Maximize the Efficiency and Strategic Value of Your Contact Center

The Best-Run Businesses Run SAP™

Offer a rewarding experience across all points of contact

Offer a rewarding experience across all points of contact

Creating a positive customer experience across all points of contact is a top strategic objective for most companies. Optimizing contact center operations can go a long way toward achieving that goal. To succeed, you need the support of an agile and comprehensive communications solution. That's what you'll find with SAP® Business Communications Management software.

To optimize contact center operations, you need to do more than monitor performance and control costs. You need access to resources across the enterprise at a moment's notice to make sure your customer gets to the right person regardless of location.

Meeting customer needs can be difficult when contact volume is high. The challenge is exponentially greater when you are managing inbound and outbound messages across multiple communication channels. SAP Business Communications Management can help you rise to the occasion. Our contact center solution helps you provide consistent and complete customer care. As an IP-based offering, it's ideal for multisite contact centers with distributed resources and can be used as a stand-alone solution or integrated with other business applications. It is natively integrated with the SAP Customer Relationship Management (SAP CRM) application, allowing a smooth way to embed communications into customer service processes.

Automate inbound communications processes

Automate inbound communications processes

Centralize outbound marketing campaigns

Draw on the best expertise, wherever your resources may be

Base decisions on real-time and historical data

Link customer communications across environments

SAP Business Communications Management provides unified queuing, prioritizing, and routing of all inbound messages including contact by telephone, e-mail, fax, voice mail, text, chat, and the Web. Intelligent contact routing connects customers with the employees who can best address their needs, no matter where they are.

Inquiries that reach a service agent's desktop are accompanied by customer-specific information and an interaction history. Access to detailed contact information increases first-time resolution rates and reduces the need for consultation and transfers.

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 touch-tone prompts, obtain and leave information, or be routed to the appropriate service agent.

When integrated with SAP CRM or similar software, back-end customer data helps route the customer to an agent. The agent's screen is automatically populated with customer data to enable better service.

Intelligent routing and pop-up screens with customer information help speed issue resolution. Faster resolution means happier customers.

Centralize outbound marketing campaigns

Automate inbound communications processes

Centralize outbound marketing campaigns

Draw on the best expertise, wherever your resources may be

Base decisions on real-time and historical data

Link customer communications across environments

The success of telemarketing efforts hinges on how effectively you can plan and execute campaigns. SAP Business Communications Management provides you with the tools you need to achieve greater control and agility to meet campaign requirements.

The software enables you to establish a virtual, IP-based contact center where you can coordinate disconnected or dispersed telesales initiatives into a single networked operation. It helps you minimize unproductive tasks and maximize the performance and quality of your telemarketing programs.

Integration with SAP CRM further streamlines the planning, design, and execution of telemarketing campaigns. By working within an integrated environment, you're better able to coordinate the effort of multiple sites and sales organizations. You can better segment your audience, set up reminders, take orders, manage contacts, and execute telesales. You can also switch agents automatically from outbound to inbound activities as you reach predefined contact volumes or service levels.

Telemarketing can be one of the most cost-effective sales strategies when planned and executed effectively. SAP software can help.

Draw on the best expertise, wherever your resources may be

Automate inbound communications processes

Centralize outbound marketing campaigns

Draw on the best expertise, wherever your resources may be

Base decisions on real-time and historical data

Link customer communications across environments

Not all customer inquiries can be solved in your contact center. So it's important to leverage expertise from across your enterprise – whether that means back-office personnel or mobile workers. With SAP Business Communications Management, your contact center agents can verify the availability of relevant experts from across your organization and conference them in. Your agents can see both the area of expertise and the availability of the expert, so they can route the calls to the right employees. With this support, your organization can respond immediately and effectively to a wide range of customer requests.

Workers in the field? Based in another location? No problem. Conference your experts into the call and provide quick and efficient service.

Base decisions on real-time and historical data

Automate inbound communications processes

Centralize outbound marketing campaigns

Draw on the best expertise, wherever your resources may be

Base decisions on real-time and historical data

Link customer communications across environments

To help you improve contact center performance, SAP Business Communications Management provides access to tools and data to support operational decisions. Online monitoring tools enable access to real-time data on current contact volumes, waiting times, and service levels for inbound and outbound activities. An intuitive interface enables the creation of dashboards to provide information at a glance. You can also set up alerts if critical key performance indicators are not being met. With this insight, you can make immediate adjustments when contact volume suddenly peaks.

With reporting and quality analysis functionality, you're better able to understand customer behavior. You can also assess the strengths and weaknesses of your team so you can schedule and allocate resources most effectively. All data, from complete management view to drill-down details, is centralized for maximum access and availability.

When integrated with SAP CRM, the communications data is combined with transaction data, bringing you even more insight into contact center operations. You can see how often and why customers contact you, which helps you identify the issues requiring the most agent time. With this insight, you can further refine your customer service practices by providing agents with targeted training and improving self-service options.

Link customer communications across environments

Automate inbound communications processes

Centralize outbound marketing campaigns

Draw on the best expertise, wherever your resources may be

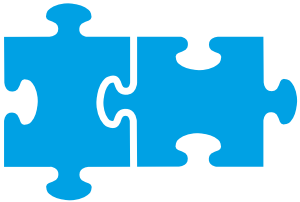
Base decisions on real-time and historical data

Link customer communications across environments

SAP Business Communications Management is built on IT industry standards to ensure that the software is interoperable with other software solutions in heterogeneous IT environments. The software includes tools to support high levels of data security and high availability. The use of IT industry standards and fully software-based technology allows you to leverage sophisticated integration methods to link customer communications with your business software, improving both the speed and the quality of your customer service processes.

An architecture based on session initiation protocol (SIP) enables a smooth integration with other telephony and voice systems, allowing you to leverage existing infrastructure investments. Native integration with SAP CRM enables you to manage communications processes within the context of all of your customer service processes without additional middleware or costly interfaces.

Open the lines of communication throughout your enterprise by integrating your software with existing telephony and voice systems.



Realize the benefits of optimized performance

Realize the benefits of optimized performance

With SAP Business Communications Management, you're able to gain tighter control of inbound and outbound contact center communications processes. As an IP-based solution, the software reduces your total cost of ownership by enabling deployment over multiple locations with minimal hardware investment.

No matter where agents are located, the software provides a means for your people to work together as a unified operation so you can service customers more effectively. It provides the tools and technology to access the right experts at the right time to meet customer needs.

SAP Business Communications Management provides valuable insight into real-time and historical data, enabling you to make staffing decisions to provide the best service. The insight is readily available, so you don't have to wait for your IT department or a third-party consultant for access. You can continuously monitor operations and make adaptations to optimize contact center performance. The software provides a tangible means to provide exceptional service, foster customer loyalty, and stay ahead of the competition.

By managing contact center operations more effectively, you can create a positive and consistent customer experience across all points of contact.

Summary

SAP® Business Communications Management software helps organizations efficiently manage contact center operations including all inbound and outbound customer communications across multiple channels. This bundled contact center solution helps you improve customer service, adapt your contact center operations in real time, and lower the total cost of ownership.

Objectives

- Efficiently manage multichannel customer communications
- Leverage organizational expertise and resources across distributed functions and locations
- Adjust contact center operations based on changing customer needs, resource requirements, and modes of contact
- Reduce reliance on rigid, hardware-based communication systems

Solution

- Comprehensive contact center solution to enhance customer service, including unified queuing, prioritizing, and routing of multichannel contacts
- Virtual, IP-based contact center to consolidate telemarketing campaigns
- Online monitoring and data analysis tools to support operational decisions

Benefits

- Better coordination of communication resources
- Increased customer satisfaction by making overall service improvements
- Lower total cost of ownership by reducing hardware investments
- Lower deployment costs through prebuilt integration with other SAP software

Learn more

To find out more, call your SAP representative today or visit us online at www.sap.com/bcm.

CMP11025 (12/09)
©2012 SAP AG. All rights reserved.