

SAP Solution in Detail



mySAP™ CRM INTERACTION CENTER

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mySAP™ CRM INTERACTION CENTER

To provide effective, personalized service, your interaction center needs quick access to accurate information. Now you can deliver a world of information and resources to each team member's desktop with the only fully integrated CRM solution – mySAP™ Customer Relationship Management (mySAP™ CRM). The interaction center function in mySAP CRM helps your internal sales and service personnel work more efficiently and productively on behalf of your customers. And that means greater customer loyalty and stronger long-term profits.

BETTER CUSTOMER INTERACTION THROUGH BETTER SYSTEM INTERACTION

Customers on hold, incorrect answers to inquiries, and poor coordination with other departments – does this sound familiar? Is your customer service and support contact center struggling with a decoupled or offline information system? Is telesales challenged to offer the right products and services? Are outbound campaigns uncoordinated with your marketing department? Does your human resources (HR) department want to support employees as if they were customers?

If so, now is the time to switch to the only complete solution for customer relationship management, the mySAP Customer Relationship Management solution.

With its interaction center, mySAP CRM provides full functionality for all types of customer interactions, whether they take place over the phone, e-mail, fax, Internet, or personal contact.

Built on the SAP NetWeaver™ technology platform, mySAP CRM integrates seamlessly with all other e-business processes, including service management, financial management, HR, business intelligence, and strategic enterprise management – as well as third-party technology for complete interaction center administration and management.

This integrated approach ensures synchronization across all points of customer contact. Plus, it gives you the ability to capture, view, and use real-time customer-driven facts and figures like never before.

Moreover, it allows you to optimize your staffing resources and service levels, as well as automate workflow for maximum customer satisfaction. As a result, the mySAP CRM interaction center helps your organization become a leader in delivering added value to customers.

POWERFUL CONTACT MANAGEMENT FEATURES

The interaction center function in mySAP CRM provides powerful contact-management features that help your company become more efficient, productive, and customer-focused. These capabilities include:

Contact Management

You can manage and process information such as contact history about individual customers across all touch points, whether they are inbound or outbound interactions regarding sales, service, marketing, or HR. By leveraging computer-telephony integration (CTI), your team can reap the benefits of direct communication between your phone system and mySAP CRM. You can also handle online contacts via Web chat, callback, and voice over IP. Synchronization with outbound dialing makes campaign execution as easy as a click of the mouse. For all asynchronous communications like e-mail, letters, faxes, and workflow items, SAP offers a universal inbox to ensure that all contacts are handled promptly and professionally.

Activity Management

Your representatives can record and process all interactions and follow-up activities.

WORLD-CLASS CAPABILITIES

mySAP CRM provides all the core functions you need for world-class support of your business relationships and customer interactions. These include the following:

Knowledge Management

Enterprise intelligence is brought to your desktop to quickly expedite customer inquiries. Staffers can quickly and easily initiate searches for solutions based on questions or requests, and further refine them for more specific answers. Each employee's role can be defined so that only the solutions relevant to his or her position are searched.

Alerts and Scripting

Alerts automatically notify your staffers of pending service requests, payment status, or other relevant business criteria. Broadcast messages allow your managers to keep their teams aware of pertinent contact center information. Interactive scripts lead your staffers through the business processes for all interactions. Scripts may consist of different branches that allow your staffers to shift the business process based on a customer's responses. For example, the business processes or transactions accessed may vary according to why a customer contacts the interaction center. In addition, employee-training costs are reduced because mySAP CRM automatically takes staff members to the transaction screens they need to complete various tasks, rather than expecting them to know where to go. Your managers can also evaluate script usage with drill-down capabilities to optimize their effectiveness.

Transaction Launcher

The transaction launch function provides a launch pad for many of the actions that each team member can perform, and it can be customized to meet their job requirements. This function can trigger any transaction in SAP or non-SAP applications.

Because call center agents are empowered with the applications they need to finish an interaction, customer issues are more often completed on the first contact.

MANAGER PORTAL

mySAP CRM gives your contact center managers a portal-enabled tool to efficiently manage their enterprise. This intuitive and efficient interface can be easily customized to adapt to the different roles and tasks within the interaction center. A robust tool set is available and supports the following:

Scheduling with Workforce Management

The challenge of staffing a multichannel-enabled contact center is made easier with the workforce management capability in mySAP CRM. Built from the ground up with all communications channels in mind, this tool facilitates staff scheduling to optimize service levels for phone, e-mail, and Internet interactions. Gone are the days of reactive responses with complete synchronization of sales, service, and marketing. Interaction center managers can perform proactive planning for staffing and training in advance of new campaigns, events, or service-related issues.

Analytics

With mySAP CRM, decision makers can easily see trends in product quality or customer lifetime value, track the number of interactions, and evaluate personnel performance and customer behavior. This helps identify opportunities to increase profitability and customer satisfaction, optimize interaction center efficiency, and ultimately decrease costs. Your managers can also measure the efficiency of all of their contact center resources. And, they can easily generate ad hoc reports and schedule regular distribution of information to relevant management and personnel.

Workflow

Customers expect to contact your enterprise about any issue with the confidence that it will be resolved to their satisfaction. mySAP CRM can pass tasks and activities automatically to supervisors, support staff, or various departments to fulfill commitments to your customers. Your managers can easily specify and design business-defined workflow to ensure that nothing gets overlooked.

Real-Time Monitoring

In competitive times like these, your managers need to know their environment and make instantaneous adjustments to meet market needs. mySAP CRM allows interaction center managers to monitor dynamic data displayed on a dashboard and to view analytical information, so they can take immediate, proactive action on pending issues. This guarantees that service levels are maintained and empowers your managers to ensure maximum efficiency of the entire interaction process.

BUSINESS SCENARIOS FOR STRONGER SALES, MARKETING, SERVICE, AND HR

Central to mySAP CRM, the interaction center seamlessly supports various customer-centric business scenarios for sales, marketing, service, and HR. These include the following:

Telesales Scenario

The telesales scenario transforms your interaction center into a new sales channel, significantly reducing your overall selling costs. It integrates all types of sales interactions, including opportunities, quotations, lead management, sales order management, and dynamic scripting.

During calls, your agents can take advantage of such features as dynamic product proposals, scripts and surveys to qualify leads, cross-selling and up-selling options, and sales-closing tools. These features speed up order processing and help your team increase sales effectiveness and volume. Interaction center

functionality also allows the blending of processes, so sales opportunities may be obtained from service and marketing areas. This is especially effective when customer profiling and treatment strategies are used across several CRM scenarios.

For inbound calls, your staff can answer customer, consumer, and reseller inquiries. They can also provide information and quotations by phone, e-mail, or regular mail. During downtime, inbound reps can switch to outbound calling.

Your employees can also track customer purchasing behavior across all your sales channels to generate outbound marketing campaigns that reflect buying patterns. Outbound selling scenarios include periodic calls and campaign features that integrate sales capabilities of mySAP CRM. All sales information is at their fingertips, which empowers employees as full providers and partners in your company's customer care process.

Telemarketing Scenario

The telemarketing scenario supports inbound and outbound marketing based on calling capabilities and dynamic scripting. It also helps you synchronize telemarketing efforts with your sales, marketing, and service campaigns.

Through seamless integration with telesales, your team can use telemarketing tools to design more effective campaigns that take full advantage of interactive scripting and call handling. Your staff is guided through calls, data capture, and lead qualification, as well as the resulting customer call to action. And your organization can become a more effective and cost-efficient marketing channel.

Service Scenario

In the service scenario, mySAP CRM handles all aspects of the service cycle. Supported environments include customer service centers, help desks, technical support, service technician dispatching, and complaint processing.

In a typical scenario, your team can find solutions to a customer's problem. If the problem can't be resolved easily, your staff can create a service order or dispatch a service technician. The service technician can then call in when the job is completed, and add confirmation for time and materials to the service order.

At all times, your customer service staff can view a customer's history – for example, existing service orders – and review any aspect of the customer base. Staff can easily process service orders, service contracts, invoices, and service confirmations. And, they can be empowered to resolve customer complaints with credit vouchers, coupons, substitutions, or other goodwill measures.

HR Scenario

In the HR scenario, mySAP CRM offers an integrated solution that unites state-of-the-art CRM techniques with HR information – bringing the best of both business practices to an HR help desk. Scripts and alerts guide HR specialists and clerks through most common transactions, while the solution automates data transfer between CRM and HR. By providing end users with one enterprise touchpoint, the employee interaction center area of mySAP CRM enables organizations to provide consistent, personalized service across multiple communication channels.

Enhanced Interaction Center User Interface

With mySAP CRM, your organization has a choice of user interfaces available at all times. The first is a traditional Microsoft Windows-based user interface that runs internally. The second, based on SAP® Enterprise Portal software, is an easy-to-use interface that operates over the Web, making it ideal for remote or seasonal employees. By offering the best of both worlds, mySAP CRM can help you enjoy a greater return on your technology investment.

THE POWER OF EFFECTIVE INTERACTION

Through its world-class management tools, mySAP CRM transforms your interaction center into a powerful and efficient profit center. With it, your organization can:

- **Increase customer satisfaction:** Provide all customers with prompt, personalized, and courteous service. Ensure that they receive accurate answers and efficient follow-through on all commitments.
- **Increase revenues:** Provide your telesales representatives with the insights they need to cross-sell and up-sell to each customer.
- **Improve credibility:** Give your staff the ability to verify product availability, delivery dates, order status, and service commitments based on up-to-the-minute information.
- **Synchronize data:** Coordinate information from every area of your company – marketing, production, shipping, and service – for greater efficiency and improved customer satisfaction.
- **Increase productivity:** Provide your customer-interaction staff with the accurate, up-to-date information that it needs to work more efficiently and productively.
- **Build morale:** Help your customer-interaction specialists feel empowered and successful in their efforts to satisfy customer needs.
- **Manage the customer-interaction cycle:** Build an in-depth profile of each customer to better manage every stage in the relationship – from initial contact to follow-up sales – and every step in between.
- **Increase efficiency:** Enable your interaction center managers to optimize staff, monitor the contact center environment in real-time, and react immediately to meet business needs and ensure that service levels are maintained.

GET THE FULL STORY

For more details on how mySAP CRM can improve the return on investment of your interaction center, visit:

www.sap.com/crm

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