

Solution Brief

SAP Customer Relationship Management

WEB CHANNEL ENABLEMENT

MAKING WEB CHANNEL ENABLEMENT EASIER AND MORE PROFITABLE

Increased competition, limited markets, and customer demands for greater convenience are just some of the challenges your business faces. That's why now is the time to increase sales and reduce transaction costs with the Web channel functionality in the SAP® Customer Relationship Management application.



Web sales and revenues continue to climb – even in tough economic climates – so your company needs a strong Web presence now more than ever. You need a Web channel for your customers that is intuitive and reliable, one that provides a single face to your organization. At the same time, you must seamlessly tie your Web processes and information into direct and indirect customer processes so that you can optimize business across all channels.

The SAP® Customer Relationship Management (SAP CRM) application provides a Web channel platform that enables you to turn the Internet into a valuable sales, marketing, and service channel for both businesses and consumers. SAP CRM supports all Web channel processes – from presales to sales to postsales support. You can empower each customer with a personalized Web experience and convenient self-service functions. The application's fully integrated Web channel helps you strengthen sales and service operations while reducing transaction costs and the volume of customer service calls.

Support for the Three Pillars of Web Channel Enablement

Whether you sell to businesses or consumers, directly or indirectly, SAP CRM provides the flexibility and the support you need to achieve your Web channel goals for marketing, sales, and service:

E-Marketing

SAP CRM supports demand generation and customer loyalty processes via the Internet. You can personalize cus-

tomers' Web experiences and provide the most relevant, convenient information, so you can generate more revenue through the Web.

Web and e-mail campaigns: With SAP CRM, you can target customers to drive additional demand via the Web. SAP CRM helps you control and manage e-marketing campaigns with functionality for design, execution, coordination, optimization, and monitoring progress. You can create targeted, personalized Web and e-mail marketing campaigns and monitor their profitability.

Catalog and content management:

You can drive customer acquisition and foster loyalty by delivering relevant, insightful information to customers online. SAP CRM provides a centralized catalog of product descriptions, pricing, associated literature, and multimedia displays. You can offer personalized content for customers and enable customers to subscribe to topics that interest them.

Personalization: You can dynamically personalize each customer's online experience. You can tailor Web experiences, content, and product recommendations based on criteria that you define, such as purchasing patterns, order history, and buying preferences.

E-Commerce

With SAP CRM, you can run all your sales processes on the Internet. Your customers enjoy personalized, interactive, user-friendly sales and self-service options. And you can streamline sales and fulfillment operations to enable an end-to-end order-to-cash process.

Interactive selling and configuration:

You can sell complex, configurable products over the Web, helping ensure that customers order the product that meets their unique needs. Multimedia content, guided selling, configuration advice, and real-time pricing and availability give customers all the information they need to make online purchasing decisions without human intervention.

Pricing and contracts:

SAP CRM helps ensure that your Web site reflects accurate, up-to-date pricing, including any special quotes or contract terms. You can establish pricing rules, processes, and data centrally and deploy them consistently across all selling channels. You can even tailor pricing for each customer based on factors such as products, purchasing volume, type of customer, specific quotes, and contract terms.

Quotation and order management:

Web customers can receive quotes and place orders for products and services, obtain real-time product availability, and track orders. They can configure and buy bundled service offerings, including product support and service contracts.

Web auctions: You can use Web auctions to extend your sales reach. SAP CRM supports the auction-to-cash process by enabling you to sponsor online auctions of new or excess inventory, surplus goods, used assets, and time-sensitive products.

E-Service

SAP CRM provides intuitive self-service functions and service information so customers can solve problems without involving a service representative. The

application offers an intuitive channel for customers to request service visits, lodge complaints, and register products.

Knowledge management: Customers want to quickly and easily find answers and resolve their service problems without having to contact a call center. With SAP CRM, they can browse frequently asked questions and search for information using natural language searches and advanced search tools.

Live support: There are times when only the "human touch" will do, and, for these times, SAP CRM supports live Web chat. Your agents can answer questions, resolve issues, and support decision making, resulting in more sales and greater customer satisfaction.

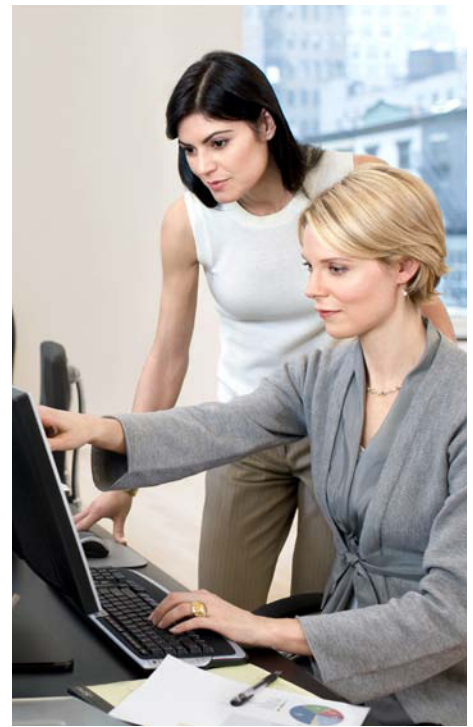
Service requests, complaints, and returns:

You can improve customer satisfaction and lower call volume by enabling customers to request service, lodge complaints, and return products via the Web. Customers can create, update, and check the status of service requests as well as schedule field service visits.

Billing and payment: By giving your customers greater control over billing and account inquiries, you can improve customer service, drive down the cost of sales and support, and reduce days sales outstanding. Your customers can check account status, including invoices, contracts, and rebates, and can pay invoices online.

Web Channel Analytics

SAP CRM provides powerful analytics that enable you to measure and optimize the success of your Web channel. With



Empower each customer with a personalized online experience, self-service functions, and tailored product recommendations based on purchasing patterns, order history, and buying preferences.

Web analytics, you can analyze how customers navigate through your Web shop and use this information to grow your customer base, as well as to improve the structure and content of your Web site. You can monitor the technical health and performance of your Web shop. Web sales analyses can help you evaluate sales for your Web channel and compare it to other sales channels so you know which channels are the most profitable. Service analyses help you evaluate the operational performance of your service efforts and analyze profitability to support differentiated levels of service.

Personalized Portals for Customers and Partners

SAP CRM provides personalized portals so customers and business partners can access information and conduct business over the Web.

The customer portal provides a single point of entry for all business transactions. Customers can receive personalized news and information, browse multimedia product catalogs, purchase products, track the status of orders, pay invoices, request service, lodge complaints, and resolve issues.

Channel partners have their own single point of entry – the partner portal – that enables channel partners to more effectively market to, sell to, and support end customers. Partners have access to relevant information, critical business transactions, and powerful analytics.

Flexible Implementation Options

SAP gives you a good way to leverage your existing SAP software and IT investments to build a Web presence. You can deploy these features with your existing SAP ERP application for an entry-level solution that quickly turns the Web into a profitable sales and interaction channel. The application supports end-to-end, order-to-cash processes with user-friendly, interactive selling and self-services – and provides a smooth upgrade path to the complete SAP CRM application. In addition, you can customize Web shop templates to support your industry and business model, including business-to-business

and business-to-consumer models, speeding the enablement of your Web channel.

Hone Your Competitive Edge

The competitive advantages offered by SAP CRM help you position your business effectively on the Web, boost customer traffic and product awareness, and drive sales revenue.

With SAP CRM powering your Web channel strategy, you can:

- Increase revenue through online sales and reach new markets and customers
- Improve customer satisfaction through convenient, online customer purchasing and customer service available 24x7
- Work with a single, 360-degree view of customers and integrated processes across all sales channels
- Reduce the cost of sales and support by providing customers with self-service functions

Turn the Internet into a valuable sales, marketing, and service channel for businesses and consumers with SAP Customer Relationship Management. Support all Web channel processes, strengthen sales and service operations, and reduce transaction costs.

Summary

The SAP® Customer Relationship Management (SAP CRM) application provides a Web channel platform that enables you to turn the Internet into a valuable sales, marketing, and service channel for both businesses and consumers. You can reach new markets with a fully integrated Web channel while reducing transaction costs.

Business Challenges

- Increasingly competitive marketplace
- Customer demands for greater convenience
- Consistency across all customer touch points
- Need to evolve business processes for continuous innovation and differentiation

Key Features

- **E-marketing** – Increase customer loyalty and demand generation by personalizing customers' Web experiences with the most relevant and convenient online interactions and information
- **E-commerce** – Enable your complete sales process to run on the Internet, providing customers with interactive, user-friendly sales and self-service functions; streamline sales and fulfillment operations with support for an end-to-end order-to-cash process
- **E-service** – Empower your customers with intuitive self-service problem resolution and the ability to initiate service processes online
- **Web channel analytics** – Gain insight into, analyze, and act on your Web channel operations and trends; use Web behavior to target customers and better drive future marketing activities

Business Benefits

- Deliver a reliable, fast, and user-friendly online experience for customers
- Increase revenue and extend market reach
- Reduce your cost of sales and support
- Lower total cost of ownership through end-to-end processes

For More Information

To learn more about how you can use SAP CRM to build and implement a Web channel strategy, contact your SAP representative or visit our Web site at www.sap.com/crm.

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