What if you could satisfy your customers each time they contact you? What if you could decrease your overall costs by increasing your employee effectiveness and efficiency? What if you could do this with an off the shelf product used by hundreds of other enterprises? You’d do it, right?

With Genesys and SAP, you can. The Gplus Adapters for SAP enable a 360-degree view of your customer, a seamless front office to back office interaction and a customer service platform that allows you to provide superior customer experience while reducing cost. As a result, agent productivity increases and training costs are reduced.

**Great customer service for the contact center**

The contact center, as the frontline of customer service, is part of a self-reinforcing service cycle and a vital element of a company’s comprehensive view of the business. The contact center needs to collaborate with the rest of the enterprise. By treating every customer interaction as an opportunity to improve the customer experience through superior quality of service, the higher value of service yields increased customer satisfaction, increased customer retention, and augmented sales and profits.

The Genesys Gplus Adapter for SAP is a prepackaged integration that combines the Genesys product suite with SAP’s CRM applications. Genesys also supports voice integration with SAP ERP, allowing you to route calls and data to an SAP Business Suite desktop.
Great customer service outside the contact center

What about communication outside the contact center? Working jointly, SAP and Genesys make it possible for knowledge workers outside the contact center to benefit from the same tools that are used effectively in the contact center for years. By providing the ability to contact and schedule mobile and information workers, SAP and Genesys provide a powerful method to enable your company to streamline the assignment of mobile employees to a wide range of duties and tasks.

Real-Time prioritization of many different interactions

The Gplus Adapter for SAP enables enterprises to offer their customers a full range of access options such as e-mail, fax, chat, and traditional voice, while providing each customer with the best available resource. Customer interactions are prioritized in real time, matched, and assigned to the best resources based on the customer class of service, history, and needs. Customers can be served efficiently with the complete context of the existing relationship.

Key Functions and Benefits

Superior customer experience

- Smart view of the success and failure of your customer service operation by exporting Genesys interaction data into SAP Business Warehouse
- Personalized customer service due to complete view of customer data
- Better resolution rates due to intelligent skills-based routing and improved agent work environment through a unified desktop for all media types and customer data
- Real-time delivery of customer request to the best possible agent based on customer class of service, needs, history, profile, etc

Reduce Operating Costs

- Use standard SAP tools such as SAP visual composer to build effective outbound voice campaigns as well as more traditional self-service contact center applications
- Unified Desktop
  - Eliminates toggle between different systems; frees up agent’s time to focus on the customer
  - A more empowered agent makes a happier and more productive agent. Agents have a complete 360-degree view of the customer to make informed decisions to resolve customer’s requests
  - No additional agent training required

“Genesys was installed and deployed in under 30 days and that included full integration with SAP and the switch.”

Ron Moses
CRM Project Manager,
Arctic Cat
Intelligent Multimedia Routing

- Reduces the number of transfers and customer frustration by intelligently routing customer requests to the best resource
- Routing customer interactions to the right resource the first time reduces call time and improves resolution rates
- Real-time routing of any media type allows for prioritization of routed item types, improving workflow efficiencies
- Lower cost of ownership, reduced risk, faster time to deployment
  - With the Genesys Gplus for SAP, an out-of-the-box prepackaged software solution with pre-built integration, you are assured of consistency and reliability in the deployment
  - Fully supported by Genesys customer technical support and professional services
  - Fully interoperable with your existing SAP CRM system. Built on open-standards, the solution uses existing investments and is future-proof

Genesys has solution packages that grow with every stage of your company’s technology adoption. For instance, you may be routing voice and e-mail today. Tomorrow you may be integrating your web site.

Integrate your SAP Business solutions with the world’s #1 contact center software

You already have good data about your customer. With Genesys, you can now use this actionable information at every point of customer interaction, across the enterprise.

Routing - The Genesys Gplus Adapter for SAP provides blended media routing of phone calls, e-mails, and work items. Blended media routing is a powerful way to increase your customer’s satisfaction while optimizing priority and creating workload efficiencies through a single strategy. Through the use of the Genesys’ routing capabilities you can ensure your business’s most critical items are handled first.

Voice - Customers expect to be able to talk to someone who can help with their issue. Long wait times, multiple transfers, and circle transferring will quickly drive a customer away from doing business with your company. A consumer survey reported that 85% of consumers said they would stop using a company’s product or service based on a bad call center experience¹. Genesys voice routing solves these problems by optimizing your enterprise, decreasing call times, transfers, queue times, agent time, and the amount of time it takes your customers to get what they want.

¹Genesys Global Consumer Survey
Genesys enables the routing of voice across the entire enterprise beyond the contact server to mobile workers, knowledge workers, and other employees, increasing the efficiency of operations and the cost of doing business.

**E-mail** - E-mail is a ubiquitous part of most people’s lives today. Invariably this means that it will be used by your customers to try and communicate with your company. Like all channels of communication, the way you respond to customer requests will have an impact on your customer's view of your organization. It is critical therefore to provide the same quality of experience that your customers have come to expect from your web site, brick and mortar stores, and services via the telephone. With Genesys you’ll be able to route e-mail to the right resource the first time increasing, accuracy of response and the quality of your customer interactions.

**Work Items** - The ability to route certain parts of your CRM work items, real-time and across the enterprise is a powerful way to insure a single view of the customer and prioritize the customer–related interactions within your business, regardless of whether they are a single customer request or part of a larger workflow.

### Technical Requirements

**Supported Genesys Adapter Features**
- Inbound and Outbound Voice
- Genesys E-mail
- Access to SAP data for intelligent routing
- Export of voice interaction data

**Supported SAP Versions**
- SAP ERP or SAP R/3 Enterprise v4.5 or higher
- SAP CRM 3.X
- SAP CRM 4.X
- SAP CRM 5.X
- SAP CRM 2006, 2007
- SAP CRM 7.0

**Supported Platform**

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**Genesys Worldwide**

Genesys is the leading provider of software to manage customer interactions over the phone, Web, and mobile devices. The Genesys software suite manages customer conversations across multiple channels and resources — self-service, assisted-service, and proactive outreach — to fulfill customer requests, optimize customer care goals, and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to dynamically engage with their customers. As a result, Genesys stops customer frustration, drives efficiency, and accelerates business innovation. For more information, go to [www.genesyslab.com](http://www.genesyslab.com).

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