SAP Solution Brief
SAP Customer Relationship Management

SAP Business Communications Management

SAP® Business Communications Management

A Rapid-Deployment Solution for Improved Customer Service

Quick Facts

Summary

Combining SAP® Business Communications Management software with rapid-deployment services enables you to improve customer service with a flexible communications platform for inbound contact centers.

Business Challenges

- Improve customer satisfaction with more effective communication
- Better utilize workforce for customer-facing operations
- Lower implementation and maintenance costs for customer communications
- Better utilize limited time and budget for improving contact center operations

Key Features

- **All-IP communication solution** – Replace existing telephony or keep it, as needed
- **Virtualized contact center** – Combine your contact center resources into one virtual entity
- **Rapid-deployment services** – Understand the effort, cost, risk, and scope of the final product at the very beginning of the process
- **Complete your customer relationship management application** – Manage customers better by integrating with the SAP Customer Relationship Management (SAP CRM) application

Business Benefits

- **Higher customer satisfaction** through improved service levels and higher rates of first-call resolution
- **Reduced cost** with smarter workforce utilization and lower maintenance costs
- **Fast time to benefit** through implementation of fixed scope and price in weeks
- **Reduced complexity** through a location-independent, all-IP solution already integrated with SAP CRM
- **Lower total cost of ownership** with a widely accessible, open-standard, browser-based application fully supported by a single vendor

For More Information

To learn more, call SAP or your SAP partner or visit us online at www.sap.com/bcm.

All too often, contact center solutions are rigid and hardware based, and responding effectively to customer needs taxes your entire organization. What's more, delivering an effective customer experience typically requires a complicated process for integrating communication hardware and software from multiple vendors and then building a bridge between those components and your customer relationship management applications. Today's challenges require a more comprehensive solution.

SAP® Business Communications Management software provides an advanced all-IP communications solution for contact centers. It replaces traditional communications systems hardware with a software-based IP telephony solution that can help make your staff's interactions with customers and partners more effective. The software is designed to work with the SAP Customer Relationship Management (SAP CRM) application, so you don't have to worry about costly, cumbersome integration issues. Implementation is measured in weeks rather than months – and you can leverage relevant data from SAP CRM. This empowers your people to speed the resolution of customer problems and dramatically increase satisfaction. Of course, the software works smoothly with your existing telephony infrastructure, so you can preserve your investment in telephony. And because it's an all-IP, browser-based solution, the software can replace your whole communications infrastructure – at the pace you choose – to significantly boost your communications capabilities and reduce your communications cost.

IMPLEMENT WITH A PREDETERMINED COST, TIME, AND SCOPE

The SAP Business Communications Management rapid-deployment solution includes software and implementation services for inbound contact centers delivered in a package with a fixed scope and price to help ensure fast deployment: implementation takes only weeks. The rapid-deployment solution provides a flexible business communications platform that you can use to deploy IP telephony for your inbound contact center – no matter where your agents or resources are located. With additional investment, you can extend the software over time to cover outbound contact centers, field operations, marketing and sales groups, and even your outside contractors.

ESTABLISH A COMPREHENSIVE INBOUND CONTACT CENTER

The SAP Business Communications Management rapid-deployment solution provides comprehensive support for inbound contact centers – especially those that are spread across multiple sites. The solution provides unified queuing, prioritizing, virtual hold, and routing of all calls. With support for interactive voice response (IVR), the solution captures additional customer input and "presence" information to route contacts to an available agent or resource. Web-based tools support your service agents, supervisors, and contact center managers wherever they are. Managers get the real-time monitoring, reporting, and quality analysis functions they need to make better business decisions, continually improve agent performance, and support long-term process development. Mobile users can access contact center queues from an Internet-connected computer, a standard telephone, or a mobile device. With additional investment, e-mail, fax, voice mail, text messaging, and Web contacts can be routed as well.

With the combined functions of SAP Business Communications Management and SAP CRM, a customer inquiry that

The SAP Business Communications Management rapid-deployment solution provides a flexible business communications platform that you can use to deploy IP telephony for your inbound contact center.

reaches a service agent's desktop is accompanied by customer-specific information and an interaction history. Access to this information increases first-time resolution rates and reduces the need for consultation and transfers. 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.

MANAGE CALL VOLUMES WITH EASE AND WITHOUT EXCESS OVERHEAD

When it comes to meeting periodic spikes in call volumes, flexibility in your call center operations is absolutely critical. With physical contact centers, dedicated call agents, and extensive telephony hardware and software, you may be prepared for higher call volumes as they occur. But are you equally prepared to reduce your operating overhead for the majority of times when call volumes are much lower?

With SAP Business Communications Management, you can combine all your call center locations and resources into one virtual entity. It allows you to balance the fluctuations in demand by routing the contacts to agents who are currently free – no matter where they are located. You can connect employees from other departments or from home offices to customer service operations so that they step in when the call volumes are high. Further, you can flexibly use third-party contact centers to handle periodic spikes: whenever all your agents are busy, the calls are routed to the external agents.

ACHIEVE FAST TIME TO BENEFIT WITH SOFTWARE PLUS SERVICES

Having successfully delivered this software to many customers, SAP and selected partners now offer an associated service: rapid deployment of SAP Business Communications Management software. Integration of SAP CRM is included. The predefined implementation services are offered by experienced consultants and include a series of well-defined workshops. You will gain an understanding of the effort, cost, risk, and, most important, the scope of the final product at the very beginning of the endeavor, not at the end of the implementation. Unlike other solutions that require you to carry the risk of project failure, this offering helps increase the certainty of project success by combining key components of the SAP Business Communications Management software with implementation services at an affordable price. These services include:

- Tools and templates that help fine-tune the application quickly to meet your needs
- High levels of interaction with your key users and trainers to transfer knowledge rapidly and efficiently
- A proven implementation methodology to facilitate a fast and cost-effective implementation

WHY SPEND MORE AND GET LESS?

SAP Business Communications Management helps you achieve:

- Higher customer satisfaction through improved service levels and higher rates of first-call resolution
- Reduced cost with smarter workforce utilization and lower maintenance costs
- Fast time to benefit through an implementation of fixed scope and price performed within weeks
- Reduced complexity through a location-independent, all-IP solution already integrated with SAP CRM
- Lower total cost of ownership with a widely accessible, open-standard, browser-based application with low maintenance requirements and fully supported by a single vendor

SAP Business Communications Management is the only solution that provides integration with SAP CRM while giving you the choice of integration with or replacement of your existing telephony hardware.

FIND OUT MORE

To learn more about how you can rapidly deploy SAP Business Communications Management to help your organization improve its inbound contact center performance, contact SAP or your SAP partner or visit us online at www.sap.com/bcm.

TRANSFORMING CALL CENTERS INTO CUSTOMER SATISFACTION CENTERS

Strong customer and distributor support are key to manufacturer Yaskawa America Inc.'s business strategy. It has 120 call center agents at different locations who provide free technical help 24x7. "Previously, we could not trace entire call histories and had insufficient information about calls waiting in our queues," says Maricel Cabahug, chief information officer at Yaskawa America. "Basic changes like adding new users or queues required help from our IT department or third-party consultants. It was very costly and time consuming." Leveraging SAP® Business Communications Management software, Yaskawa America has transformed its call center into a customer satisfaction center. Integration of the communications software with the SAP Customer Relationship Management application gives agents the customer data they need to efficiently handle customer calls. The new software solution has helped decrease average customer waiting times by 50%. Yaskawa America can answer 94% of the calls within 30 seconds. "Our call center is helping to close the loop between sales, repair, and service," Cabahug says. "It has become an enabler for the entire company."

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