

THE BEST-RUN E-BUSINESSES RUN SAP

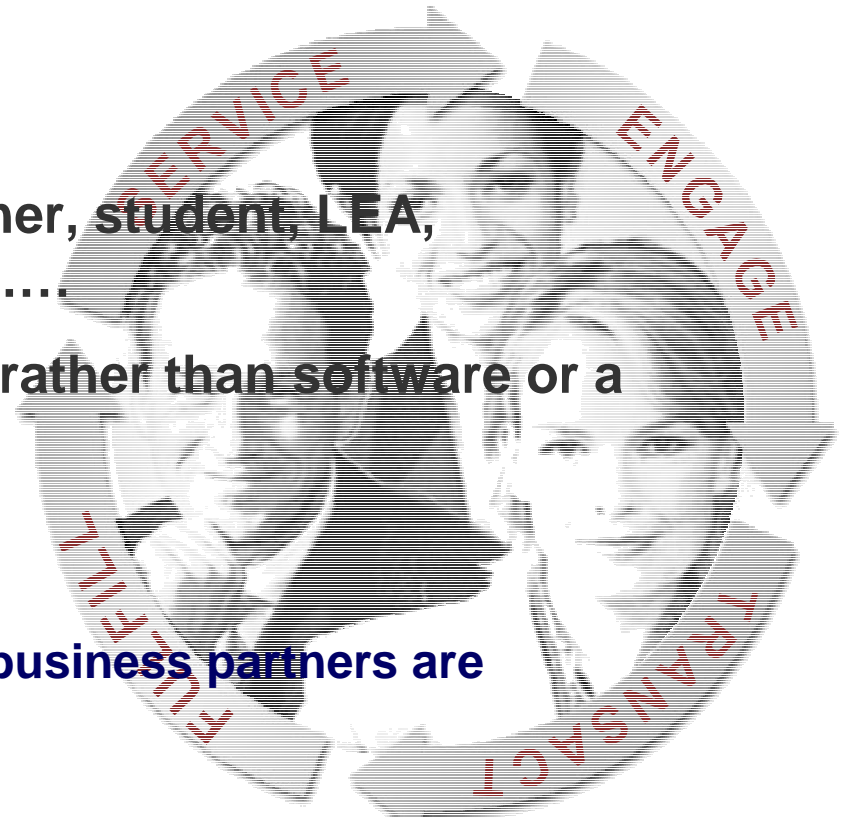


mySAP CRM
the backbone of service delivery
HERUG, 10th April 2001

Kate Rabey, SAP UK Limited

What is CRM?

- CRM is all things to all people
- Customer can mean citizen, partner, student, LEA, administrator, lecturer, client etc.....
- CRM is an approach to business rather than software or a technology
- The aim of CRM is to:
 - **Identify who our customers/business partners are**
 - **Attract them to our business**
 - **Manage interactions with them through out their relationship lifecycle with us**
 - **Learn**



What is CRM?

- Taken to its fullest extent it is holistic and affects:

- Presentation and promotion of the organisation
- Delivery of all Services
- Back office supporting systems
- Working with other organisations



CRM is the mental, organisational and technological foundation to align all business processes around the needs of the individual customer

Extending the mySAP.com Solution



Campus Management

SAP Business Applications

Back Office

**Business processes do not start
and stop in the front or back office
they run across the organisation**

Front Office

Objectives for deploying CRM



Organisations responding to internal & external pressures are looking to deliver the following:

- 1 One Face** presented to the customer removing the traditional organisational boundaries in place
- 2 Services** delivered to “customers” to meet their holistic needs rather than those of the organisation
- 3 Improve** service delivery speed, responsiveness, quality and effectiveness, availability

CRM - a management approach



3 objectives of CRM :

1 Collaborate - allow employees, customers, suppliers and partners to work seamlessly across boundaries as if they were one entity

2 Integrate - all people, data and business processes within and between organisations

3 Empower - users to work at their best by providing them with a personalised access to the information, applications and services they need

mySAP CRM Infrastructure



mySAP CRM provides the platform for all organisations to deliver services:

1 Enterprise Portal – allow employees, customers, suppliers and partners to access services anytime, anywhere

2 Interaction – collate all interactions for a single “customer” to better meet their needs

3 Workflow – to manage the delivery of the service requests automatically around the organisation

CRM is at the heart of your business

mySAP CRM is the focal point

mySAP CRM provides all the necessary functions for a professional Relationship Management

mySAP CRM provides Call Centre/Interaction Centre, Internet Service Request

mySAP CRM allows to plan and optimise all activities in the context of relationships

mySAP CRM provides functions for Marketing and Internet Sales

mySAP CRM triggers the internal processing of requests and complaints and integrates ERP-Backbone and Legacy-Systems

CRM in Higher Education and Research

Students

- Prospective
- Current

Alumni

Community

Business Customers

Local Education Authorities

Local/National Organisations

Admissions

- Campus Management

Courses

- E-Learning, Online Information

Conferences and Events

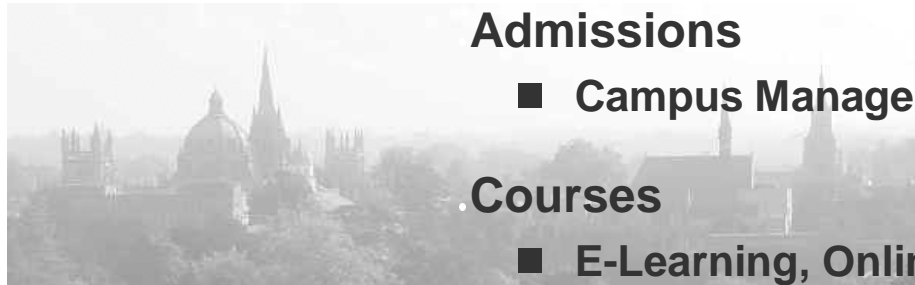
- Promotion and Management

Research Funding

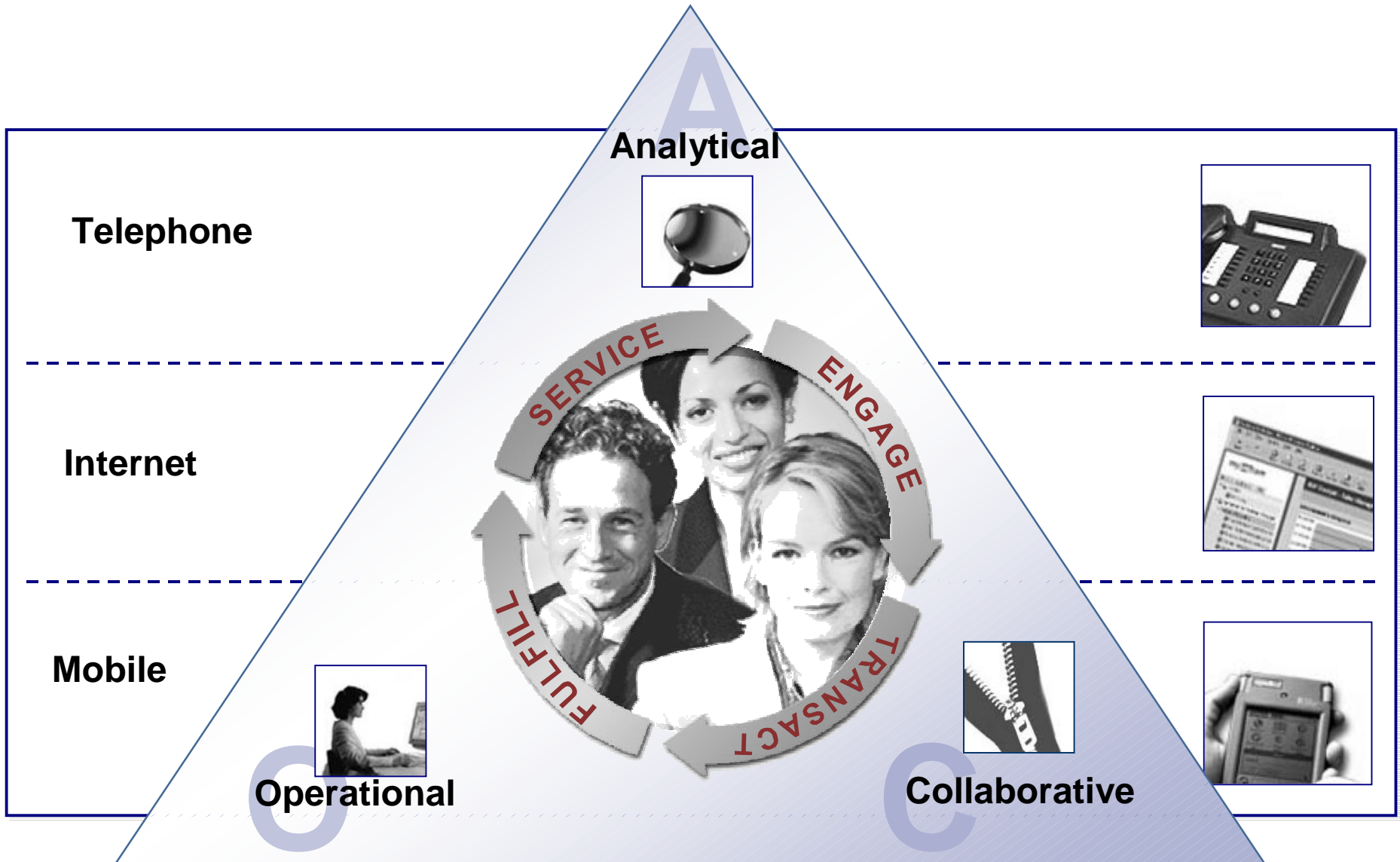
Recruitment

Sponsorship

Services and Sales



mySAP Customer Relationship Management



Tele-Marketing (Customer Interaction Centre)

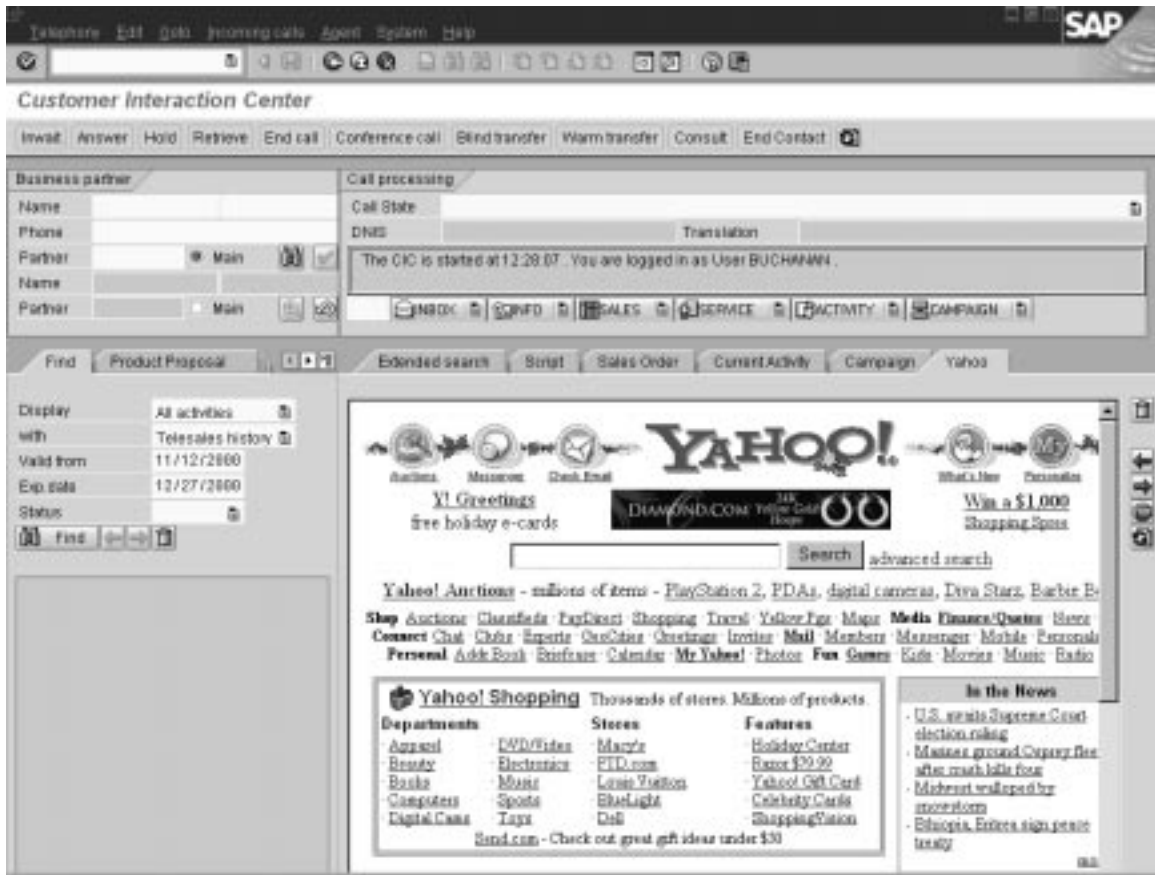
The screenshot displays the SAP Customer Interaction Center (CIC) interface. At the top, there is a menu bar with options like 'Telephony', 'Edit', 'Data', 'Incoming calls', 'Agent', 'System', and 'Help'. Below the menu is a toolbar with various icons. The main window is titled 'Customer Interaction Center' and contains several sections:

- Business partner:** Fields for Name, Phone, Partner, and Name/Partner with a 'Main' button.
- Call processing:** A 'Call State' field and a text area containing the message: 'Remind caller that Ecommerce Roadshow Berlin is taking place October 10th.' Below this are icons for 'Call', 'Info', 'Sales', 'Service', 'Activity', 'Campaign', and 'Internet'.
- BP info:** A section with tabs for 'contacts', 'Ord info', 'Campaigns', 'Script', 'Order', 'Activities', 'Contact Search', and 'Campaign'.
- Display with:** A section with 'Customer History' and 'Telesales History' options, and fields for 'Valid from', 'Exp. date', and 'Status'.
- Call list:** A table showing call list details for a campaign.

Exception	Date from	Date to	Time from	Time to	LG	Name
△	28.07.2000	28.07.2000	14:00:00	17:00:00	RJB	
△	02.08.2000	02.08.2000	08:00:00	12:00:00	RJB	
△	04.08.2000	04.08.2000	14:00:00	17:00:00	RJB	
●	08.08.2000	08.08.2000	08:00:00	12:00:00	RJB	
●	11.08.2000	11.08.2000	14:00:00	17:00:00	RJB	
●	16.08.2000	16.08.2000	08:00:00	12:00:00	RJB	
△	18.08.2000	18.08.2000	14:00:00	17:00:00	RJB	
△	23.08.2000	23.08.2000	08:00:00	12:00:00	RJB	
△	25.08.2000	25.08.2000	14:00:00	17:00:00	RJB	
△	30.08.2000	30.08.2000	08:00:00	12:00:00	RJB	

- Telephony Functions
- Full Contact History
- Interactive Scripting
- Call List Distribution
- Activity Management

Tele-Sales (Customer Interaction Centre)



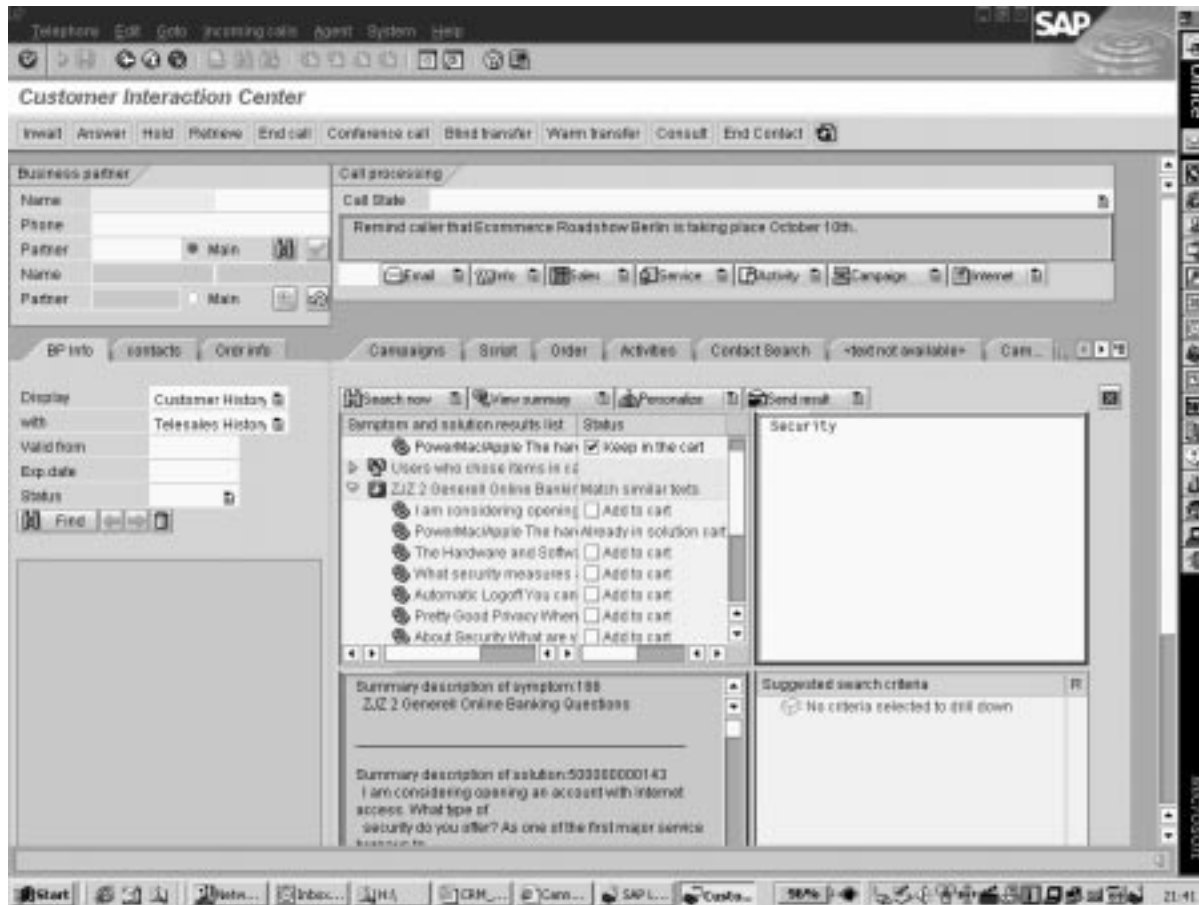
- Call Routing
- Fast order entry
- X-sell and up-sell
- Full integration to mySAP Logistics
- Full Contact History
- Call Analysis

Internet Sales



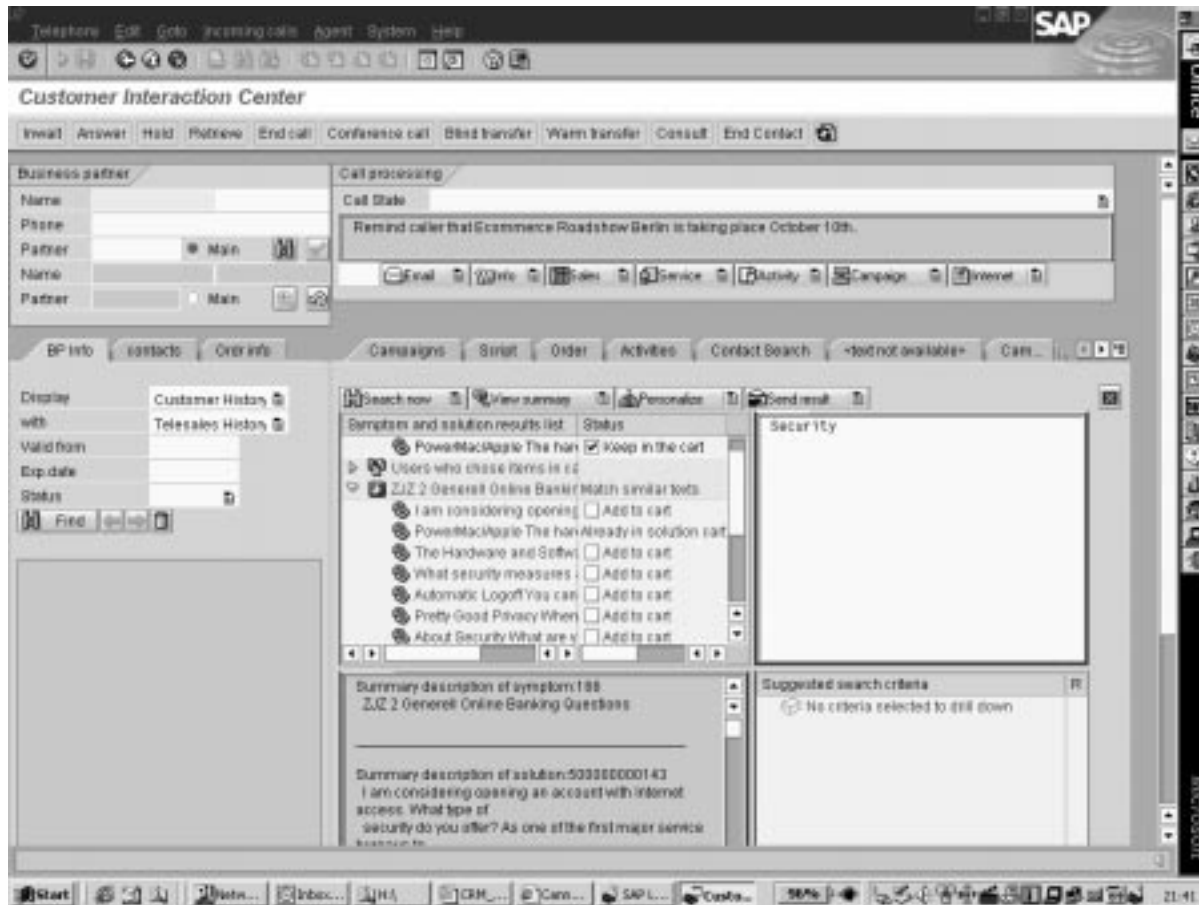
- Create Account
- Personalised offers
- Global ATP
- X-sell and Up-sell
- Order status and Tracking
- Order History
- Chat Integration with Call Centre

Tele-Service (Customer Interaction Centre)



- Multi-channel capabilities
- Call Routing
- Complete Interaction History
- Solutions Database
- Full integration to mySAP Logistics
- Workflow Integration
- Call Analysis

Helpdesk



- Non-telephony interaction centre
- Complete Interaction History
- Solutions Database
- Full integration to mySAP Logistics
- Workflow Integration