

# FEATURES & FUNCTIONS OF SAP CRM

## BUSINESS COMMUNICATIONS MANAGEMENT

SAP Business Communications Management software (from newly acquired [Wicom Communications](#)), together with SAP CRM, allows organizations to create communication-enabled business processes by integrating multichannel communications with all customer-facing business processes.

With SAP Business Communications Management, you can manage resources across functions and locations, leverage corporate know-how, and give your customers a smooth, consistent experience across all avenues of contact, including voice, text messaging, Web contacts, and e-mail. You can also build and manage new processes and virtual teams that bring together the right people, knowledge, and technology to meet customer needs effectively, efficiently, and at low cost.

SAP Business Communications Management enables key business processes, including:

- **Running an inbound contact center**
  - ✓ Run a single or multisite inbound contact center to respond to customer inquiries.
  - ✓ Give agents – no matter where they're located – full access and control over communications functions via Web-based tools.
  - ✓ Give managers the real-time monitoring, reporting, and quality analysis functions they need to make better business decisions, continually improve agent performance, and support long-term process development.
- **Running an outbound contact center**
  - ✓ Plan and execute outbound telesales, telemarketing, and proactive customer service programs efficiently and effectively, across all locations.
  - ✓ Minimize redundant work by combining disconnected outbound-calling initiatives into a single, networked operation.
  - ✓ Give managers the real-time monitoring, reporting, and quality analysis functions they need to make better business decisions, continually improve agent performance, and support long-term process development.
- **Enterprise-wide communications management**
  - ✓ Provide an all-IP communications foundation for communication-enabled business processes across the enterprise.
  - ✓ Provide enterprise-wide IP or Voice Over IP (VoIP) telephony for everyone who needs it – from any network-connected workstation, terminal, or mobile phone around the world.
- **Reporting**
  - ✓ Monitor and manage your communications in real time.
  - ✓ Adjust communication-enabled business processes as needed and manage multiple locations as a single entity.
  - ✓ Give your organization a combined operational and business view of all communications and contact center operations.
- **Interactive voice response (IVR)**
  - ✓ Provide automatic voice response to customer inquiries or gather information for intelligent routing of inquiries.
  - ✓ Allow customers to respond by touch tone, obtain or leave information, and, if needed, connect to the appropriate contact center agent.



In regards to our enterprise communications systems, the SAP software eliminated a jungle of complexity, while making our operations more efficient in ways that would have been impossible with traditional technology.

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