Ձ° GENESYS™

Gplus Adapter for SAP CRM
Lower your total cost of ownership with an out-of-the-box integration between Genesys and SAP

Benefits

- Lower total cost of ownership
- Familiar SAP CRM interface
- Faster time to deployment
- Personalized customer service
- Reduced interaction times
- Decreased number of transfers
- Improved resolution rates
- Enhanced workflow efficiencies
- Complete customer information at a glance

To provide a best-in-class customer experience, your sales and service staff must be equipped with a single desktop that unifies all customer interactions and expedites relevant and timely responses. Genesys enables this multi channel customer experience with the Gplus Adapter for SAP. Designed for SAP CRM, business warehouse, and enterprise resource planning (ERP) applications, the Gplus Adapter facilitates a fast, effortless deployment of a unified desktop. Gplus Adapter for SAP provides a pre-packaged integration between the Genesys product suite and SAP CRM applications. Your company will benefit from faster implementation times, decreased costs, and a smooth flow of information between the contact center and the rest of the enterprise. The Gplus Adapter is fully supported by Genesys and SAP and includes customer support and professional services provided by Genesys.

Deliver superior customer experience and reduce costs

With the Gplus Adapter for SAP, you can resolve common customer experience pitfalls such as long queue times and multiple transfers. Combined with Genesys routing, customer interactions and associated tasks can be extended beyond the contact center to mobile workers, knowledge workers, and other employees, resulting in shorter interaction times, fewer transfers, and increased efficiency of operations. Reduce cost of service and improve agent work environments with a unified desktop interface that integrates multiple interaction channels within the SAP Business

Suite desktop. Your agents can now handle interactions across all media types for service, sales, and marketing. With a 360-degree view of the customer via SAP records, agents are able to achieve better first contact resolution and provide customers with a seamless multi channel experience.

Seamlessly integrate front-office and back-office interactions

Allying best-of-breed products, the Gplus Adapter for SAP provides your employees with a familiar interface with added customer service functionalities. Instead of waiting for the next available agent, customers can be routed directly to the appropriate department, resulting in increased agent productivity and lower training costs.

Orchestrate outbound campaigns

Design and implement complex marketing and collections campaigns using the Gplus Adapter for SAP. Schedule outbound campaigns and assign activities to agents, re-schedule calls, record call outcomes, update call result records, and modify ongoing campaigns—all within the familiar SAP interface.

Improve productivity with intelligent multimedia routing

Through the use of Genesys routing capabilities, ensure the most critical items are handled first. The Gplus Adapter for SAP provides blended media routing of voice calls, emails, web chats, and work items. Guided by Genesys routing rules, interactions are prioritized in real time, matched, and assigned to the best agents based on customer profiles, class of service, history, and needs. Screen pops containing relevant customer information provide complete context of the existing relationship, enabling agents to personalize each interaction. Agents can handle up to six concurrent interactions. Genesys Chat is fully supported within the SAP chat user interface, providing agent controls such as Accept, Reject, Transfer Chat, End Chat, etc. Agents are able to switch effortlessly between chat sessions and can record, save, and email transcripts from each conversation.

Leverage real-time statistics for maximum efficiency

The Gplus Adapter for SAP improves efficiency through the use of real-time statistics. By integrating analytics into the SAP desktop, agents are better able to track and enhance their performance. Contact center managers gain valuable insights into overall agent performance and can improve workforce collaboration, thus delivering quicker customer service while optimizing agent workloads.

Technical specifications

Supported Genesys features
- Genesys Email
- Genesys Chat
- Genesys Enterprise Workload Management
- Genesys Workforce Management
- Inbound and Outbound Voice
- Outbound voice campaigns
- Access to SAP data for intelligent routing
- Export of interaction data history into CRM account records

Supported SAP versions
- SAP ERP or SAP R/3 Enterprise v4.5 or higher
- SAP CRM 3, 4, 5, 6, 7.0 (eHP1, 2, 3)

Supported platforms
- Windows Server 2008, 2012
- Red Hat Enterprise Linux 6, 7

Software requirements
- Web browsers such as Internet Explorer 8.0 or later, Chrome, and Firefox
- Genesys Framework
- Genesys Digital Engagement Center (for non-voice routing)
- Genesys Customer Interaction Management

Key features
- Multi channel routing capabilities
- 360-degree view of the customer
- Unified agent desktop
- Outbound campaign management
- Seamless blending of front- and back-office interactions
- Real-time delivery of interactions based on customer profiles
- Integrated, real-time statistics
- Screen pops with complete customer information
- SAP WebClient support

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.

Visit us at genesys.com or call us at +1.888.436.3797

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