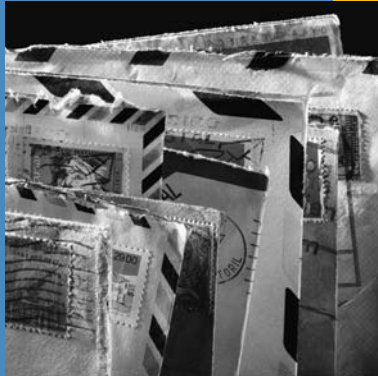


SAP Solution Brief
SAP for Postal Services



CUSTOMER RELATIONSHIP MANAGEMENT FOR POSTAL SERVICE ENTERPRISES

In the face of significant revenue loss due to massive market transformation, postal enterprises are responding to privatization, deregulation, and the explosion in communications technologies by transforming themselves into adaptive high-tech enterprises offering a range of mail, logistics, and financial services. Today, the enterprises most likely to succeed are traveling a new customer-centric path with an enterprise-wide, integrated, process-focused, end-to-end solution: the mySAP™ Customer Relationship Management solution, part of the SAP for Postal Services solution portfolio.

As postal service enterprises begin to navigate the 21st century, the industry sees a dynamically changing business landscape crisscrossed with roads of challenge. Privatization and deregulation have brought stiff competition and customers who are now more aware of their choices.

But there is plenty you can do. You can forge new markets to compensate for declining mail revenues and continuously provide new services driven by efficient marketing and sales processes. You can focus on your most profitable customers, up-selling and cross-selling whenever possible, and keep them satisfied. And finally, you can listen: customer feedback is essential, as are the management and analysis tools it takes to turn that feedback into superlative customer service.

To meet and exceed your customers' expectations and gain their trust, you need to show them one face – always giving them the same accurate information at any time, seamlessly, from anywhere in your organization. And because your customers expect the lowest prices, you must reduce your own marketing, sales, and service costs while increasing process efficiency in the same department. In short, you need to improve service margins, service levels, service time, and the productivity of your people.

To address these opportunities, successful postal enterprises are harnessing the power of customer relationship management (CRM). They start by identifying their most pressing business needs and gaining strong executive leadership and support to meet them, and creating a careful plan to ensure that CRM fits into the overall strategy. Then, based on SAP® solutions and technology, they build a single road – a superhighway to CRM success – that offers both the depth of functionality to address today's most pressing issues and the breadth to meet tomorrow's.

A Unique New End-To-End Road Map to Customer Relationship Management

An overarching CRM strategy based on a single, reliable, and proven solution avoids the high costs of paper-based processes and data maintenance across disparate systems. An enterprise-wide CRM strategy also prevents many other problems, not the least of which is inconsistent data and, even worse, inconsistent responses to your customers.

“Canada Post powers business transformation with mySAP Customer Relationship Management, projected to deliver 26% ROI.”

Cover headline, The ROI Report, June 2002

The mySAP™ Customer Relationship Management (mySAP CRM) solution is integrated with other SAP software components and business analytics capabilities and, as a result, enables you to disseminate customer information as never before. You have access to full customer intelligence at the enterprise level, not just in isolated cells, but throughout the organization. Reporting capabilities let you track all you need to know about your customers – from buying patterns to payment behavior. In fact, such integrated customer information has become a main pillar in the competitive strength and success of postal enterprises today.

The value of this information derives from a single version of the truth – one form of consistent information being supplied to everyone in your organization. Your customers can do business across your entire enterprise, receiving the same high levels of customer service wherever they go. Meanwhile, aggregated customer data can be used for planning and decision making across your enterprise – from sales and demand planning to financial reporting, campaign management to orders, contracts, invoicing, and service.

Full Support for Your Most Essential Sales and Customer Service Processes

mySAP CRM is a process-centric solution with customer-focused capabilities. It offers the fullest array of robust, feature-rich capabilities available in an integrated CRM solution to help you clearly focus on marketing, sales, and customer service processes, including the following.

Marketing and Campaign Management – Sending the Right Message to the Right People at the Right Time Through the Right Channel

To help increase sales and decrease costs while developing new customers, mySAP CRM supports you with the marketing and campaign management tools you need to do just that. You can tightly plan, budget, and execute your marketing campaigns and include campaign-specific pricing, approval management, and campaign automation along the way. Moreover, with target group definition, you can target your most profitable customers and offer customer-specific products and services, such as a convenience product.

mySAP CRM supports your marketing and campaign management efforts in any channel, from the interaction center to the field to e-marketing. And to make sure you're staying on the right path, the solution also offers comprehensive campaign monitoring and analytics, including marketing and campaign success measurements and marketing planning and cost analysis, as well as what-if and external list analysis.

In the face of privatization, increased competition, and more sophisticated customers, these powerful marketing and campaign management capabilities help you to increase sales while lowering costs. And as traditional mail business decreases, they help you to expand into lucrative new business areas in which to build toward the future.

Lead and Opportunity Management – Staying on Target, from Beginning to End

To help you gain new customers and keep existing ones, mySAP CRM supports lead and opportunity management. These capabilities help you to increase revenues by decreasing selling time, obtain qualified leads, increase customer retention, and produce reliable forecasts. The solution provides analytics capabilities, including opportunity pipeline, win/loss, and expected sales volume analytics, to name a few.

You can support your account teams and salespeople with a sophisticated sales methodology that includes, for example, survey and sales assistant functionality. Integrated reporting with ready-made queries provides an extensive view of all opportunities and the basis for detailed sales planning and simulation. Together, these capabilities help you to win complex sales, enable team selling, and improve your sales volume with optimized and streamlined sales processes.

Account and Contact Management – Increasing Customer Satisfaction by Streamlining Sales

mySAP CRM provides full account and contact management process support to empower your account team and salespeople with the tools they need to concentrate on their core tasks and become more efficient. This support begins with integrated sales planning and forecasting capabilities that enable you to better provide customer-tailored solutions instead of just products and services. Account processing features full account data, including interaction history, opportunities, relationships, and activities, and business activity processing allows you to create opportunities and activities. These capabilities are further supported with account and contact management analytics, such as sales performance analyses, whenever you need them.

With mySAP CRM, you can provide your account team and employees with a single reliable source of customer information. With that on hand, your salespeople can better serve their customers and satisfy their diverse needs. The solution also helps

to focus your sales force on your most profitable customers, increases the productivity of your salespeople, shortens ramp-up time for new team members, and enables proficient team selling.

Quotation and Order Management – Shortening Cycles and Tracking Orders

To help increase the speed and efficiency of quotation and order processing, which in turn improves revenues and decreases costs, mySAP CRM provides quotation and order management capabilities. The solution offers inquiry, activity, sales order, and outbound processing capabilities, event management and billing functionality, and sales analytics.

The quotation and order management capabilities of mySAP CRM help you to lessen the proposal life cycle and enable you to expertly track orders throughout the order management process, leading to improved customer service. They also increase the timeliness of quotation and order processing, while decreasing order entry, maintenance, and operating costs.

Customer Care and Complaint Management – Reducing Complaints and Improving Service and Quality

mySAP CRM supports complete customer care and complaint management. A full palette of capabilities includes complaint processing, billing and logistics integration, and escalation and task management. The solution also offers complaints analytics to help you track metrics such as the number of complaints, for example, complaint ratio by product and service, and changes in processing volume.

This process support enables you to reduce the volume of complaints by recording and analyzing detailed complaint information and improving products and services according to customer feedback. By optimizing complaints processing, this support reduces your costs for complaints handling. And by assuring adherence to service-level agreements, it increases customer satisfaction.

The Comprehensive Superhighway to Customer Value and Visibility for Postal Enterprises

Only mySAP CRM delivers such comprehensive, end-to-end process support spanning the entire enterprise, tailored to the postal industry. For example, the solution's interaction center support gives your agents full access to customer information and it even guides them through each customer phone call.

Going online? SAP is one of the most trusted providers of online Web shops. In the field? With mySAP CRM, you can support your key account managers with an offline mobile sales CRM solution to help them close the sale.

Business Value from the Word "Go"

mySAP CRM offers immediate business value, too, allowing for a fast and flexible deployment at low risk with rapid ROI. The process-focused solution enables you to address your most important business priorities, achieve business value quickly, and then expand the solution step by step – realizing tangible ROI along the way. Best-practice support delivered with the SAP Solution Manager application management platform can accelerate time to value by as much as 22%, while reducing costs by 20% and risk by 71%. And mySAP CRM is powered by the SAP NetWeaver™ platform, enabling you to quickly and flexibly adapt to changing business needs.

Get on the Road Today with mySAP CRM

mySAP CRM is unique because it is much more than a package of functionality. It is a comprehensive business strategy that supports your CRM processes, end to end. To learn more about the superhighway to CRM for postal services, visit the SAP Web site today at www.sap.com/industries.

Powered by SAP NetWeaver

mySAP CRM 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 service-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.