SAP Solution Brief
SAP Customer Relationship Management

Increase Customer Satisfaction Through Excellent Service

Quick Facts

Summary

The SAP® Customer Relationship Management application equips your service organization with the functionality it needs to reduce your service costs while enhancing customer satisfaction. In providing a consistently high-quality service experience for your customers, you strengthen their loyalty, boost retention rates, and increase the profitability of your service operations.

Business Challenges

- Provide consistent, superior customer service
- Lower service costs
- Utilize field resources better
- Retain profitable customers
- Reduce product returns

Key Features

- **Interaction center** – Enable your service agents to solve customer problems by accessing real-time data
- **Field service** – Maximize the utilization of your field service engineers by tracking service orders with real-time information
- **Service contract management** – Increase revenue by offering more services as service contracts, usage-based billing contracts, and leasing contracts
- **Installed-base management** – Keep track of products – from your company and third parties – installed at your customers' sites
- **Warranty and claims management** – Rapidly process warranty claims

Business Benefits

- Improve first-contact resolution with on-the-spot information and resources needed to resolve issues
- Increase customer retention by providing customer service representatives with the information and tools they need
- Boost field utilization through optimized resources and ready access to information
- Drive revenues by offering relevant services and products based on customer insights
- Reduce returns by proactively resolving known product defects and enabling customers to solve their problems

For More Information

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

Maximizing profit by providing top-quality service at minimum cost is no longer optional – it's imperative. Leading companies have found that the secret to thriving in an uncertain economy is the combination of customer retention, efficiency, and revenue. The SAP® Customer Relationship Management application helps you enhance customer service processes to exceed customer expectation. And you will find you can do so without breaking the bank, while keeping customers delighted as business grows.

The SAP Customer Relationship Management (SAP CRM) application maximizes the value of your customers by keeping profitable customers loyal, decreasing service costs through greater efficiency, and increasing service revenue. With SAP CRM, customer service organizations have the information and tools they need to plan, execute, and analyze service processes. SAP CRM equips agents with the tools they need to resolve customer issues on first contact, boosting customer satisfaction. It tracks service contract entitlements to eliminate service leakage and achieve service-level performance metrics. The application helps field service professionals resolve problems in remote locations quickly. It provides 24x7 online customer self-service at a fraction of the price of regular phone support. With the application's service analytics functionality and SAP BusinessObjects™ business intelligence (BI) solutions, you can make smart business decisions about your service operations.

EVERYTHING YOU NEED TO SUCCEED

SAP CRM gives customer service organizations the platform, applications, and information they need to provide superior service to customers while driving down costs.

Sales and Marketing for Service

The sales and marketing functionality in SAP CRM supports activities ranging from targeted, installed-base marketing campaigns to lead qualification, contract quotation, and solution-based selling. With relevant information about a customer's environment, service personnel can convert a costly customer dilemma into a profitable transaction with personalized selling of additional parts, accessories, or service contracts.

Service Contracts

Service contracts can generate a substantial amount of revenue and profit. SAP CRM gives you the tools to make that happen. SAP CRM checks a customer's entitlement to service and measures service-level compliance to help you meet service-level commitments. SAP CRM can drive revenue by notifying service agents of expiring contracts. It supports you in selling a wide variety of service offerings in the form of service contracts, usage-based billing contracts, and leasing contracts.

Customer Service and Support

SAP CRM gives agents the tools and information they need to resolve customer issues quickly and effectively. The interaction center interface lets agents access information on cases, service histories, contracts and service entitlements, service levels, installed base, and warranties with just a few mouse clicks. Employees can collaborate to provide superior customer service using the communication-enabled business processes SAP CRM supports.

Installations and Maintenance

To provide quick and effective service, you need a way to track your customers' installed base of your products. You need to know what else is installed so you can predict the behavior of your products in that environment. SAP CRM graphically represents the hierarchical relationship between products and their components. This lets you confidently manage installed-base assets and their respective configurations, provide planned maintenance, and minimize equipment downtime for your customers.

Field Service Management

SAP CRM simplifies the process of dispatching field technicians to service calls. Using Gantt charts, geographic maps, and resource optimization functionality, you can organize, plan, and dispatch the most appropriate service technician to the job. You can accurately predict a time window for service delivery, and customers can rely on the technician having the right parts and skills to resolve the issue in one visit. Field technicians can manage their service orders and service debriefings with the SAP Field Service mobile app.

Warranty and Claims Management

Rapid processing of warranty claims can strengthen the customer relationship. The SAP Warranty Management application offers powerful support to help you control current and future customer warranty entitlements, manage warranties,

process claims efficiently, and reduce costs by increasing supplier recovery rates. Strong analytical functions and tight integration with product development processes allow you to identify issues and provide timely feedback for quality management.

Returns and Depot Repair
SAP CRM automates the entire return and in-house repair process, from creating a return merchandise authorization to billing and shipping repaired products back to customers, thanks to integration between SAP CRM and logistics and financial management operations supported by the SAP ERP application. You know what products are in for repair and what repairs are needed. You can issue and track loaner units.

Parts Logistics and Finance
Native integration of SAP CRM into SAP ERP enables end-to-end service processes. Integration with logistics operations lets field technicians manage spare-parts inventory from their van. You can procure and track parts, thereby optimizing your spare-parts inventory. SAP CRM is integrated with service-parts management to help manage complex and extended service-parts networks with maximum efficiency. Integration with financials gives you instant access to revenue information and cost data. Invoices and bills are generated and tracked to the service order, giving the business owner complete visibility.

Service Analytics
SAP CRM provides robust service analytics, including complete performance metrics, so you can identify problems and trends and take corrective action. Profitability analytics display profitability by customer, by type of service-level agreement, and by geographic territory. Performance metrics show how well your service operations are doing by average response time, repair time, and first-contact resolution rate. These analytics can be enhanced with powerful SAP BusinessObjects BI solutions.

HIGH PRODUCTIVITY AND USER ADOPTION

SAP CRM can be configured to fit the needs of your business and IT users with drag-and-drop ease. Users can personalize the look and feel of their screens, change content and layout, personalize widgets, add RSS feeds, and automate tasks by defining workflows and alerts. Administrators can change the layout of forms, add fields, and change field properties, all with just a few mouse clicks.

MULTIPLE SERVICE CHANNELS

SAP CRM supports multiple service channels and consistent interactions with customers across all channels.

Customer Service Contact Center
SAP CRM gives customer service agents the information they need to resolve customer service needs from a single desktop screen. Service agents can handle complaints, confirm service contract entitlements, address customer concerns, assist with returned materials, answer technical questions, make exchanges, and schedule field service personnel from their own company or from third-party service providers.

E-Service
SAP CRM offers self-service over the Web. Built with the latest Web user interface interaction technologies, the e-service component of the SAP Web Channel Experience Management application offers a rich user experience. Organizations can let customers log and track requests, obtain return authorization, manage service contracts, and schedule service appointments. Because these functions are the same ones used by your customer service representative, you have one consistent set of data on customer interactions. And the software can be deployed with best-of-breed knowledge management solutions.

Channel Service
Service organizations are turning to third-party service providers as partners to lower service costs or provide services outside their core competencies. SAP CRM helps you manage these third-party service relationships by supporting a full

SAP CRM helps you improve customer satisfaction and drive down service costs by giving agents the tools and information they need to resolve customer issues quickly and effectively.

www.sap.com/contactsap

50 046 465 (11/07) ©2011 SAP AG. All rights reserved.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

range of functionality for handling external resources and executing and debriefing service orders. Your channel-partner manager can access the critical information needed to provide consistent service quality to your customers, regardless of who actually provides the service.

A THRIVING SERVICE ORGANIZATION

SAP CRM equips your customer service organization to handle the service needs of your customers, decrease service costs, and retain your profitable customers. With SAP CRM, you can:

- Improve first-contact resolution rate by matching the right resources, skills, and knowledge with a customer's needs
- Boost field technician utilization by optimizing resources and providing relevant information to technicians so that they spend more time delivering billable services
- Increase customer retention by predicting, responding to, and monitoring customer churns
- Drive new revenue streams by leveraging customer insight to sell new service contracts and cross-sell or up-sell products and services
- Reduce returns by identifying and tracking problems and helping customers solve them

FOR MORE INFORMATION

For more information, call your SAP representative or visit us at www.sap.com/crm.