

SAP® BUSINESS COMMUNICATIONS MANAGEMENT FOR CONSUMER PRODUCTS

COMMUNICATIONS THAT KEEP CUS- TOMERS SATISFIED AND COSTS LOW

SAP® Business Communications Management software provides a flexible, low-cost, multichannel contact center platform that improves customer service and reduces costs. It connects your retailers, consumers, and everyone else to help deliver fast service that grows sales and builds brand value.

There is no doubt about it. If you're in the consumer products business, business is challenging – and for the foreseeable future, it's going to continue that way. In tough economic times, it's not enough to drive sales up – you also have to drive costs down. With slim margins continuing to shrink, you need to streamline customer care operations by mobilizing your entire workforce, making them part of your virtual contact center. This will improve customer service, lead to increased customer satisfaction, and drive additional sales and customer loyalty. This renewed agility will improve response to customer demand allowing you to take full advantage of trends, seasonal tastes, and other consumer shifts as they happen.

To get there, you need to optimize your communications operation. And you need to do it in a way that is fast and simple and makes your communications infrastructure flexible, scalable, and low cost. That's exactly what SAP® Business Communications Management software can deliver.

The software provides a flexible, browser-based contact center platform that connects all the people who make your business run – everyone from consumers, retailers, and suppliers to sales, marketing, and human resources. It enables communication across channels so retailers, consumers, and everyone else can interact the way they prefer – by voice, e-mail, text message, chat, or fax. The software also integrates with your existing back-office systems, including your telephony infrastructure, so you can better leverage your telephone investment.

Best of all, SAP Business Communications Management can quickly and completely replace your telephony hardware (and supporting vendors) so that you can realize immediate cost reductions in your operations. And because it's an all-software solution, you are no longer tied to the confines of the contact center. Your call agents and everyone else in your business ecosystem can connect without fixed lines.

Everyone Connects – Consumers, Retailers, and Your Own People

SAP Business Communications Management does more than just improve your communications operation – it enables a broader infrastructure that virtualizes your contact center. Virtualization connects all your employees into a single solution regardless of where they're deployed – so you can better adapt and respond to changes in the consumer marketplace. All of your partners, from ingredient suppliers to third-party service providers, can be just as available as your internal workforce. Customers and every other facet of your business ecosystem can interact across communication channels – whether it's voice, e-mail, text message, chat, or fax – and all this with a single browser-based user interface.

With the smart call-routing functionality in the software, you can identify and quickly direct all customer communications to the best available resource. You not only streamline your operations like never before, but you can capture more sales in more ways. For example, using product advertising, you can direct



consumers to phone in or “text” to dedicated numbers that provide product information, discounts, and other incentives. When customers contact you, they can be routed immediately to dedicated call agents or even local retailers. You can also use the software to help consumers locate and purchase out-of-stock or hard-to-find products, connecting them in real time to retailers who carry the stock.

Flexibility to Keep Costs Low and Improve Business Agility

SAP Business Communications Management provides powerful virtualization that significantly reduces the need for an expensive contact center infrastructure to support dedicated call agents. Because the software is browser based, customer care agents can be available from home or any other location worldwide. You can easily expand or contract the number of customer care agents based on consumer and product demand including seasonal spikes in call volumes. Whether it's increased holiday activity, a test market campaign, or product recall, you can quickly add agents as call volumes increase and automatically ramp down as they decrease.

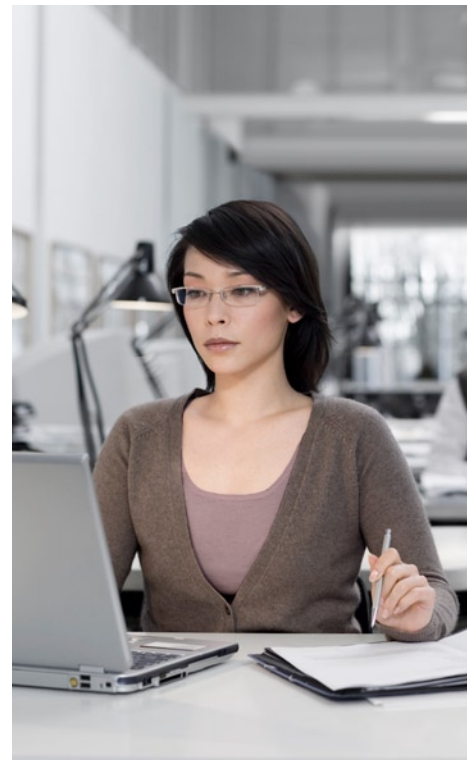
You can also use the same flexibility for new product launches. Not only can you quickly ramp up as a new product hits the market, but you can also use the smart routing functionality in the software to channel product-specific calls to those agents with the right

expertise. By redirecting product- or issue-specific calls to dedicated agents, you no longer have to burden your normal customer service operation with additional costs and staffing.

Consumer Care That Keeps Consumers Coming Back

Effectively addressing consumer concerns is the cornerstone for building brand loyalty. That's why SAP Business Communications Management eases the complexity of customer care by routing consumers to the right person quickly and smoothly. For example, if your consumers dial your dedicated toll-free hotline to report a product issue or adverse reaction, the software can be configured to automatically route them to the right agent within the manufacturer's ecosystem. Not only are consumer issues addressed fast, but callbacks are avoided and consumer loyalty is preserved and strengthened.

In addition, if you anticipate complex problem-resolution cycles, you can automate your call routing based on identification criteria that are customer-, product-, or problem-specific. Whether consumers are requesting recipe directions or need help determining a medicine's dosage, the software connects consumers directly to skills-matched service agents who can handle the specific problem. You can also manage the key relationships that drive your business – matching consumers to retailers based on multiple dimensions including location and available inventory.



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Software That's Proven Successful, Proven Low Cost
SAP Business Communications Management was originally the proven solution created by Wicom Communications and has been used worldwide for years. By design, the browser-based software fully integrates with the SAP Customer Relationship Management (SAP CRM) application and can work with any other CRM solution you are currently using. Implementation is accelerated and you don't have to worry about costly, cumbersome compatibility issues or multiple vendors.

The “prepackaged” integration with SAP CRM also means that there is no additional hardware or middleware, so you’ll be up and running quickly. It also means far lower maintenance costs – you no longer have to support a lot of different software and hardware, deal with multiple technology vendors, or employ numerous IT people just to keep everything running smoothly. In fact, implementation time is measured in weeks rather than months, and you can immediately leverage all of your data from SAP CRM to enrich customer service, while reducing operating overhead.

Analytics That Drive Customer Service and Measure Outcomes

In today’s business climate, it’s essential to fully capture and aggregate customer transactions so you can spot consumer trends and drive innovation. That’s why SAP Business Communications Management brings together detailed customer data from your CRM solution with multiple methods of communicating with your customers – so you get rich, blended analytics that far surpass analytics based solely on voice calls. So even if your customers are reaching you by text message, the Web, or chat, you can still track customer behavior and purchase history.

Why Spend More and Get Less?

SAP Business Communications Management helps you increase sales even as you reduce overhead. It’s the only

solution that integrates with SAP CRM by design and gives you the choice to fully incorporate or replace your existing telephony hardware.

The software helps you:

- **Increase customer satisfaction** through improved responsiveness and fast resolution
- **Build brand value** with comprehensive communications that keep up with shifting consumer demands
- **Reduce cost** with smarter workforce utilization, intelligent call routing, and lower maintenance costs
- **Achieve fast time to benefit** through implementation measured in weeks, not months
- **Reduce complexity** through a single, integrated solution that simplifies communication enterprise-wide
- **Lower total cost of ownership** with an open-standard, browser-based application that’s widely accessible, requires low maintenance, and is fully supported by a single vendor

Industry Proven to Get You Up and Running Fast

International IT services provider Atos Origin S.A. needed to replace its service desk that was burdened by diverse local infrastructures and complex proprietary technologies. “We needed a unified and scalable solution that could help us ensure 24x7 global service desk support and superior customer service,” said Mick Hassall, vice president of global managed operations at Atos Origin. “Only SAP Business Communications Management

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Find Out More

To learn more about how SAP Business Communications Management can help your consumer products business improve its communications operation, contact your SAP representative or visit us online at www.sap.com/bcm.

could deliver a truly location-independent, multichannel solution in a very short deployment time. With the software, we have been able to unify our network of global delivery centers with consistent infrastructure, processes, and tools.” In fact, Atos Origin successfully deployed the software in six global service centers across five continents in just five weeks. It has joined over 200 companies that are successfully using SAP® Business Communications Management software to enhance their customer service.

Summary

SAP® Business Communications Management software provides a flexible, low-cost, multichannel contact center platform that improves customer service and reduces costs. It connects your retailers, consumers, and everyone else to help deliver fast service that grows sales and builds brand value.

Business Challenges

- Meet shifting consumer demands during a period of economic uncertainty
- Implement an innovative communications infrastructure that connects all the people who make your business run
- Leverage all of your data from the SAP Customer Relationship Management application
- Better utilize workforce for consumer sales and support operations
- Lower implementation and maintenance costs for customer communications

Supported Business Processes and Software Functions

- **Business ecosystem collaboration** – Enable all of your business partners, including retailers and consumers, to stay connected
- **Comprehensive consumer care** – Build customer loyalty by efficiently managing a wide variety of consumer care issues
- **All-software solution** – Replace existing telephony hardware entirely or keep as needed
- **Virtualized contact center** – Expand or shrink available call agents easily
- **Intelligent call routing** – Connect consumers to the right person no matter how they contact you

Business Benefits

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For More Information

Call your SAP representative or visit us online at www.sap.com/bcm.

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