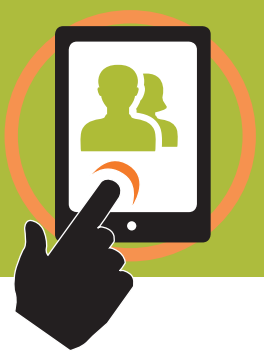
SAP Engagement 365 for multichannel communication



Quickly Enable Your Contact Centre to Service Today's Mobile + Social Consumers

SAP Engagement 365 for multichannel communication, enabled by CONTACT™
Sybase 365, with its market-leading SMS messaging services and reach to over 900 mobile operators, is in the unique position to offer enterprises an array of customer engagement services from SMS to IP-based app messaging.

The proliferation of mobile devices and social media have created networks of people who share information continuously about brands, products and services. Now, more consumers are turning to social networks like Twitter and Facebook to primarily seek customer service. But companies are finding it more difficult to deliver effective customer service in social channels due to the limited tools available to them. While there are many social media monitoring solutions available, most lack the capability to implement customer engagement directly through your existing contact centre.

SAP Engagement 365 provides a quick, easy and efficient way for enterprises to bridge their contact centre to their customers via social media and other mobile channels. LSAP Engagement 365 leverages the LiveOps Platform™ and its performance-based, intelligent routing in the cloud. Enterprises can be assured that they are engaging with and responding to customers in whatever contact channel they choose, with the capability to route these interactions to the right agent every time.

Deliver Social Customer Service via Twitter + Facebook
Any social media monitoring solution can tell you if there is a problem, but most do not empower your contact centre agents to act. This means that customer complaints on Twitter or Facebook can quickly turn into PR firestorms that can have a negative impact on your corporate brand.

SAP Engagement 365 makes it easy for you to manage, measure and respond to your customers in these channels with the same routing, quality control, efficiency and reporting that you demand for other channels such as voice, email and chat.

Manage	Measure	Respond
• Real-time Social Monitoring: Monitor by hashtag or keyword, as well as designated Twitter accounts and Facebook pages. • Automated Queue: Queue messages by customer or content. • Intelligent Routing: Automatically route to the best available agent based on customer interaction data, agent skills and message content.	• Interaction History: All tracked in a single record. • Agent Performance: Monitoring and tracking of individual agent performance. • Analytics + Reporting: Integrated reporting of all customer and agent interactions across all channels in a single system.	• Integrated Multichannel Desktop: Agents can tweet or post comments easily. • Schedule Posts: Schedule comments or tweets from your contact centre or automate messages. • Channel Pivot: Enable agents to pivot to private channels such as email, SMS or voice and back as they resolve complaints and post replies or updates to customers. • Standardize Responses: Use optional reply templates for efficiency and consistency. • QA Checking: Utilize built-in spell check. Managers can screen Facebook comments or tweets by Agents before they are posted.

Facilitate Mobile Customer Interactions
Text messaging, or SMS, continues to grow in usage around the world. Customers are increasingly mobile as well as social, so they expect that enterprises are able to handle SMS messages. Outbound SMS is also a time saving and cost efficient way for companies to send reminders or updates to their customers.

SAP Engagement 365 makes it easy to automate and manage SMS in your contact centre. Specific capabilities include:
- Fast Provisioning: easy to get started quickly
- Outbound Control: broadcast scheduling, throttling and acceptable business hours rules
- Short Codes: offer short codes to make customer responses easy
- Intelligent Routing: use keywords to route inbound SMS messages to the right agents
- Long Messages: support for messages longer than 160 characters
- Automated Responses: templates aid standardization and quality control

> **Organizations need to mirror the way customers work and interact. Today that translates to organizations interacting with their customers on mobile and social channels. The LiveOps Platform is a great tool to help you get close to the customer and get a temperature check of what they think.**
>
> **Sarah Barrow,**
> Head of Customer Services + Administration, Wokingham Borough Council

Integrated Applications
SAP Engagement 365 also gives you access to the wide range of LiveOps Applications™ supporting core activities within your contact centre operations, including:

- LiveOps Voice™
  Inbound Calling: Have complete control over call routing and ensure each call is managed in a way that provides the best customer interaction and experience. You can route calls to any agent, regardless of their location or telephony transport method (PSTN or VoIP).
  Outbound Dialling: Leverage on-demand outbound functionality to rapidly configure and deploy outbound telemarketing, surveys, telesales or fundraising campaigns.
  Interactive Voice Response (IVR): Deploy self-service, customer segmentation, or pre/post-routing applications in a personalized, user-friendly manner. Options are available to support speech-enabled applications, touch-tone call routing, and call surveys.
  CTI: Easily integrate with third-party desktops and telephony infrastructure.

- LiveOps Chat + Email™
  Web Chat + email: Communicate with customers in the channel of their choice and "pivot" to the other channels as needed to deliver better customer experience.

- LiveOps Recording™
  Quality Call Monitoring: Record every interaction with 100% call recording, silent monitoring, and auditing tools, and address performance issues before they affect service levels and business outcomes.
  Industry First Cloud-based Screen Recording: Get even more performance and compliance coverage by combining call recording with video of agent desktop activity, without any hardware or software limitations.

- LiveOps Insight™
  Reporting + Analytics: Manage contact centre performance with real-time monitoring and controls, and gain complete visibility across every contact centre function so you gain control over day-to-day operations and improve long-term performance.

About Sybase 365
Sybase 365, the mobile services arm of SAP (NYSE: SAP), is the global leader in enabling mobile information services for mobile operators, financial institutions and enterprises. We provide our customers with the widest offering in SMS, MMS, GRX, IPX interoperability, end-to-end mobile commerce solutions, innovative mCRM, mobile marketing and content delivery services. Sybase 365 processes more than 1.8 billion messages per day, reaching over 900 operators and 5.5 billion subscribers around the world.

About LiveOps®
LiveOps is the global leader in cloud contact center and customer service solutions. More than 200 companies around the world, including Salesforce.com, Symantec, Royal Mail Group, and Amway New Zealand trust LiveOps' technology to enable effective multichannel, social and mobile interactions with their customers. LiveOps' award-winning platform has processed more than 1 Billion minutes of customer interactions and managed operations for the largest US-based cloud contact center of 20,000 home-based, independent agents. With 10+ years of cloud experience LiveOps is the partner of choice for companies wanting to migrate to the cloud. Headquartered in Santa Clara, California, LiveOps supports a wide range of industries including financial, health care, insurance, retail, and high tech.

For more information:

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