

Contact center – telephony or CRM?

Dnevi Slovenske Informatike 2010



Ján Ferjo, SAP CEE Business Development

15.4.2010

- 1. Contact Center – Pain Points and Current Demand**
2. Contact Center – SAP approach
3. SAP Business Communications Management
4. Wrap Up

1. Contact Center – Pain Points and Current Demand

Inefficient Operations and Poor Customer Service Drive Increased Costs and Customer Churn



Uncoordinated and inefficient contact center operations, complex systems with limited end-to-end integration and low service levels with poor customer satisfaction drive costs and customer churn.

Low customer satisfaction

- Complex customer service request leading to long response times and low quality responses
- Inconsistent customer experience across channels

Limited visibility to performance

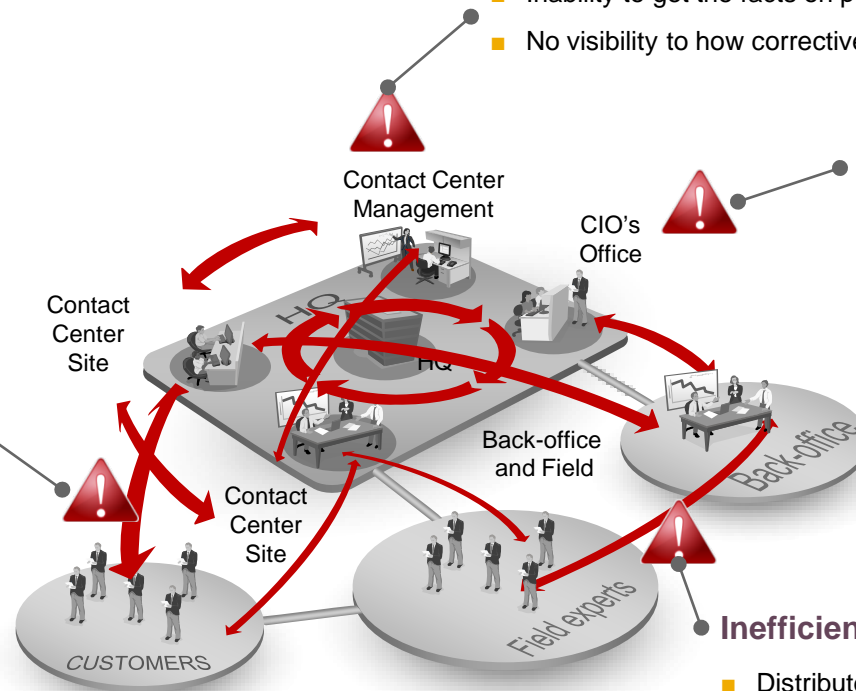
- Inability to get the facts on performance
- No visibility to how corrective actions are paying off

Complex systems architecture

- Limited integration to back-end systems
- Inflexibility to scale up or down capacity
- Tedious system updates

Inefficient resource utilization

- Distributed resources and know-how not used for customer service
- Unable to temporarily upscale or downscale resources to respond with variations in customer demand over time

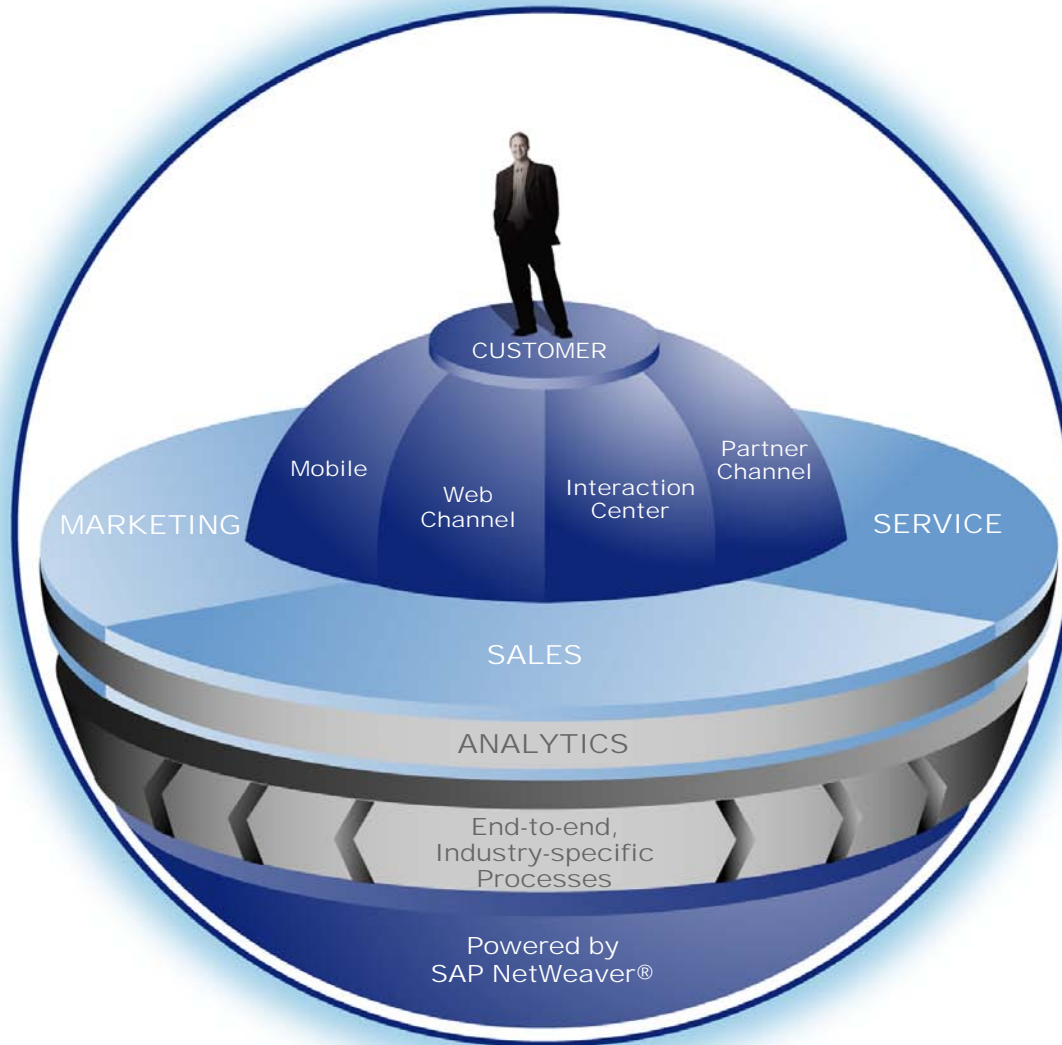


Agenda



1. Contact Center – Pain Points and Current Demand
- 2. Contact Center – SAP approach**
3. SAP Business Communications Management
4. Wrap Up

2. Contact Center – SAP approach

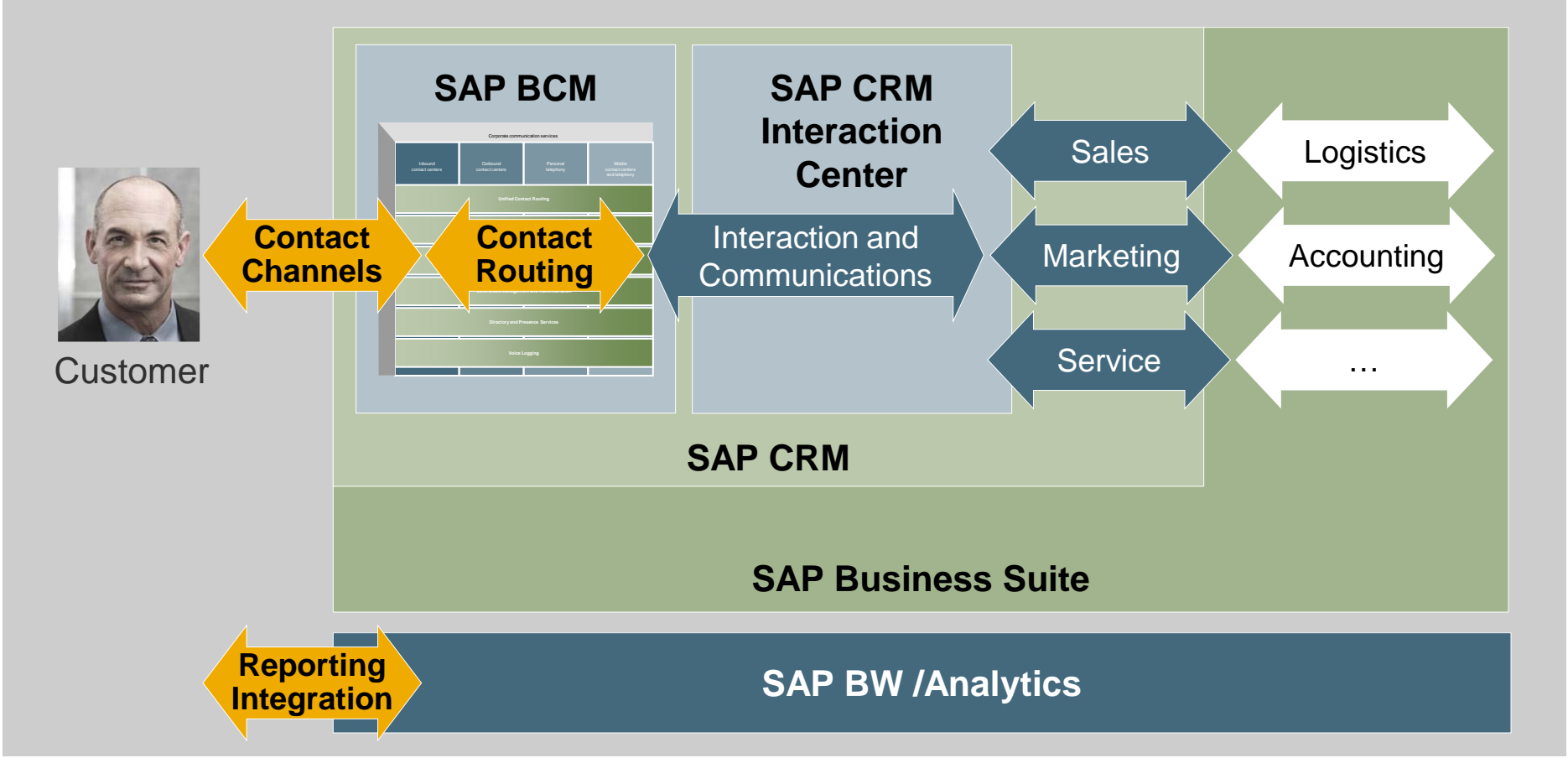


2. Contact Center – SAP approach

SAP CRM Contact Center solutions overview



➔ SAP BCM offers customers a range of contact channels and provides unified routing and queuing with integration to SAP CRM Interaction Center



Agenda

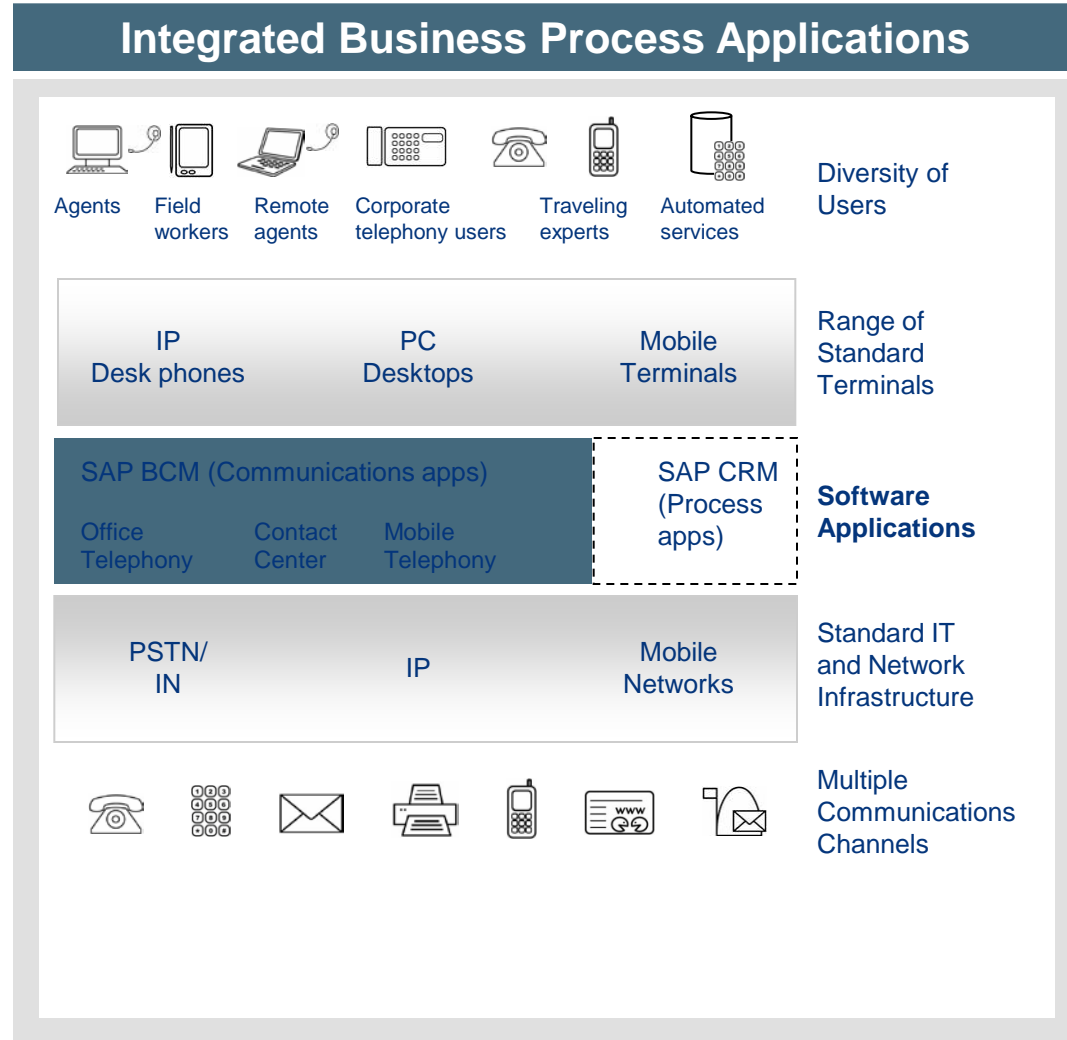
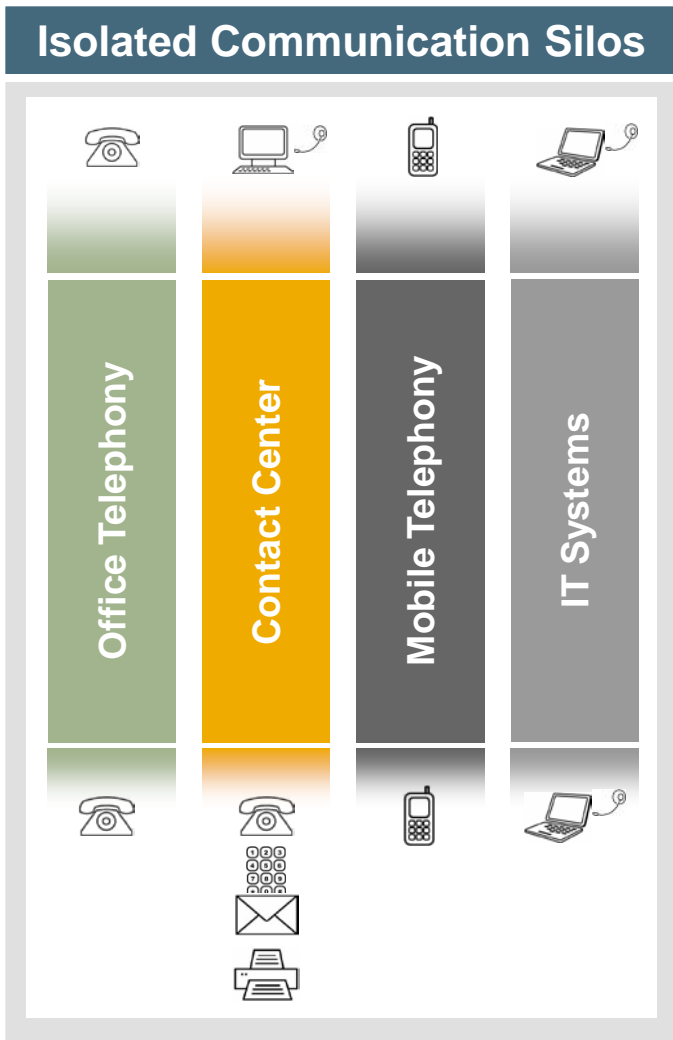


1. Contact Center – Pain Points and Current Demand
2. Contact Center – SAP approach
- 3. SAP Business Communications Management**
4. Wrap Up

3. SAP Business Communications Management Transition from Isolation to Integration



Transition from Isolated Silos to Integrated Systems



3. SAP Business Communications Management Summary

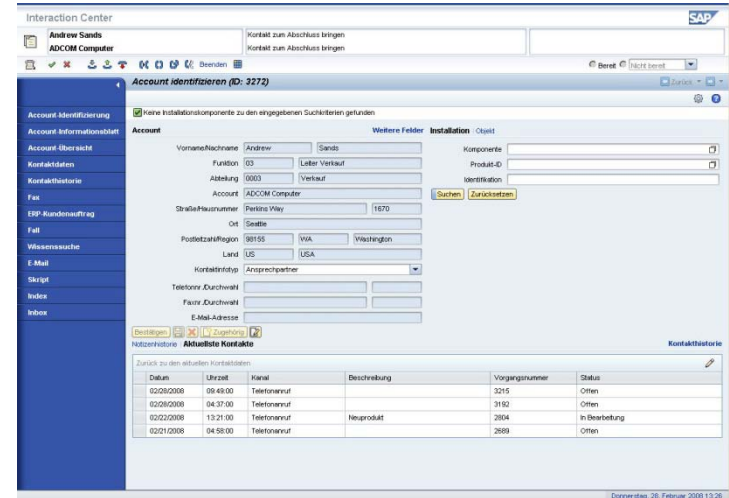


What is SAP BCM ?

- Software based All-IP Contact Center and Telephony solution for inbound and outbound
- Multi-channel (Phone, Fax, E-mail, Chat, SMS and Web)
- Fully integrated in and with mobile phones

Fully integrated with SAP CRM

- Integrated module of the SAP CRM Suite
- No complex CTI-Middleware necessary
- PopUp of customer data
- Integrated with CRM telephony toolbar
- Integrated reporting capabilities



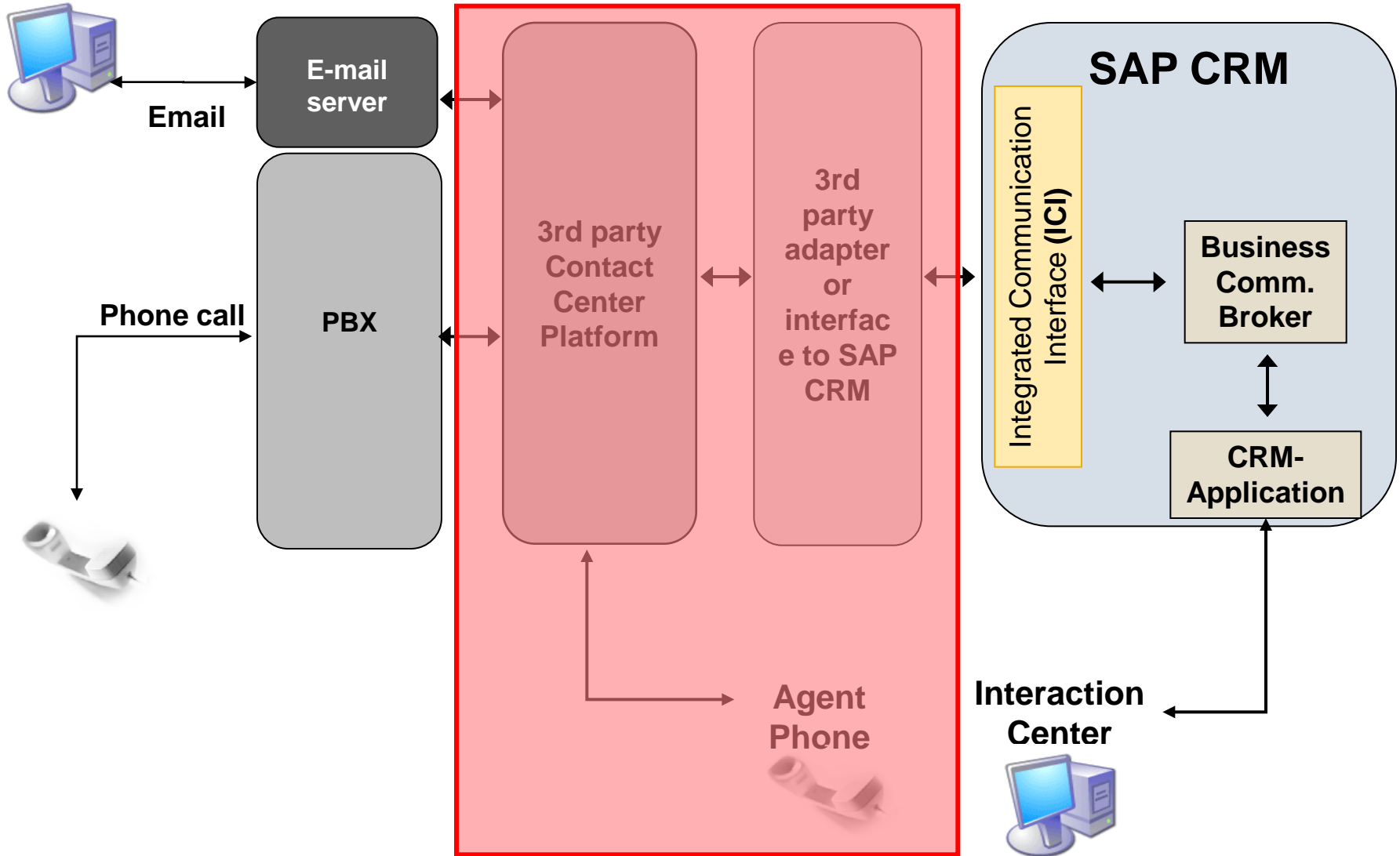
Based on standard hardware

- BCM is running on standard IT hardware (PC`s, Gateways, etc.)
- Open standard interfaces to integrate with 3rd-party systems

SAP BCM seamlessly integrates communication technology with customer facing business processes and systems to improve customer service and business process performance – all at lower Total Cost of Ownership
It does this by providing a flexible multi-channel, all-IP business communications platform out-of-the-box integrated with SAP CRM IC

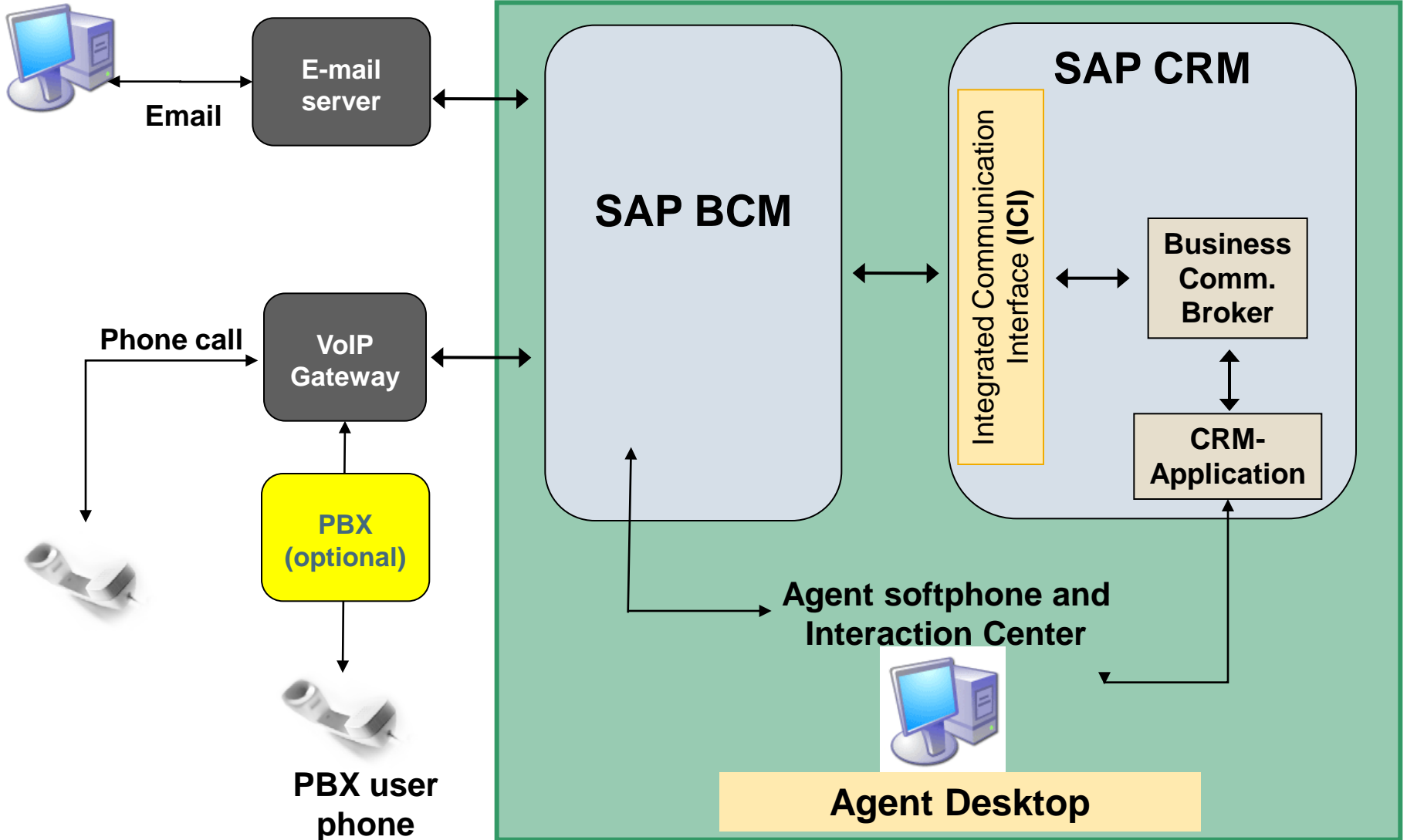
3. SAP Business Communications Management

SAP CRM and 3rd party integration



2. SAP Business Communications Management

SAP CRM and BCM integration



Demo



3. SAP Business Communications Management

SAP BCM dashboard



Kontaktne stredisko



John Taylor
Media Store

Prijatie Zamietnutie Uchovanie Podržanie zrušit Polozenie Spojenie Nepriame spojenie Výber Konferencia Prepnutie Koniec Virt.klávk.

Pripravené Nepripravené

Spúšťacia transakcia

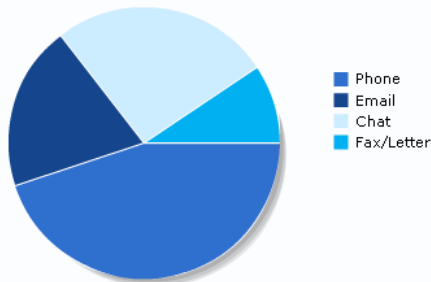
Spät

- Identifikácia klienta
- Informačný list klienta
- Dáta kontaktu
- História kontaktov
- Zákazky odberateľa
- Zákazky odberateľa B2C
- Zákazky odberateľa ERP
- Reklamácie
- Servisné zákazky
- Servisné listky
- Hľadanie vedomostí
- Zoznamy volaní
- Skript
- Index
- Vst.schr.
- Z_IC_DASH

Queue CS100

Agent Dashboard

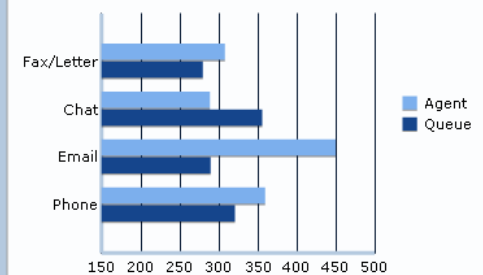
Queue Connection Volume By Channel Today



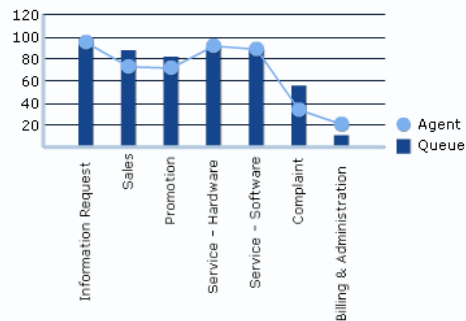
Connection volume (by channel) compared to average connection volume by queue



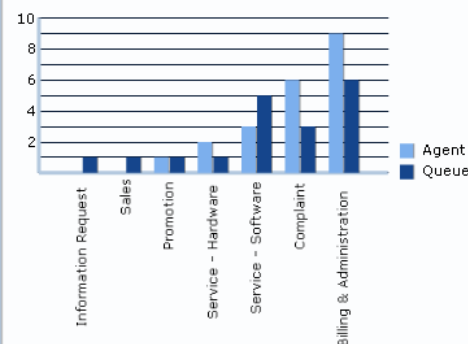
Average handling time (per channel) compared with average handling time for queue



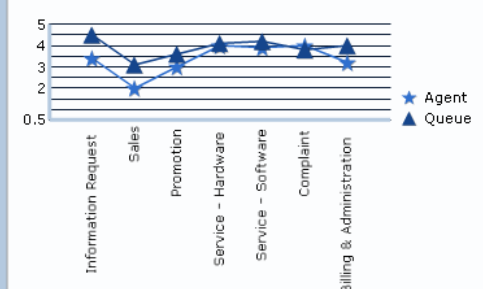
First call resolution rate (%) for agent vs queue, by reason



Average Number of transfers by reason



Average Customer Satisfaction Rating for the agent compared with average rating for the queue (By Reason)

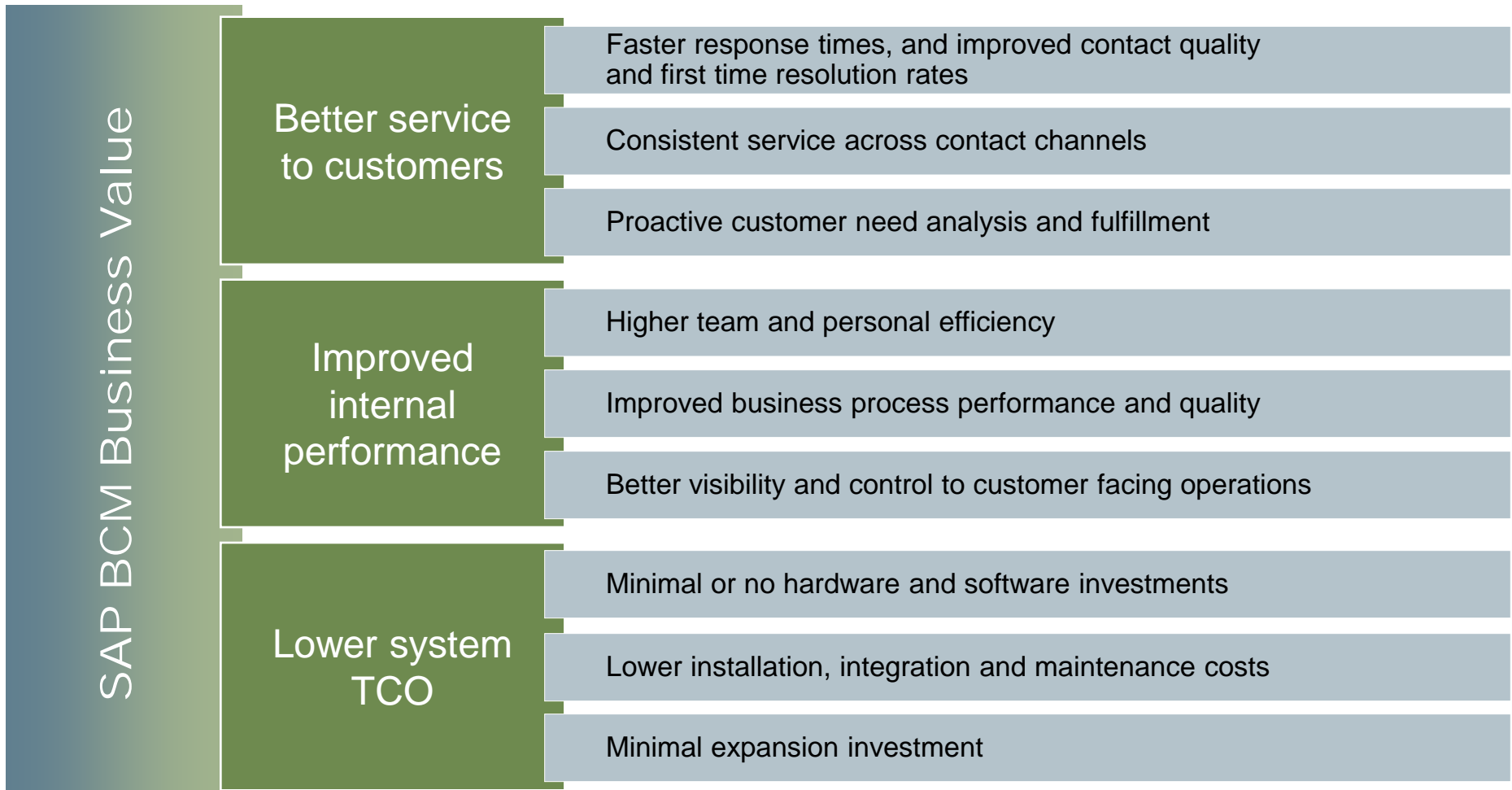


3. SAP Business Communications Management

Business value breakdown



- Manage distributed cross-functional resources
- Leverage corporate knowledge
- Provide a seamless customer experience across channels



Agenda



1. Contact Center – Pain Points and Current Demand
2. Contact Center – SAP approach
3. SAP Business Communications Management
- 4. Wrap Up**

4. Wrap Up

Deliver Superior Customer Service at Lower Costs with SAP Contact Center Solution



➔ SAP enables efficient, consistent and superior delivery of customer service at lower costs.

Improve customer satisfaction

- Leverage expertise in the back-office and in the field to route customer contacts immediately to the best available people
- Provide consistency and quality across multiple contact channels

Real-time view and control over operations

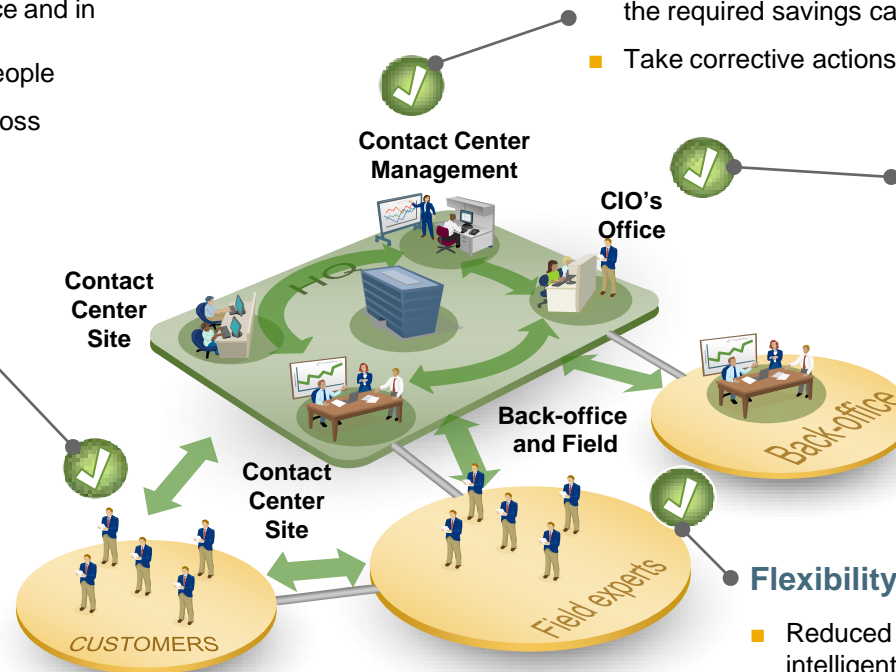
- Know exactly what needs to be improved and where the required savings can be found
- Take corrective actions with immediate effect

Cost effective and simplified architecture

- Monetize existing investments with end-to-end integration
- Scale up and down in single user increments
- Short time-to-value with rapid deployment

Flexibility in resource utilization

- Reduced time spent on each interaction with intelligent routing to experts and automation of routine tasks
- Flexibly increase or decrease capacity for customer interactions without increasing headcount by leveraging idle resources in the back-office



EDV Hungary creates Contact Center with SAP® Business Communications Management



QUICK FACTS

Északdunántúli Vízmű Zrt.

- Headquarters : Tatabanya, Hungary
- Industry: Utilities&Waste
- Products and services: Water Supply
- Revenue: US\$34 million
- Employees: 695
- Web site(s): www.edvrt.hu
- SAP® solutions and services: SAP Business Communications management
- Implementation partner: Finnsoft, Sp. z .o.o.

“SAP Business Communications Management solution opens up a brand new way of communication with our customers. It is a rock solid base for us to provide our customers state-of-the-art service.”

Imre Vasi
Sales Manager
Északdunántúli Vízmű Zrt.

Challenges and Opportunities

- How to deploy a new technology while keeping the existing telephony infrastructure.
- Offering customers a better way to contact with higher service level.

Objectives

- Improve service efficiency by implementing an IP-based contact center
- Automated IVR functions for handling water meter readings without human interaction.
- Create a brand new contact center to better serve the customers.

Implementation Highlights

- Telephone functionalities integrated with SAP for Utilities solution package.
- Implementation done within 3 months.



Why SAP

- Out-of-the-box integration with interaction center.
- No 3rd party connectors required for the computer-telephony integration.
- Homogeneous SAP landscape ready for future enhancements.

Benefits

- Optimized workforce due to the automated meter reading functionality.
- Better customer service due to higher first-time resolution rate.
- Better resource utilization.
- Call recording and storage for 5 years according to the local legal requirements.
- Future proof technology compared to traditional PBX's.
- Improves service reliability.

4. Wrap Up

SAP Contact Center Solution



- Decreased average call handling time by ~20 seconds per call
- With about 17 million incoming calls on annual basis, achieved ~10% savings in contact center operating costs



- Saved over 60% on customer service labor costs by leveraging the existing back-office resources from remote locations
- Increased response rate from 50% to 94%



SAP leads by providing high-volume, global deployment capabilities. SAP can offer an end-to-end contact center solution and support communication-enabled business processes with SAP CRM as the hub of customer interactions and with SAP's Business Communication Management.

SAP CRM's strength lies in its ability to tie customer service to other back-office processes, including manufacturing, distribution, finance, and marketing. The product is designed to handle high-volume global requirements. ”



The Forrester Wave: Customer Service Software Solutions, Q4 2008

Thank you!



Ján Ferjo

CEE Business Development
Phone: +420 257 114 190

jan.ferjo@sap.com
www.sap.com/cz

