

## SAP Solution Brief



**Have you built the kind of reputation that brings in customers and locks out competitors? Become a true service leader, with the only fully integrated customer relationship management solution: mySAP Customer Relationship Management.**

# **mySAP™ CRM FOR TECHNICAL SERVICE PROVIDERS**

**YESTERDAY'S SERVICE MODEL IS BROKEN.  
FIX IT, WITH mySAP CRM**

Inaccurate forecasting. Dissatisfied customers. Rising costs. Low profits. Slow response times. High employee turnover.

These days, it's no longer enough to provide competent technical service. While delivering state-of-the-art customer care, you must also simultaneously ensure profitability and reduced costs of operation, turning traditional service overhead into revenue growth for your organization.

That's why leading technical services companies worldwide turn to mySAP™ Customer Relationship Management (mySAP™ CRM).

This comprehensive, fully integrated solution provides everything your company needs to build a more efficient, competitive, and customer-centric service organization while maximizing customer satisfaction. With mySAP CRM, you can streamline and optimize the key processes in service and support operations for increased responsiveness, cost-efficiency, and bottom-line profitability.

And as the world's only fully connected CRM solution, mySAP CRM interacts seamlessly with all your other critical customer-centric business processes – including supply chain management, business intelligence, customer financials, portals, marketplaces, exchanges, and product life-cycle management – for greater efficiency and productivity both companywide and globally.

As a result, you can improve the quality of service delivery through every touchpoint, including telephone, fax, the Internet, and field service. And that's the best way to bring your company's performance back up to specifications.

## **BUILD THE SERVICE ORGANIZATION YOU'VE ALWAYS IMAGINED**

With mySAP CRM, you gain state-of-the-art capabilities for optimizing all interactions with your employees, channel partners, and your customers, including:

- **Targeted marketing and lead generation**  
Segment your customer base for targeted marketing and service programs, leveraging the power of integrated analytics. Develop innovative service offerings that meet real customer demands. Capture leads and renewals and turn them into service sales. Coordinate every detail of your sales and marketing programs for greater efficiency, increased brand awareness, and stronger customer loyalty. Evaluate the profitability of each customer, each activity, and your entire service organization.
- **Accurate forecasting and visibility**  
Create more accurate forecasts of sales and profits for better visibility. Increase your ability to capitalize on cross-selling and up-selling opportunities. Implement efficient and effective telesales operations for stronger revenue flow. Establish service-level agreements and contract hierarchies based on customer needs and service histories.
- **Workforce management and fulfillment support**  
Handle service requests promptly and effectively, whether by telephone, fax, e-mail, the Internet, or in person. Dispatch resources with exceptional efficiency to improve service response time and time to repair. Coordinate your entire parts inventory, be it in the depot or with your workforce, to ensure that field technicians have the right part for the job. Perform service-level analysis for proper management of each client's account.
- **Customer service support**  
Provide a high level of responsiveness through immediate access to each customer's most current information. Manage projects efficiently and with complete visibility at all times. Capture all time and materials costs to ensure accurate billing. Interface seamlessly with your financial systems for efficient posting and invoicing. Manage your company's knowledge base to capitalize on the collective experience of your staff.

## **GIVE EACH USER A CUSTOMIZED PORTAL**

mySAP CRM is accessed through mySAP™ Enterprise Portals, allowing everyone in your company to access, collaborate on, and analyze relevant information from any data source. So each professional – from the marketing director to the call center representative – can work more efficiently and productively because they have the information they need.

## **STRONGER RELATIONSHIPS DRIVE CUSTOMER PROFITABILITY**

As the only fully integrated CRM solution on the market today, mySAP CRM provides unparalleled control over the details of your customer interaction strategy. With it, your company can:

- **Understand your customers**  
Gain new analytical insights through seamless integration with mySAP™ Business Intelligence (mySAP™ BI). Discover hidden customer insights and new profitable customer segments. Build an intimate profile and history of each customer and provide personalized, competent service at every stage in the relationship, increasing customer profitability.
- **Increase revenues and profits**  
Close more service contracts and agreements through better understanding of customer needs and buying trends. Introduce new products and service offerings with maximum impact. Boost profits through more effective management of customer and business partner relationships.
- **Reduce costs**  
Track the many variables of your sales, marketing, and promotional programs for better cost control. Reduce call center costs through Internet self-service and interactive voice response (IVR) systems. Reduce unnecessary service visits by effectively identifying customer needs and parts requirements by providing mobile access to detailed technical information. Eliminate waste with real-time management of parts inventory.

- **Maximize customer satisfaction**

Provide better quality service through faster call completion, more single-call responses, fewer errors, and fewer call backs. Deliver one-stop shopping for service and information through multiple channels, including the Web. Offer customers a single invoice that contains multiple services and payment options.

- **Collaborate with your channel partners**

Use online collaboration tools to work more closely with vendors, distributors, consultants, third-party contractors, and other business partners.

- **Go mobile**

Provide field personnel with immediate access to customer and product data wherever they go, using any Web-enabled laptop, personal digital assistant, or cell phone.

- **Build your brand**

As your customers increasingly value your products and services, protect and increase the value of your brand through stronger awareness, greater market share, and increased customer loyalty.

## **PUT YOUR CUSTOMERS FIRST**

Every customer represents a lifetime of opportunities so give them the high-quality, personalized service they expect and deserve with the help of mySAP CRM.

No other solution does more to help you implement industry best practices for customer service. And no other solution offers the same level of built-in integration with your other business management systems.

For full details on how mySAP CRM can help your company maximize profitability, improve competitiveness, and become customer-centric, visit our Web site at [www.sap.com/crm](http://www.sap.com/crm) and [www.sap.com/serviceproviders](http://www.sap.com/serviceproviders).

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