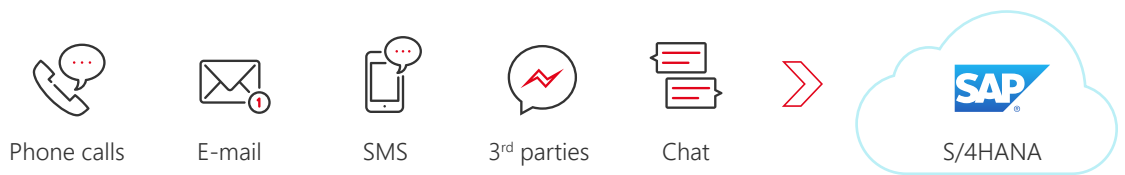apollogic

# S/4HANA for Customer Management on Azure

## Integration with SAP Contact Center

## All customer interactions through multiple communication channels

| Phone calls | E-mail | SMS | 3rd parties | Chat | | S/4HANA |

Communication with customers is carried out through WebUI in CRM Add-On of SAP S/4HANA or via SAP Contact Center from the outside.

Azure

Thanks to Azure, it is an innovative solution for managing customer interactions having all flexibilities and scalability of cloud deployment.

### With Communication Panel, you can handle:

- inbound and outbound phone calls
- e-mail
- chat
- 3rd parties communicators

## Phone Calls Management

The Integration enables **Outbound** calls to customers to be managed in SAP S/4HANA, as well as **Inbound** calls from customers who are already recorded in the S/4HANA or new, previously unknown customers.
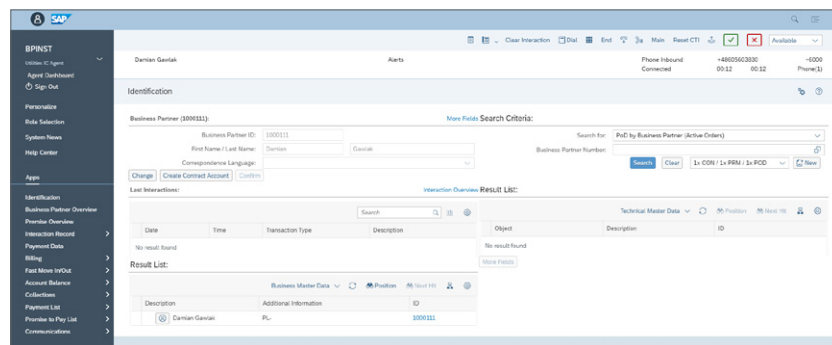
**Every incoming call is shown on top of the screen (WebUI) and also on the bottom (CTI)**
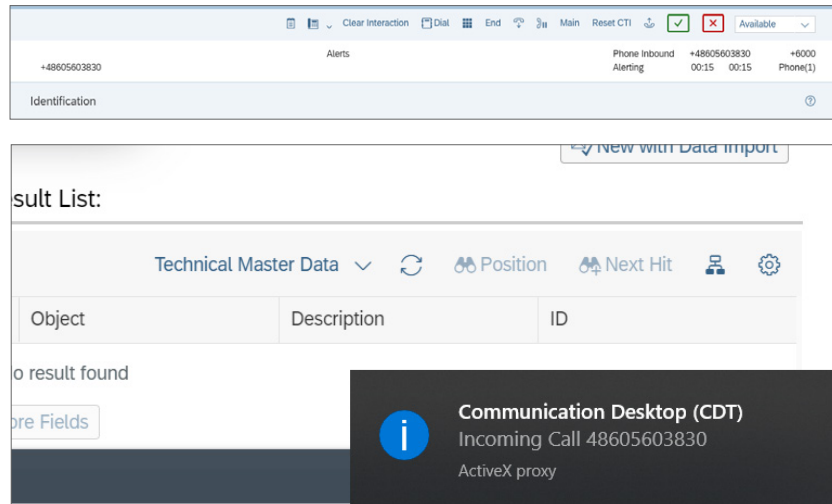


Another call is visible in the second tab.
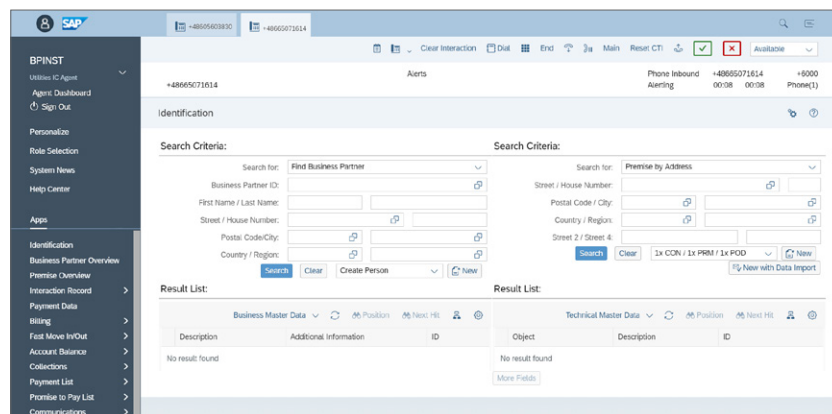


If the phone number already exists in the system, customer card will open automatically after the consultant picks up the call

**Initiating a call to a selected customer**



# E-mail

The Integration allows also for a professional E-mail management in WebUI
– Communication view

# Chat Communication
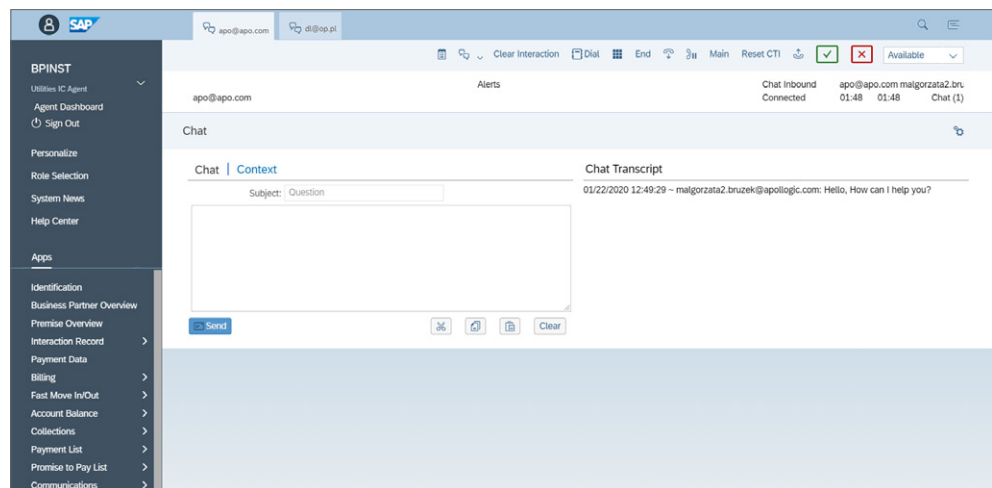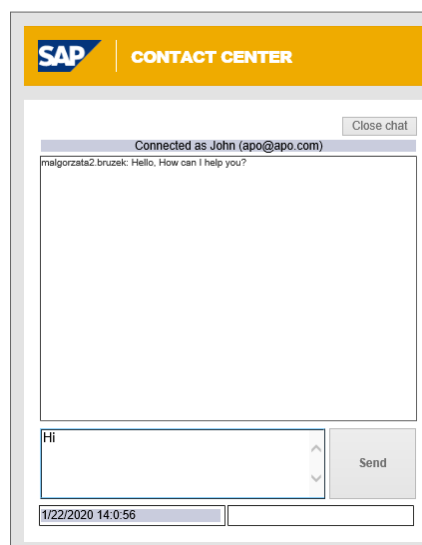
Integration with SAP Contact Center also gives a possibility to communicate with the customer via chat. The consultant can have several simultaneous chat conversations. Each conversation has its own tab that alerts when a chat requires attention.
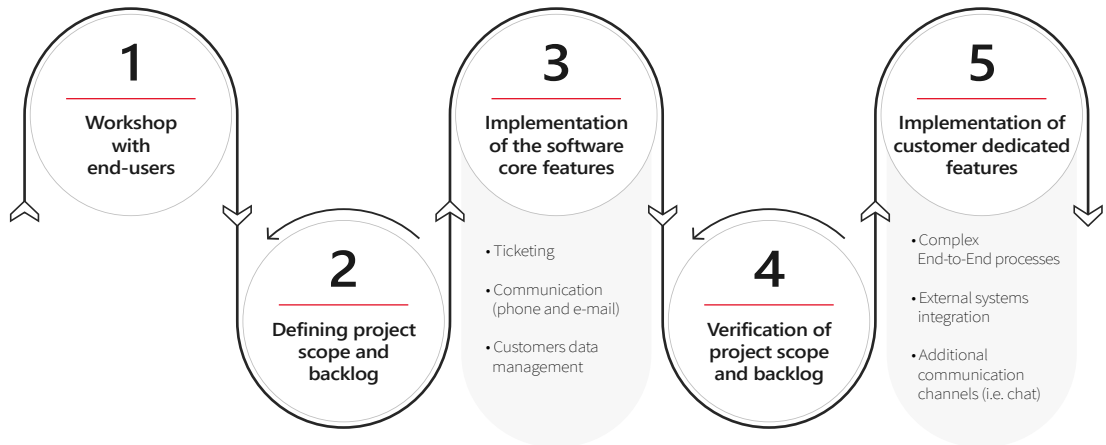
### Chat view from a consultant perspective



### Chat view from a customer perspective

# Implementation Process

**1**
Workshop
with
end-users

**2**
Defining project
scope and
backlog

**3**
Implementation
of the software
core features

- Ticketing
- Communication
(phone and e-mail)
- Customers data
management

**4**
Verification of
project scope
and backlog

**5**
Implementation of
customer dedicated
features

- Complex
End-to-End processes
- External systems
integration
- Additional
communication
channels (i.e. chat)

**What *Integration*
means in practice?**

Every single phone call,
e-mail or chat message
is stored and classified,
providing complete
communication history
with the customer.

Communication with
your client has never
been easier!

# Business Benefits

Higher quality
of customer service

Faster problem
solving

Increasing customer
loyalty

# Additional questions? Let's talk!

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