

SERVICE

REDUCE COST WHILE MAINTAINING CUSTOMER SATISFACTION

Reducing the cost of service while keeping customers happy is the primary objective of customer service organizations. The SAP® Customer Relationship Management application helps you streamline customer service processes and reduce cost, enabling you to keep your customers happy and grow your business.



Maximizing profit by providing top-quality service at minimum cost is no longer optional – it's imperative. Leading companies have found that the secret to thriving in an uncertain economy is the combination of customer retention, efficiency, and revenue.

The SAP® Customer Relationship Management (SAP CRM) application maximizes the value from each customer by keeping profitable customers loyal, decreasing service costs through greater efficiency, and increasing service revenue. With SAP CRM, you can provide service professionals with the information and tools they need to effectively and profitably plan, execute, and analyze service processes. SAP CRM tracks service contract entitlements to eliminate service leakage and achieve service-level performance metrics. It equips agents with the tools they need to resolve customer issues on the first contact, boosting customer satisfaction. The application supports field service professionals for quick and effective resolution of problems in remote locations and provides 24x7 self-service for online customer support at a fraction of the price of regular phone support. With the application's service analytics and SAP BusinessObjects™ business intelligence (BI) solutions, you can make smart business decisions about your service operations.

Everything You Need to Succeed

SAP CRM provides service professionals with the platform, applications, and information they need to provide superior service to your customers while driving down costs.

Sales and Marketing for Service
SAP CRM helps drive your service business with sales and marketing functionality that supports activities ranging from targeted, installed-base marketing campaigns to lead qualification, contract quotation, and solution-based selling. Because service personnel have crucial information about a customer's environment, they can convert a costly transaction into a profitable one with personalized selling of additional parts, accessories, or service contracts.

Service Contracts

Service contracts can generate a substantial amount of revenue and profit, and SAP CRM gives you the tools you need to make that happen. SAP CRM automatically checks a customer's entitlement to service, measures service-level compliance, and helps you meet service-level commitments. SAP CRM can drive revenues by proactively notifying service agents of expiring contracts. It gives you the ability to sell a wide variety of service offerings in the form of service contracts, usage-based billing contracts, or leasing contracts.

Customer Service and Support

SAP CRM improves customer satisfaction and drives down service costs by giving agents the tools and information they need to resolve customer issues quickly and effectively. An easy-to-use interaction-center interface lets agents access information on cases, service histories, contracts and service entitlements, service levels, installed base, and warranties with just a few clicks. When every employee is connected, they can collaborate to provide superior customer service through communication-enabled business processes supported by SAP CRM.

Installations and Maintenance

To provide quick and effective service, you need a way to track your customers' installed base of your products. You also need to know what else is installed so you can predict the behavior of your products in that environment. SAP CRM enables you to manage installed-base assets and their respective configurations by customer, location, and product type through a graphical representation that shows the

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hierarchical relationship between products and their components. This enables you to provide planned maintenance and minimize equipment downtime for your customers. Native integration with the SAP ERP application helps you easily manage equipment, installed-base assets, functional locations, and bills of materials.

Field Service Management

SAP CRM simplifies the process of dispatching field technicians to service calls. It offers an intuitive interface, such as Gantt charts and geographic

maps, and resource optimization functionality that helps you organize, plan, and dispatch the most appropriate service technician to the job. Customers benefit because you can accurately predict a time window for service delivery, and they can rely on the technician having the right parts and skills to resolve the issue in one visit. Field technicians can provide better service by managing their service orders and van stocks with mobile devices. In addition, they can update their own availability for more accurate scheduling.

Warranty and Claims Management

Warranties instill confidence in customers, and rapid processing of a warranty claim can further strengthen the customer relationship. SAP CRM helps you manage the entire warranty and claims process – from auto-activation of the warranty and the return material authorization (RMA) to receipt and inspection. You can coordinate with third-party logistics providers like shipping firms to apply timely customer credits and avoid unnecessary goodwill allowances.

Returns and Depot Repair

SAP CRM automates the entire return and in-house repair process, from creating an RMA to billing and shipping repaired products back to customers, thanks to tight integration between SAP CRM and logistics and financial management operations supported by SAP ERP. You know what products are in for repair and what repairs are needed. If necessary, you can issue and track loaner units.



Parts Logistics and Finance

Native integration of SAP CRM to SAP ERP enables end-to-end service processes. For example, integration to logistics operations enables your field technicians to manage spare-parts inventory in their van. In addition, you can procure and track parts, enabling you to optimize your spare-parts inventory. For the automotive industry, SAP CRM is integrated with service-parts management to facilitate the management of the complex and extended service-parts network for maximum efficiency. Integration with financials gives you instant access to revenue information and cost data. Invoices and bills are generated and tracked to the service order, providing complete visibility to the business owner.

Service Analytics

SAP CRM provides robust service analytics, including complete performance metrics, so you can identify problems and trends and take corrective action. Profitability analytics display profitability by customer, by type of service-level agreement, and by geographic territory, among others. Performance metrics show how well your service operations are doing with such metrics as average response time, repair time, and first-contact resolution rate. These analytics can be enhanced with powerful SAP BusinessObjects BI solutions.

Enhance Productivity and User Adoption

SAP CRM is designed to be adaptable, intuitive, and easy to use. Users can personalize the look and feel of their screen with an easy-to-use drag-and-drop interface. They can change content and layout, analyze data with interactive charts, personalize widgets, and

SAP CRM equips your service organization with all the functionality it needs to service your customers, retain your profitable customers, and decrease service costs.

add RSS feeds with just a few clicks. And they can automate tasks by defining workflows and alerts. Administrators can add fields to forms, create new fields, change the layout of forms, and change field properties. All this can be done with a few mouse clicks and without the need to write code. This flexibility enables you to rapidly configure SAP CRM to fit the needs of your business and IT users.

Multiple Service Channels, One Solution

SAP CRM supports multiple service channels, providing consistent interactions with customers across all channels.

Customer Service Contact Center

With SAP CRM, customer service agents have all the information they need at their fingertips to resolve customers' service needs without having to transfer them to other departments. From a single desktop screen, service agents can handle complaints, confirm service contract entitlements, address customer concerns, assist with returned materials, answer technical questions, make exchanges, and even schedule field service personnel from their own company or third-party service providers.

E-Service

SAP CRM enables e-service over e-mail and Web channels. A central rule-modeling engine helps tie together your e-service efforts, giving one central point of command for e-mail, service ticket routing, and even lead routing. Self-service functions on the Web enable customers to help themselves without involving a service agent – lowering service delivery costs and speeding time to resolution.

Channel Service

Many service organizations are turning to third-party service providers – as partners or outsourcers – to lower service costs or to provide specific services that aren't core competencies for the organization. SAP CRM helps you manage these third-party service relationships by supporting a full range of functionality for handling external resources and executing and debriefing service orders. Your channel-partner manager can access the critical information needed to provide consistent service quality to your customers, regardless of who actually provides the service.

Equip Your Service Organization to Thrive and Grow

SAP CRM equips your service organization with all the functionality it needs to handle the service needs of your customers, decrease service costs, and retain your profitable customers. With SAP CRM, you can:

- Improve your first-contact resolution rate by matching the right resources, skills, and knowledge with a customer's needs
- Boost field technician utilization by optimizing resources and providing relevant information to technicians so that they spend less time driving to appointments and filling out paperwork and more time delivering billable services
- Increase customer retention by proactively predicting, actively responding to, and continuously monitoring customer churns
- Drive new revenue streams by leveraging customer insight to sell new service contracts and cross-sell or up-sell products and services
- Reduce returns by identifying and tracking problem causes and helping customers solve their problems

For More Information

For more information on how SAP CRM can help you transform your service operations from overhead into a profit maker, call your SAP representative or visit us at www.sap.com/crm.

Summary

The SAP® Customer Relationship Management application equips your service organization with the functionality it needs to reduce your service costs while enhancing customer satisfaction. In providing a consistently high-quality service experience for your customers, you strengthen their loyalty, boost retention rates, and increase the profitability of your service operations.

Business Challenges

- Provision of consistent, superior customer service
- Rising service costs
- Low utilization of field resources
- Retention of profitable customers
- High rate of product returns

Key Features

- **Interaction center** – Enable your service agents to solve your customers' problems with easy access to relevant information and resources
- **Service contract management** – Increase revenue by offering more services as service contracts, usage-based billing contracts, and leasing contracts
- **Installed-base management** – Provide better service by keeping track of products – from your company and third parties – installed at your customers' sites
- **Warranty and claims management** – Reassure customers that their investment is protected by rapidly processing warranty claims
- **Returns** – Streamline the returns process and prevent future returns
- **Service analytics** – Identify problems quickly and take corrective action promptly

For a complete list of supported key business processes, go to www.sap.com/solutions/business-suite/crm/featuresfunctions/service.epx.

Business Benefits

- **Improve first-contact resolution** with on-the-spot information and resources needed to resolve issues
- **Increase customer retention** by providing service employees with the information and tools they need to prevent churn
- **Boost field utilization** through optimized resources and easy access to information
- **Drive revenues** by offering relevant services and products based on customer insights
- **Reduce returns** by proactively resolving known product defects and by enabling customers to solve their problems

For More Information

Call your SAP representative, or visit us online at www.sap.com/crm.

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