mySAP CRM
the backbone of service delivery
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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

Workflow

mySAP Customer Relationship Management

mySAP Advanced Planner & Optimiser

mySAP Logistics Financials

mySAP Human Resources

mySAP Environmental Health & Safety

mySAP E-Procurement

mySAP Workplace

mySAP Business Intelligence

mySAP Strategic Enterprise Management

Campus Management

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

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mySAP Customer Relationship Management

- Telephone
- Internet
- Mobile

Analytical
Operational
Collaborative

SERVICE
ENGAGE
FULFILL
TRANSACTIONS
Tele-Marketing (Customer Interaction Centre)

- 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