



## **CUSTOMER RELATIONSHIP MANAGEMENT IN THE COMMUNICATIONS INDUSTRY**

### **Cast Off the Constraints to Your Success**

The SAP® Customer Relationship Management application lets you tightly integrate front- and back-office processes to deliver superior customer service. It eliminates the boundaries that stand between you and your customers and adds value across your enterprise. By enabling information to flow freely and providing powerful functions tailored to the communications industry, the application helps you increase revenue, cut costs, boost customer satisfaction, and turn your company into a responsive, customer-centric player.

Times are tough for communications service providers (CSPs). Saturated markets leave little room to maneuver, debts stifle capital investment, and new services are often prohibitively expensive to implement. Moreover, convergence issues are dominating the industry as CSPs seek new ways of delivering a consistent, seamless experience across channels, devices, and networks. But delivering on new strategic goals – increased profitability, decreased churn rate, greater customer satisfaction, reduced costs, and sharper competitive edge – is a must. And it's quite a tall order, especially if your core systems are not up to the job.

### **Customer Service, Not Lip Service**

SAP can help. The SAP® Customer Relationship Management (SAP CRM) application gives you the functionality and integration you need to become an adaptive CSP – a provider that can effectively play in any or all parts of the industry, meeting the demands of your market, your customers, and other stakeholders such as dealers. The application enables you to become a truly customer-centric organization, providing the kind of individual care and attention that today's consumers expect. At the same time, it enables you to achieve strategic business goals. For example, it helps you achieve lower costs through process automation and optimization, increase productivity of front- and back-office staff, decrease churn rate, and grow profitability.

With SAP CRM, you can address three of the most critical strategic initiatives facing CSPs today:

- **Bundle products and services flexibly – across the enterprise**  
The application lets you reduce time to market, increase sales of highly profitable bundled services, and break down organizational silos.
- **Monetize customer interactions**  
SAP CRM enables you to proceed quickly from order to cash by decreasing order-related errors, enabling multichannel order capture, and leveraging an automated order-fulfillment platform.

**Every service provider faces distinct challenges. SAP CRM supports infinite configurability and extensibility that enables CSPs to model their unique business processes – helping win and keep customers and, ultimately, growing the business.**

- **Manage customer life cycles across multiple channels**  
By providing advanced support for change orders, Web self-service, and a 360-degree view of the customer – even across multiple channels – the application lets you optimize every customer interaction to your best advantage.

SAP CRM provides the simple, flexible, and comprehensive customer relationship management (CRM) solution you need to compete effectively in today's communications industry.

## **Powerful Telecommunications Functions**

SAP CRM supports core business processes in critical areas such as customer care and billing, marketing, sales and contract management, partner relationship management, and analytics. Its wide-ranging functionality lets you and your service agents handle multichannel interactions across the entire customer life cycle.

### **Customer Care and Billing**

For example, detailed customer profiles give your agents the facts and figures they need to manage interactions effectively – via phone, e-mail, fax, or letter. And full integration with financial, billing, and order and service management software enables them to investigate and wrap up inquiries quickly, professionally, and with point-and-click simplicity.

With SAP CRM, your service agents 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. They can also 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 expediting problems for resolution; and resolving issues and closing trouble tickets. The application enables agents to handle disputes in a guided manner, creating one single case for each complaint – a case that contains all relevant information including who is involved, links to transactions and optically archived documents, access to a notes function, and a history of the dispute. This information helps them determine follow-up activities and route cases via workflow to authorized handlers, reducing time to resolution and quickly turning negative situations into a positive advantage.

### **Marketing**

SAP 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 that target products to customers who are most likely to be interested –

raising profitability and reducing waste. Because the application is integrated with back-office systems, it ensures you have the inventory to support your campaigns. It also allows you to collaborate internally or with partners to qualify, transfer, and track leads. And its powerful analytic functions enable your decision makers to check and refine your campaigns, securing a bigger bang for your marketing buck.

### Sales and Contract Management

The application equips you with the functionality you need 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 including size, revenue, product lines, or strategic accounts. You can also provide your sales representatives with the information and mobile functionality that lets them make the most of contacts with customers and prospects – and give them the tools they need to turn a pitch into an order. What’s 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, SAP 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 functions 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 as well as better identify and forecast demand across all your sales channels. Seamless communication and efficient management of relationships with dealers reduces support costs, increases your value to customers, helps fight fraud, and drives more revenue through the indirect channel. In addition, commissions management functionality enables you to create incentives for your partners. You can roll out new products and services quickly and easily, supported by innovative remuneration models.

### Analytics

SAP CRM gives you a window into every aspect of your customer-related strategies so you can see precisely what works and why. Ready-to-use analytics functions let you identify and target your most profitable customer groups, gauge satisfaction and loyalty, and track and predict retention and churn rate. Based on this information, you can plan and optimize activities related to customers, products, interaction channels, sales, service, and marketing.

Benefits of the SAP® Customer Relationship Management Application	
Function	Value to Service Provider
Bundling of services within and across business units	Increased average revenue per user and average margin per user
Bundling across the partner value chain	Increased average revenue per user
Rapid development of new offers	Decreased time to market
Seamless order configuration and validation	Reduced order fallout
Zero-touch execution	Shorter order-to-bill times
Dynamic eligibility and pricing	Reduced order fallout
360-degree view of customer	Decreased cost to serve
Advanced functions to make moves, adds, changes, and deletions	Improved customer satisfaction
Channel-agnostic services, channel-sensitive processes	Increased average revenue per user

### Business Benefits

SAP CRM helps your company become more profitable, efficient, and responsive by providing the functionality you need to gain the following benefits:

- **Deliver true customer satisfaction** by empowering your agents to answer inquiries and take immediate action, supporting them via end-to-end integration of CRM software with billing, order, and service management systems
- **Show one face to the customer** via full integration of 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 rate

**SAP CRM helps CSPs acquire and retain customers, build lasting relationships and improve customer loyalty, gain insight into customers, and implement customer-focused strategies. SAP CRM is a next-generation CRM platform – one built specifically to address the needs of CSPs.**

- **Reduce costs by automating interactions**, increasing productivity, optimizing inventories, and streamlining 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**

With SAP CRM, you can achieve your strategic business goals. It offers the powerful functionality that will drive your service organization into the future. For more information, call your SAP representative today or visit us at this Web site: [www.sap.com/telecommunications](http://www.sap.com/telecommunications).

### **Powered by SAP NetWeaver®**

SAP CRM is powered by the SAP NetWeaver® platform. SAP NetWeaver unifies technology components into a single platform, allowing organizations to reduce IT complexity and obtain more business value from their IT investments. It provides the best way to integrate all systems running SAP or non-SAP software.

SAP NetWeaver also helps organizations align IT with their business. With SAP NetWeaver, organizations can compose and enhance business applications rapidly using enterprise services. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to evolve their current IT landscapes into a strategic environment that drives business change.