

Customer Interaction integration with SAP CRM

Benefits

Create a positive customer experience

- Efficiently manage multichannel customer communications.
- Use screen pops to speed agent responsiveness.
- Access customer history in Interaction Records to increase first-time resolution rates.
- Save time without having customers repeat information.

Drive greater sales and service efficiency

- Eliminate the need to toggle between applications during the service process.
- Service multiple types of interactions at the same time (as of SAP 7.0 EHP1).
- Gain insights into agent performance with a universal queue.
- Create more efficient cross-channel staffing.

Get deployment ease and flexibility

- See lower deployment costs through prebuilt integration.
- Rely on Genesys for support; there's no need for middleware vendors.
- Count on an SAP-certified solution (CA-ICI-CTI and CA-ICI-Chat).

Offer a rewarding, streamlined experience

Combine forces to improve contact center operations and provide a positive customer experience across interaction channels.

Genesys PureConnect, powered by Customer Interaction Center and SAP CRM, uses the SAP Integrated Communication Interface to put the multichannel communication features of CIC into SAP CRM (version 7.0 and higher). This means agents can access expertise across the enterprise to provide efficient and knowledgeable responses.

Key features

Universal multimedia interaction routing

Provide consistent customer care across media types with unified queuing, prioritizing and call routing, as well as chat, callback, generic objects, and SAP action items.

Customizable screen pop

Use caller ID to drive a screen pop or send information from the PureConnect IVR system to customize application functions within SAP.

Information transfer

Include screen pop information, such as business partner information, when the interaction is transferred from agent to agent.

Agent status

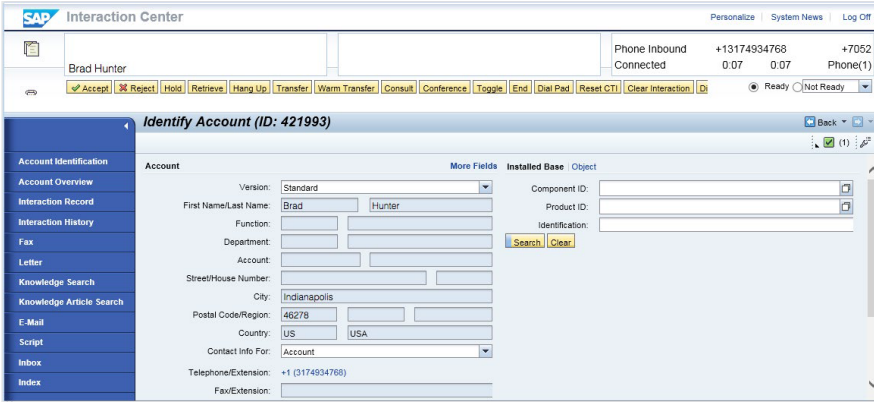
Enable status settings within the SAP CRM desktop to more accurately assess agent activity. Staff your contact center efficiently with custom-configurable, real-time presence management.

Embedded call controls

See caller information, call details and call control buttons in the SAP CRM desktop communication toolbar.

Unified interaction reporting

Get insights into SAP history with Interaction Records. See why and how often customers contact you to identify issues that require the most agent time.

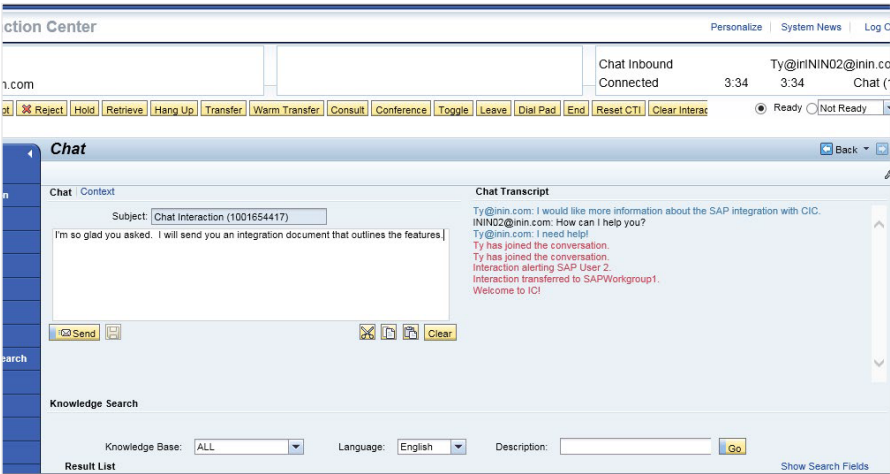
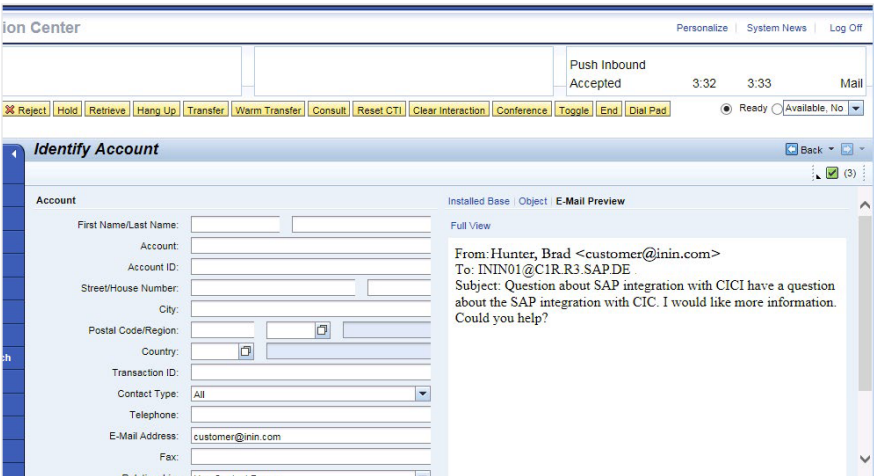


Genesys software prerequisites

- PureConnect powered by Customer Interaction Center
- Interaction Desktop client required if SAP work centers are not utilized
- Available for hosted or on-premise PureConnect installs

SAP software prerequisites

- SAP CRM 7.0 and higher
- Implements SAP ICI version 3.07



ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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