

## Solution Brief

SAP Customer Relationship Management

# GETTING THE MOST FROM YOUR INTERACTION CENTER

## MAKE EVERY INTERACTION COUNT

At the heart of your company sits at least one interaction center. Take advantage of the fully integrated functions of the SAP® Customer Relationship Management application and turn your interaction center into a strategic delivery channel that can maximize customer loyalty, reduce costs, and add revenue.



Customers on hold. Overflowing e-mail in-boxes. Ever-higher quotas. Demands from management to do more with less. Poor coordination with other departments. These are only a few of the many issues that interaction centers face as they try to maximize both profitability and customer satisfaction with every customer contact.

The SAP® Customer Relationship Management (SAP CRM) application can make your interaction center a strategic delivery channel that can maximize customer loyalty, reduce costs, and boost revenue. SAP CRM can handle inbound or outbound interactions over a variety of channels, including text messaging, the Internet, e-mail, fax, and mobile phones. It provides a single business platform that unites your front office with your back office. And it gives your managers Web-based access to SAP or third-party software for interaction center administration, maintenance, and reporting.

### Support the Full Range of Interaction Center Tasks

Whether you use your interaction center for telemarketing, telesales, direct customer service, or shared services, such as IT and HR help desks, SAP CRM gives you the tools to succeed.

#### Telemarketing

Marketing organizations are under increasing pressure to build profitable, long-term relationships with customers. This means identifying potential customers, executing successful marketing activities, and delivering results with fewer resources. SAP CRM can help

you achieve these goals. By closely integrating interaction center functions with a wide array of marketing tools, the application helps your agents focus on prospects with the greatest profit potential. Agents have all the information they need to make the most relevant offers to those prospects. In addition, SAP CRM can help you maximize agent effectiveness through outbound marketing efforts based on targeted call lists, scripts, suggested promotions, and preferred communication channels.

#### Telesales

To meet your revenue goals, you must drive revenue through better knowledge about your prospects while decreasing the cost of sales through greater efficiency. SAP CRM gives agents the resources they need for effective telesales campaigns. The application can increase sales volumes by helping agents drive more qualified leads into the pipeline, target existing customers for cross-selling and up-selling offers, and provide information on order status.

Built-in integration with SAP Real-Time Offer Management software enables agents to propose up-sell, cross-sell, and retention offers, and to deliver marketing messages based on customer data, customer history, and business events. Not only is this a driver for a telesales call center, it is also the perfect way to turn service-related inbound calls into sales opportunities.

THE BEST-RUN BUSINESSES RUN SAP™



### Customer Service

The interaction center is often the primary means of delivering customer service. With SAP CRM, you can transform your service organization from a cost center into a profitable line of business. Profitable interaction centers link their service departments with the rest of the organization – providing new opportunities to extend service contracts and to sell additional services or products. This approach can also ensure that service is delivered according to the terms of service contracts.

Agents have all the information they need to research, diagnose, and resolve service issues without transferring calls to other departments. From a single desktop interface, agents can confirm service contract entitlements, assist with exchanges and returned materials, answer technical questions, and schedule field service personnel from your company or a third party.

### Shared Services

Using SAP CRM, you can deploy shared-services centers for your HR and IT help desks. Agents can assist customers, employees, and internal users with their questions and resolve issues using the application's knowledge database, case management, and trouble-ticket functions.

Agents at your IT help desk can categorize and dispatch service requests based on customer inquiries and related business rules. They can handle IT-related incidents in a standard IT infrastructure library (ITIL) environment. They can access information about a supported user's current hardware

and software configuration and handle change management and release management for that user.

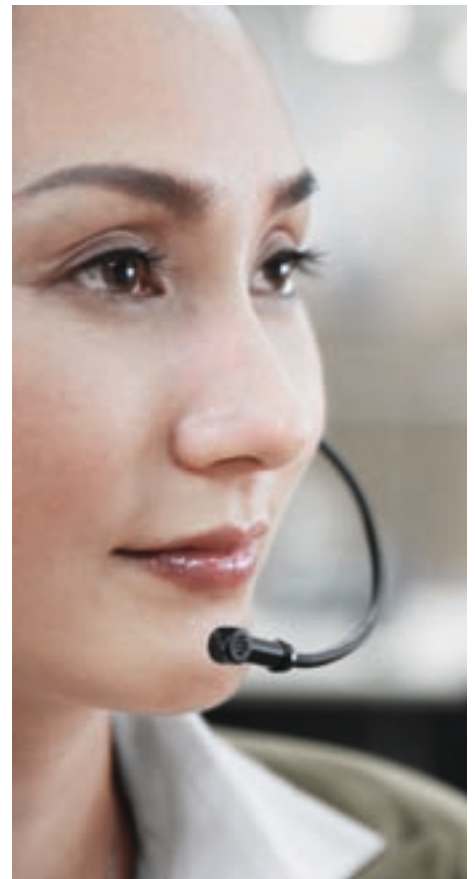
Functionality for an HR help desk ensures delivery of accurate information to employees in a service-oriented, cost-effective manner. For example, scripts can guide HR specialists through infrequently used transactions, ensuring that employees receive consistent, high-quality service from the HR help desk – whether by phone, e-mail, or Web chat. This is vital for HR organizations, especially in environments that experience frequent organizational restructuring and changes to HR information.

### Tap Robust Tools for Interaction Center Management

As you try to do more with less, it's imperative that your interaction center is easy to operate and administer. At the same time, the dynamic demands of business require that interaction centers are powerful and flexible enough to address future market changes.

SAP CRM provides powerful administration tools for managing your interaction center. Alerts and messages notify agents of special information and exceptions, while scripts systematically guide agents through transactions. Knowledge management tools direct the right information to the right person at the right time.

Interaction center managers and analysts can set up business rules to enforce corporate standards and policies, without involving the IT organization.



Turn service-related inbound calls into sales opportunities and increase revenue by giving your tele-sales agents effective tools for cross-selling and up-selling to targeted customers.

You can, for example, create business rules that control the automated processing and handling of incoming e-mails. You can configure rules that guide agents automatically to the correct business process and trigger appropriate scripts, alerts, and knowledge management articles based on specific business data and events.

## Use Analytics to Maximize Interactions

SAP CRM provides analytics to help you measure and optimize your interaction center. You can analyze customer interactions, business processes, and market opportunities and then use the knowledge that you've gained to improve customer-focused operations.

The application captures and synchronizes all relevant data about your interaction center and provides advanced reporting tools that help you monitor and measure interaction center performance. It also provides reporting functionality against your CRM activities. You can configure ad hoc reports with minimal effort and deliver accurate, timely, and actionable information to executives, managers, and front-line workers. Requiring minimal setup and training, the reporting functionality in SAP CRM can deliver business insight to your employees and managers at a lower cost than a third-party reporting solution.

## Communicate Effectively Across Channels

You can integrate interaction center functions in SAP CRM with a variety of communications management systems through certified interfaces to leverage existing communications investments. You can also use out-of-the-box tools in SAP Business Communications Management software to help agents handle both inbound and outbound contacts. This software can route incoming phone calls, e-mails, faxes, text messages, and Web requests to the most

appropriate agent. Real-time monitoring and reporting functions help interaction center supervisors evaluate the performance of agents during interactions with customers.

Integration of call and multichannel statistics from either SAP Business Communications Management or third-party communications management applications with business-related data from SAP CRM helps you understand the real value of your interaction center operations. You can determine, for example, which customer issues are the most time-consuming and expensive to resolve.

## Turn Customer Interactions into Business Benefits

SAP CRM can transform your interaction center into a powerful and efficient profit center by helping you:

- Increase customer satisfaction through prompt, personalized, and courteous service
- Improve performance and credibility with your customers by providing up-to-the-minute information about product availability, delivery dates, order status, and service commitments
- Increase revenue by giving your telesales agents effective tools for cross-selling and up-selling
- Manage every stage of the customer interaction cycle with an in-depth profile of each customer

Increase customer satisfaction through prompt, personalized, and courteous service by giving your staff the ability to verify product availability, delivery dates, order status, and service commitments with up-to-the-minute information.

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## Summary

The SAP® Customer Relationship Management (SAP CRM) application ensures that your interaction center operates efficiently, while providing quantitative data for better-informed decision making. You can deliver a superior customer experience during telemarketing and telesales activities and resolve customer issues. You can also handle IT requests and support HR activities in a shared-services environment.

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## Challenges

- Develop profitable, long-term relationships with customers
- Coordinate with other departments
- Support operational and strategic decision making

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## Supported Business Processes and Software Functions

- **Telemarketing** – Identify high-potential prospects and customers, execute successful marketing activities, and deliver results with fewer resources
- **Telesales** – Help agents drive more qualified leads into the pipeline, target existing customers for cross-selling and up-selling offers, and provide information about orders
- **Customer service** – Link your service department with the rest of the organization, provide new opportunities to extend service contracts, and sell additional services or products
- **Shared HR services** – Deliver accurate, consistent information to employees; process employee requests efficiently and accurately
- **Shared IT services** – Categorize and dispatch service requests and efficiently handle IT-related incidents
- **Interaction center management** – Manage and monitor your interaction center with powerful administration tools

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## Business Benefits

- Increase customer satisfaction through prompt, personalized, and courteous service
- Improve performance and credibility with your customers by providing up-to-the-minute product and order information
- Drive revenue through better knowledge about prospects, while decreasing the cost of sales through greater efficiency
- Transform your interaction center from a cost center into a powerful and efficient profit center

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## For More Information

For more information on how SAP CRM can turn your interaction center into a strategic delivery channel, please contact your SAP representative or visit our Web site at [www.sap.com/crm](http://www.sap.com/crm).

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