps most important, that they are dealing with professionals.

- Handling disputes in a guided manner, speeding time-to-resolution
- Reducing the scope for disputes and increasing satisfaction with data that is consistent and consolidated
- Eliminating the need for customers to explain previous interactions every time they contact you – a true driver of satisfaction. Agents have access to details of all communications via all channels, including requests and disputes. This saves your time, your customer's time, and, more importantly, eliminates a highly frustrating aspect of the customer contact process.

**Boost productivity with tools that:**

- Enable your interaction staff to work more productively and to manage more customers
- Strengthen integration, collaboration, and the flow of information throughout your organization

**Enhance your back-office operations by:**

- Introducing fully integrated, seamless communications between back-office and front-office staff and processes, presenting one face to the customer
- Encouraging employees to resolve issues proactively to the full satisfaction of the customer

**Cut costs and optimize workload with functions that:**

- Decrease the need for training while increasing the quality of service through user-friendly, intuitive software
- Allow you to serve more customers with the same number of agents
- Enable you to optimize the workload of staff at peak and off-peak periods
- Reduce implementation and maintenance costs through out-of-the-box integration of financial data

**SAP Interaction Center for Financial Customer Care: Communication Across All Touch Points**

Transform your interaction center into a powerful, efficient profit center. Want to discover more about the fast track to success? Please contact your local SAP representative.

**Powered by SAP NetWeaver**

SAP for Telecommunication is powered by the SAP NetWeaver platform, the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business. It allows companies to obtain more business value from existing IT investments and to deploy a services-oriented architecture. SAP NetWeaver reduces total cost of ownership (TCO) and complexity across the entire IT landscape.

SAP NetWeaver powers mySAP Business Suite, SAP® xApps™ packaged composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.