SAP Solution Brief
SAP Customer Relationship Management

Hit Your Marketing Goals with SAP® Customer Relationship Management

Quick Facts

Summary

The SAP® Customer Relationship Management (SAP CRM) application gives you a comprehensive marketing solution to plan, manage, and execute all of your marketing activities – across multiple customer touch points. With integration into other critical SAP applications and support for end-to-end business process automation across the enterprise, SAP CRM gives your marketing team the business insight it needs to drive customer demand and continuously improve customer loyalty.

Business Challenges

- Improve return on marketing investments
- Create delightful customer experiences across all customer touch points
- Improve efficiency of marketing operations

Key Features

- **Marketing resource management** – Optimally manage all your resources
- **Multichannel campaign management** – Coordinate marketing activities across all channels
- **Lead management** – Generate qualified leads and distribute them efficiently
- **Segment and list management** – Build customer segments and generate lists to support campaigns
- **Customer loyalty management** – Personalize reward programs and allow multichannel access to loyalty accounts
- **Marketing analytics** – Gain key insights to make intelligent decisions
- **Inbound marketing with real-time offer management** – Make real-time marketing offers that are relevant

Business Benefits

- **Improve customer loyalty** with consistent experiences across channels and reward programs that work
- **Boost sales** with better lead management and customer segmentation
- **Enhance your marketing ROI** with effective use of marketing resources and increased efficiency for marketing operations
- **Increase marketing transparency** with standardized marketing processes and collaboration tools that keep parties aligned

For More Information

To learn more, call your SAP representative today or visit us online at www.sap.com/crm.

Want to develop a holistic customer engagement strategy that builds on long-term loyalty? Need real-time transparency for all marketing plans, processes, and outcomes so that you can make the best investment decisions possible? The SAP® Customer Relationship Management (SAP CRM) application can help you jump-start your marketing organization to achieve the marketing results you desire.

BOOST YOUR MARKETING ROI

Today's winning marketing organizations have figured out how to interact with their customers no matter where they may be. Using holistic cross-channel customer engagement strategies, these organizations deliver positive customer experiences that build loyalty over the long term – all while maximizing limited marketing resources under tough economic conditions.

SAP CRM can empower you to do the same. SAP CRM helps you increase brand equity – and your marketing ROI – with deep customer insights that enable you to deliver the most relevant offers to the right customers at the right time. It also helps you derive the most value from available marketing resources while supporting real-time transparency for marketing plans, processes, and outcomes. This enables you to optimize marketing spend, improve operational efficiency across your marketing organization, and increase the effectiveness of your marketing efforts.

Marketing Resource Management

SAP CRM gives you real-time visibility into all marketing plans, processes, and outcomes. For example, with integration with SAP financial solutions, SAP CRM delivers insight into budgets and marketing spend. This helps you make better investment decisions that maximize the value of your marketing resources – including time, people, budgets, collateral, campaigns, and partners.

With SAP CRM, you can develop hierarchical marketing programs that align activities with strategic objectives. Project management tools such as task management and campaign templates help increase collaboration among internal and external team members – including vendors, agencies, and partners. Digital asset management functionality helps you leverage assets consistently across the organization. In the end, you're able to assemble and deploy the resources you need with greater speed and effectiveness than ever before.

Multichannel Campaign Management

As touch points proliferate, innovative marketers are mastering new ways to communicate with customers and deliver consistent experiences that exceed expectations. This is why SAP CRM is designed to help you coordinate customer engagements across all interaction channels, including social media and mobile platforms.

With the ability to create, develop, execute, and measure multichannel campaigns, you can use SAP CRM to accurately target and deliver the right messages to the right people – where and when it will resonate with the customer. Role-based campaign planning, monitoring, and approvals functionality helps you keep on track. A simplified interface – designed just for marketers – helps maintain productivity. We've also integrated Web channel and interaction center functionality with other campaign execution tools to maximize your effectiveness. This helps you meet the constantly rising expectations of your customers and deliver experiences that keep them coming back.

Lead Management

SAP CRM helps improve collaboration between your sales and marketing groups. That's how you can generate more leads and convert them into more sales. Through automation the software helps improve visibility into the entire lead-lifecycle process. This makes it easier for sales teams to anticipate when and where leads will enter the pipeline, while gaining valuable information on lead quantity and quality as well.

Using SAP CRM, you can generate highly qualified leads and prioritize them according to the most promising prospects. To boost conversion rates, you can automatically distribute leads to the best-suited sales agents or to a third party such as a qualified channel partner. With powerful collaboration tools, you can even extend the lead management function to partner organizations – increasing partner collaboration. In the end, you have the tools you need to consistently assign the best resources for generating and following up on relevant leads – which ultimately leads to more sales.

Segment and List Management

No customer base is a monolith. This is why you spend so much time and money segmenting your customers and developing targeted lists. SAP CRM makes this task easier with a graphical "waterfall" interface that allows you to visualize

attributes, define your segments, and gain quick customer insights. Then you can use drag-and-drop features to build your target segments at high speeds, leveraging the in-memory technology to process millions of customer records in just a matter of seconds.

Next, the software's list management functionality gives you the flexibility to manipulate target lists in support of complex campaigns. You can randomly select records, split lists into various sizes, and manage data deduplication tasks and opt-outs with greater effectiveness. You can also directly import large external data files at high speeds to boost your productivity. All of this allows you to better target customer groups to continuously meet customer needs, improve satisfaction, and drive sales.

Customer Loyalty Management

SAP CRM provides an integrated approach for planning, developing, and managing customer loyalty programs that are truly effective. Many points and reward programs are look-alikes. But you can use SAP CRM to build programs that elevate your customers' loyalty, resulting in customer advocacy, increased retention, and enhancement of your new-customer acquisition efforts.

For example, native integration with analytic applications enables you to target and personalize loyalty rewards to customer preferences. This way, you can differentiate your programs from others that offer the same things to all customer segments despite obvious differences. You can also use SAP CRM to integrate with partner organizations and offer their products and services as part of your program. With support for multiple interaction channels, the software allows your customers to access and interact with their loyalty accounts as they see fit – whether it's over the Web, via a call center, or even through social media.

Marketing Analytics

In today's world, the organization that makes the best use of marketing data is the company that wins. This is why SAP CRM includes powerful analytical functionality that supports operational reporting, marketing dashboards, and advanced analytics.

A robust set of predefined reports, dashboards, and templates can be tailored to track the key performance indicators (KPIs) that matter most to you. You can even drill down on these KPIs to gain insight into your activities or use predictive analytics to target customers more effectively with personalized promotions. When data is king, you need to use that data effectively. SAP CRM delivers the insight you need at every level of your organization to help your people make intelligent, informed decisions that lead to better business performance.

Inbound Marketing with Real-Time Offer Management

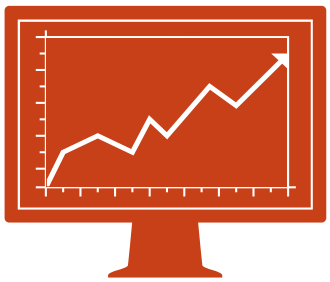
With SAP Real-Time Offer Management software, you can bring intelligence to your customer interactions and use inbound channels to build customer relationships and generate revenue. This software – which is integrated with SAP CRM – allows you to centrally manage all offer creation tasks to plan, develop, and execute cross-sell, up-sell, and retention offers across multiple channels. Through relevant and personalized customer interactions, this software helps you take the most appropriate next steps to enhance customer relationships regardless of the interaction channel your customers prefer.

PUT YOUR MARKETING ORGANIZATION IN OVERDRIVE

SAP CRM is designed to help you steer your marketing organization toward ongoing success under increasingly difficult conditions. The objective is to help you meet the challenge posed by proliferating channels and capitalize on opportunities for long-term relationships presented by customers who enjoy being in the driver's seat.

SAP CRM helps you succeed on numerous fronts. By delivering a consistent experience across all channels and building rewards programs that meet individual preferences, you can encourage customers to keep coming back.

SAP CRM helps you increase brand equity – and your marketing ROI – with deep customer insights that enable you to deliver the most relevant offers to the right customers at the right time.



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With lead management functionality and segmentation tools that enable you to make the right offer at the right time to the right customer, you'll boost sales.

And because you're under so much pressure to control costs, SAP CRM helps enhance your marketing ROI with tools that maximize marketing resources and increase the efficiency of marketing operations. You can also improve the overall effectiveness of your organization with standardized marketing processes and collaboration tools that increase marketing transparency and help keep all parties aligned.

Ultimately, you're able to run your marketing organization in a way that increases its value to the organization as a whole – helping drive sales and improve customer loyalty over the long term.

LEARN MORE

For more information about how SAP CRM can help your marketing organization improve performance, call your SAP representative today or visit us online at www.sap.com/crm.

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