

Solution Brief

SAP Customer Relationship Management

MANAGE BUSINESS COMMUNICATIONS

BUILD STRONGER MARKETING, SALES, AND SERVICE

SAP® Business Communications Management software provides a multichannel, all-IP communications platform that organizations can use to deploy IP telephony for everyone who needs it, including telemarketing experts, customer service agents, switchboard operators, office workers, mobile experts, and their managers.

People, processes, knowledge, and contact points may be scattered across geographies, functions, and organizations. Executing effective marketing, sales, and service programs requires a solution that can seamlessly manage and coordinate communications, both inside and outside the organization.

All too often, however, customer-facing communications are rigid and hardware based. This can make it difficult and expensive to organize customer service and telemarketing programs that respond to customer needs. It can also make it hard to create a competitive advantage that leverages the unique expertise that exists across your organization – from the field to your corporate headquarters and manufacturing plants. Executing an effective communications strategy becomes even more difficult as customers seek real-time contact through text messaging, e-mail, and the Web.

Delivering an effective multichannel customer experience used to mean a complicated process of integrating communication hardware and software from multiple vendors – and then building a bridge between these components and your customer relationship management applications. Today's challenges require a more comprehensive solution.

SAP® Business Communications Management software offers a more seamless approach by helping you create communication-enabled business pro-

cesses with the SAP Customer Relationship Management (SAP CRM) application. These processes can help you more effectively manage your resources for marketing, sales, and service. By more easily leveraging expertise throughout your organization and monitoring your customer-facing operations in real time, you can significantly improve your internal performance across multiple locations and communications channels.

Route Inbound Contacts Based on Customer Need

SAP Business Communications Management provides comprehensive support for inbound contact centers – especially those that are spread across multiple sites and serve multiple contact channels. Intelligent routing ensures that your customers reach the people who can best address their needs. The software provides unified queuing, prioritizing, and routing of all contacts – including contacts by telephone, e-mail, fax, voice mail, text messaging, and the Web.

Web-based tools support your service agents, supervisors, and contact center managers wherever they are. Mobile users can access contact-center queues from any Internet-connected computer, any standard telephone, or any mobile device. A customer inquiry that reaches a service agent's desktop is accompanied by customer-specific information and an interaction history. Access to this information increases



THE BEST-RUN BUSINESSES RUN SAP™





first-time resolution rates and reduces the need for consultation and transfers. The combined functions of SAP Business Communications Management and SAP CRM help you route inbound

By replacing your communications hardware with a software-based solution, SAP Business Communications Management can help you make your staff more effective with customers and lower your total cost of ownership.

calls to the service people who can most effectively answer customer questions and resolve issues. Service agents can verify the availability of relevant experts from across your organization and conference them in. And they can route contacts to other personnel who might be appropriate – whether they are located in a fixed

location or in the field. With this support, your organization can respond immediately and effectively to a wide range of customer requests.

Centralize Outbound Marketing Campaigns

Successful telemarketing and sales efforts require efficient and effective tools for campaign planning and execution. SAP Business Communications Management gives you greater control over your telemarketing processes and makes it easy to adjust those processes as your needs change. The software combines disconnected or dispersed telesales initiatives into a single networked operation that minimizes unproductive tasks. You get a full-fledged solution for a virtual IP-based contact center that can improve the performance and quality of your telemarketing programs.

The integration of SAP Business Communications Management with SAP CRM makes it easy to design telemarketing campaigns and roll them out as a single program that combines multiple sites and sales organizations. In addition, with this combination, you can segment your audience, set up reminders, take orders, manage contacts, and make sales calls from the road. And the ability to deploy outbound and inbound contact-center functionality as a single solution lets you switch agents automatically from outbound to inbound activities as you reach predefined contact volumes or service levels.

Manage Communications Across Your Enterprise

SAP Business Communications Management can serve as the foundation for communication-enabled business processes across your enterprise. The standards-based software is scalable and works either as an in-house solution or as a hosted service.

The software can support a wide range of users – customer service agents, office workers, and mobile specialists – as well as their managers. Users can communicate and access communications controls from any network-connected computer or mobile phone around the world. You can extend enterprise communications functionality to standard third-party PBX extension phones, home phones, or mobile phones. The advanced communications functionality accessed through these devices is controlled via a local Internet-connected computer with a softphone application. SAP Business Communications Management supports an integrated telephony platform that enables multichannel communications – both within your enterprise and with prospects, customers, and partners outside your organization.

Add Reporting and Interactive Voice Response

A reporting option with online analytics lets you monitor and manage your communications in real time. This gives you the flexibility to adapt your communication-enabled business pro-

cesses based on performance and results. Analytics functionality in SAP Business Communications Management seamlessly integrates with SAP CRM to support blended analytics and a combined operational and business view of your marketing, sales, and service activities.

An interactive voice response option provides an automated channel for responding to customer inquiries or gathering information for intelligent contact routing. Customers can respond to various choices via touch tones, obtain and leave information, or be routed to the appropriate service agent.

Tap State-of-the-Art Technology

SAP Business Communications Management is built on industry-standard technology and includes tools to ensure high levels of security. It works with both fixed and wireless networks and can be integrated with other telephony and IT systems. Because SAP Business Communications Management includes functionality for fixed and mobile telephony, you can switch all telephony extensions within your business domain – including mobile devices – to an all-IP solution at the pace you prefer.

Reap a Wide Range of Business Benefits

With SAP Business Communications Management, your organization benefits from integrating its business and communications processes for more

efficient and effective execution of marketing, sales, and service activities. The software helps you better manage and coordinate customer interactions and improve the performance of your sales and service organizations. You can better leverage your corporate expertise to solve customer problems. You can learn where your marketing, sales, and service roadblocks are and find the means to fix them.

Gain an advantage over your competitors and serve your customers more effectively by making the right people, knowledge, and technology available across all customer-facing processes.

SAP Business Communications Management gives all customer-facing employees access to the same information and comprehensive communications tools – making your staff more effective. By helping you decrease response times and improve overall service, the software can increase customer satisfaction and loyalty. By replacing communications hardware with a software-based solution, SAP Business Communications Management helps you lower your total cost of ownership.

Unify Your Business and Communications Processes

SAP Business Communications Management can help you integrate the people, processes, and knowledge in your organization across multiple geographies and organizations to serve your customers more effectively. You can make the right people, knowledge, and technology available across all customer-facing processes – creating a key advantage over your competitors.

Summary

By bringing together communications technologies and business systems, SAP® Business Communications Management software and the SAP Customer Relationship Management application help you create communication-enabled business processes that leverage organizational know-how; enhance your marketing, sales, and service activities; and reduce total cost of ownership.

Challenges

- Need for flexible management and coordination of communications, inside and outside the organization
- Reliance on rigid, hardware-based communication systems
- Complicated process of integrating communication hardware and software from multiple vendors
- Inability to manage customer service, telemarketing, and sales programs that are responsive to customer needs

Supported Business Processes and Software Functions

- **Customer service** – Ensure that customers reach people who can best address their needs with unified queuing, prioritizing, and routing of all contacts through multiple channels
- **Marketing and sales** – Combine initiatives into a single networked operation that improves the performance and quality of your telemarketing and sales programs
- **Communications management** – Easily support a wide range of users and devices with an integrated telephony platform that enables multichannel communications
- **Communications operations** – Monitor and manage communications in real time with reporting and online analytics

Business Benefits

- Improved performance of your sales and service organizations across multiple communications channels
- Enhanced coordination of resources for marketing, sales, and service
- Increased customer satisfaction and loyalty with decreased response times and overall service improvements
- Lower total cost of ownership with reduction in hardware investments and more targeted and flexible use of software
- Lower installation, integration, and maintenance costs as a result of prebuilt integration with SAP Customer Relationship Management

For More Information

For more information on how SAP Business Communications Management can enhance communications in your company, contact your SAP sales representative or visit our Web site at www.sap.com/crm.

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