SAP CRM Connector

MAGNIFY THE POWER OF SAP® CRM IN YOUR SALES, SERVICE, OR HELPDESK ENVIRONMENT WITH CTI FOR CRM.

Integrate Enghouse Interactive with your SAP solution, and your contact center agents and knowledge workers throughout your organization will gain unprecedented visibility and control over their customer communications, all within their existing SAP screens.

Overview

The Enghouse Interactive SAP CRM Connector integrates seamlessly with SAP, ensuring your customers have a positive experience with informed users. Communication management is viewed directly within the SAP user interface, embedding intelligent queuing, automated screen navigation, and call controls into your SAP eco-system.

For your customers this means they get through to the right person, with the right information, first time, and have a knowledgeable, personalized experience, sending customer satisfaction levels sky high.

For your knowledge workers, the SAP CRM Connector communications-enables the SAP desktop. This creates a screenpop of customer screens on call delivery, click-to-dial from SAP screens along with call control (hold, transfer, etc.), improving efficiency and streamlining customer communications across your organization.

Armed with this information at their fingertips, service teams can personalize their engagement with each customer, respond more precisely to their respective inquiries and maximize first interaction issue resolution.

Choose the best solution for you

The SAP CRM Connector enables two modalities, allowing you to select the best choice for your contact center:

- Manage your SAP and Contact Center interactions in a single place by embedding Enghouse Interactives Communications Center (EICC) functionality directly into your SAP application. Your Agents will have access to call control, screenpops and view key contact center data – such as the queue name, wait time, for all voice, email or webchat interactions – all from within the SAP desktop.

Benefits

- **Reduce call times by 10-20 seconds** with a faster, more personalized service - agents have the customer's name and other details available to them before they answer the call.

- **Reduce customer frustration** created by agents repeatedly asking them for the same information each time they call.

- **Lower talk times and reduces wait times** in the queue - improving customer satisfaction.

- **Improve efficiency** with outbound calls as agents can search for a contact and place the call from within the Salesforce application.

- **Reduce costs** by lowering training requirements and introduce considerable workflow efficiencies for agents and knowledge workers.

- **Increase the accuracy of your customer records** by presenting them to your staff for updating every time the customer calls.

- Alternatively, you can leverage the TouchPoint Agent application to enable a 360 degree view of your customer interactions. Also integrated with SAP and providing screenpop and call control functionality, the SAP application can be embedded within TouchPoint itself to provide your agent with a single interface to the contact center application and SAP CRM.

How does it work?

EICC sits behind your SAP solution and integrates using our EI CRM Connector which snaps right into SAP CRM infrastructure, using SAP-published APIs to gather data and trigger actions, including screenpops of customer history and information.

Caller ID or entered data can be used to identify the customer, then route to the best, most qualified agent to help them. Contact center agents are automatically navigated to customer information through screenpops directly within the SAP user interface. The agent sees and adds data to any interaction, including voice, email and web chat, with full hold, transfer and conference control, providing a true Omni-channel experience.

ERP workflow may also go beyond CRM, to include triggers, asset management and other ERP functions where deeper EICC extensibility or process automation may be leveraged.

The SAP CRM Connector has achieved Certified Integration with SAP enabling a seamless exchange of critical customer data with supported instances of SAP Business Suite software. In addition, Enghouse Interactive has joined the SAP PartnerEdge program as an SAP software solution and technology partner.

SAP IT infrastructure costs can be reduced as much as 30% when using SAP partner managed cloud. Talk to Enghouse Interactive about Contact Center as a Service and how you can hybridize your contact center solution with SAP in the cloud.
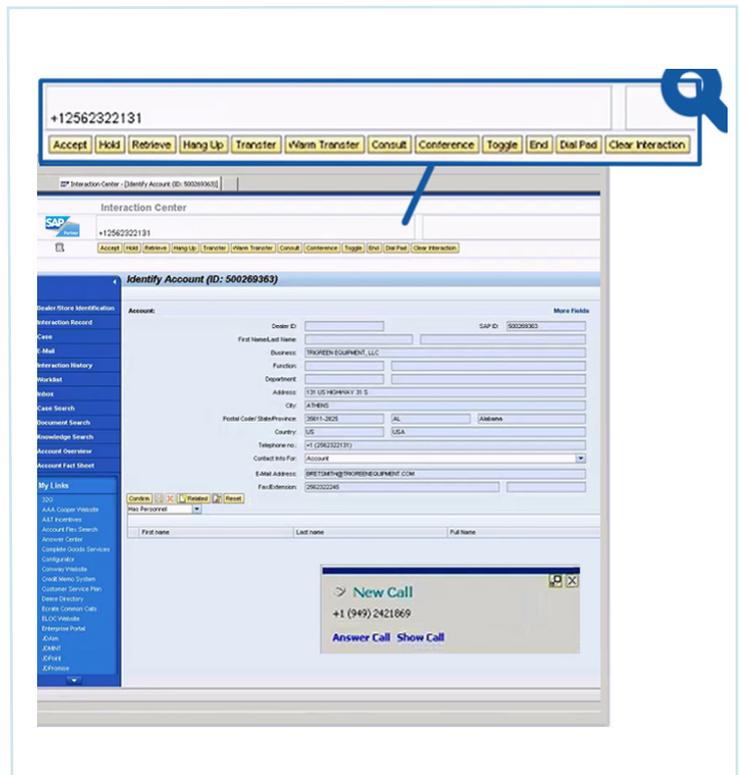
About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.

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