Interaction Center

CRM Interaction Center:

SAP Customer Relationship Management provides tools to handle service, sales, and marketing transactions across all communication channels. Agents can access all administration, maintenance, and reporting tools, creating a highly efficient contact center.

Key functions include:

- Telemarketing to enable marketing organizations to tightly couple their efforts with the interaction center for seamlessly coordinated call lists, agent scripts, promotions, and additional channels
- Telesales to initiate outbound customer contacts, qualify leads, identify customer needs, provide product information, create product proposals and quotes, and even close the deal -- all within a single solution
- Service within the interaction center to handle complaints, address customer concerns, answer technical questions, assist with returned materials, and make exchanges
- Employee interaction center management to provide a central point of contact that unites state-of-the-art customer relationship management techniques with human resources information, so employees have streamlined, easy access to the info they need

Easy Access: CRM IC Info - recommended readings from Support:

- You want to get Support News for SAP CRM IC? Follow SAP CRM IC News on Twitter (@SAPSupportHelp, #SAPCRM, #IC).
- You need CRM configuration and troubleshooting info based on CRM IC processes: see Easy Access.

Interaction Center - Blogs:

- Tracking Customer Interactions, a New Feature and "End is your friend" by Sigrid Wieshofer (Sep 18, 2014)
- Search for Outbound Mails in the Agent Inbox by Henning Duerholt (Apr 30, 2014)
- Replace polling in CRM Interaction Center by ABAP Push Channel by Henning Duerholt (Apr 30, 2014)
- New UI component for Broadcast Messages by Andrei Vishnevsky (Apr 24, 2014)
- IC Toolbar 2-button handling by Andrei Vishnevsky (Mar 31, 2014)
- Options for Processing E-Mail in the SAP CRM Interaction Center by John Burton (Jan 9, 2014)
- IC Web Broadcast Messaging by Shobhit Srivastava (Dec 9, 2013)
- Using the new CRM 7.0 EHP1 "Mail Form Transport" Feature by John Burton (Oct 25, 2013)
- Using the new CRM 7.0 EHP1 Interactive Scripting "Transcript" Feature by John Burton (Oct 23, 2013)
- New Alternative Chat Client for the CRM Interaction Center - Demo Video by Tom Neumann (June 27th, 2013)
- Using Google Places Autocomplete in CRM by Tom Neumann (May 24, 2013)
- Tips and Tricks - Troubleshooting CRM (Interaction Center) by Sigrid Wieshofer (April 23, 2013)
- Development and Extension Guide - Launch SAP GUI Transaction from WebClient UI by Hasan Zubairi (Nov 5, 2012)
- Provide your IC agents with a Channel and Queue Selection Dialog by Henning Duerholt (Jun 15, 2012)
- Train your Load Balancer to handle multiple CMS Instances by Henning Duerholt (Jun 15, 2012)
- Train your watchdog to bark when connections are lost in your Interaction Center by Henning Duerholt (May 24, 2012)
- Understanding the Behavior of CRM UIU Views in IC by Sigrid Wieshofer
- Results in the Continuous Improvement (CI) Process - Enhanced CRM WebClient Usability Features by Gregor Wolf (Jun 30,2011)
- New in SAP CRM Interaction Center: DTMF Pad by Ulf Guttmann (Jan 11, 2012)
- New in SAP CRM: Maintain Marketing Permissions in the Interaction Center by Ulf Guttmann (Jan 11, 2012)
- New in SAP CRM: Marketing Permissions in Call List Management by Ulf Guttmann (Jan 11, 2012)
- Tailor your WebClient UI easily to Customer needs with EhP1 by Maarten Lamers (Jan 3, 2012)
- How to configure New Search in CRM7.01 Agent Inbox by Joaquin Fornas (Nov 11, 2011)
- Satisfaction IVR with SAP BCM and SAP CRM by Andrei Vishnevsky (Oct 25, 2011)
- How do you debug ERMS rules? by Peng Wah Ng (Jul 18, 2011)
- How to make use of checklists in SAP CRM service transactions by Bettina Giese (Jun 10, 2011)
- How to Configure the Interaction Center Alert for Auto Suggest Knowledge Article by Bettina Giese (May 23, 2011)
- What's New with SAP EhP1 for SAP CRM 7.0 – Service Request Management by Bettina Giese (May 20, 2011)
- SAP CRM 7.0 EhP1: Alert and Broadcast Message Formatting by Cathy Ma (Dec 29, 2010)
Interaction Center - Webinars:

**SAP CRM 7.0 EhP1: Contact Attached Data available for Alert and Rule Modeler by Cathy Ma (Dec 29, 2010)**
**SAP CRM 7.0 EhP1 - Business Partner Automatic Confirmation in Transfer Scenario by Cathy Ma (Dec 29, 2010)**
**Alert for Open and In Process Emails in SAP Enhancement Package 1 for CRM 7.0 by Cathy Ma (Dec 27, 2010)**
**Integrating IC Web Client with Winter-Tree Spell Checker Applet by Peng Wah Ng (Nov 24, 2010)**
**Social Media as a Customer Service Channel in your Contact Center by Renee Wilhelm**
**SAP CRM 7.0 - Address Validation and Duplicate Check in the Interaction Center by Renee Wilhelm**
**SAP CRM Interaction Center - Sapphire Demo Highlights - Video by Kimberly Davis**
**SAP CRM Interaction Center - Sapphire Demo Highlights Part II - Video by Kimberly Davis**
**SAP CRM 7.0 Interaction Center: Rule Modeler Overview PART ONE by Kimberly Davis**
**Mail Form Introduction by Cathy Ma (Nov 3, 2010)**
**Using ERMS to Handle Email Opt-Out (Unsubscribe Requests) by John Burton & Vinod C**
**Communication Processes and their Integration with the SAP CRM Interaction Center by Henning Duerholt**
**CRM 7.0 Interaction Center: Enable Navigation from Interaction Record to Business Activity View in Interaction Center by John Burton**
**Video Blog: SAP CRM 7.0 - Adding Icons to the Toolbar in the Interaction Center by John Burton**
**CRM 7.0 Interaction Center: Configurable Context Area, Corporate Branding, and Toolbar Icons by John Burton**
**Interactive Scripting Overview by Cathy Ma**
**Video Blog: SAP CRM 7.0 - Interactive Scripting by Cathy Ma (Nov 23, 2009)**
**CRM 7.0 Interaction Center: Replacement of IC-Specific Business Transactions with Generic CRM WebClient Business Transactions by John Burton**
**How to Implement Computer Telephony Integration (CTI) with the SAP CRM Interaction Center by John Burton**
**CRM in China (Part 2): Where Does CRM Go in China by Cathy Ma**
**Video Blog: Broadcast Messaging Overview by Cathy Ma**
**SAP CRM Interaction Center: A hitchiker's guide from a process perspective by Carsten Busch**
**Which CRM 7.0 WebClient Business Role is Right for You: Interaction Center or Service / Sales Professional by John Burton**
**Two Different Approaches for Scheduling Outbound Calls in Your Contact Center: Call Lists and Planned Activities by John Burton**
**SAP CRM Interaction Center 7.0 Performance Topics: Where to Start by Kimberly Davis**
**Quick Tip: Access All Defined CRM Business Roles in the IC and CRM WebClients In One Easy Step by John Burton**
**SAP CRM 7.0 Interaction Center Agent Inbox Enhancements by Kimberly Davis**
**SAP CRM 7.0 Interaction Center Agent Inbox Enhancements - Video Blog by Kimberly Davis**
**Service Requests: Frequently Asked Questions by Kimberly Davis**
**SAP CRM 7.0 Account Identification: Multiple Business Partner Confirmation by Renee Wilhelm**
**SAP CRM 7.0 Multi Chat for Interaction Center by Kimberly Davis**
**SAP CRM 7.0 Accounting Interaction Center: CRM 7.0 based Demo Video by Henning Duerholt**
**IT Service Desk with SAP CRM 7.0 by Bettina Giese**
**Choosing A Deployment Option for Employee Interaction Center by Renee Wilhelm**
**CRM in China (Part 1): A Brief History of CRM in China by Cathy Ma**
**Introduction to the Interaction Center Agent Inbox by Cathy Ma**
**Contact Center Trends in the New Reality (Part 2): Evolution of Communication Channels by John Burton**
**Contact Center Trends in the New Reality (Part 1): From Cost-Minimization to Revenue/Margin Optimization by John Burton**
**Think outside the box: Integration Opportunities Between CRM and Interaction Center Workforce Management by Renee Wilhelm**
**The Future is Here with SAP CRM - Featuring The Coca-Cola Company - webinar replay by Coca-Cola**
**CRM Service in the Interaction Center: Case Management, Complaint Management, Service Ticket&Order Management by John Burton**
**Everything you need to know about the Interaction Record in the CRM Interaction Center by Gert Tackaert**
**CRM: Contact Center Simulator Setup by Stephen Johannes**
**Configuring SAP BCM and SAP CRM Interaction Center by Sander Bleijenbergh**
**What is Computer Telephony Integration (and Why Do I Need It?) by John Burton**
**SAPPhone versus ICI (Integrated Communication Interface) by John Burton**
**Does Automated Outbound Dialing Fit in Your CRM / Call Center Strategy? by John Burton**
**Alerts, System Messages, and Broadcast Messages in the Interaction Center by John Burton**
**Spell Check Integration with CRM and IC WebClient? by John Burton**
**Using SAP ARCHIVELINK to improve ICWC document search - Part 1 by Glenn Michaels**
**Using SAP ARCHIVELINK to improve ICWC document search Part 2 by Glenn Michaels**
**Accounting Interaction Center - a new flavor of the CRM Interaction Center and Financials Shared Services by Henning Duerholt**
**A new Interaction Center Sales Option in CRM 2007 by Henning Duerholt**
**Knowledge Articles in SAP CRM by Akash Winny**
**How to use a Reference Business Partner in your Interaction Center B2C Scenarios by Henning Duerholt**

**Interaction Center - Business Transformation Studies:**

**CRM 7.0 Roll-out Sessions: Interaction Center CRM 7.0 Enhancements**

The Future is Here with SAP CRM - Featuring The Coca-Cola Company - webinar replay by Coca-Cola
Eclipse Aviation Corporation Business Transformation Study

Learn how this Eclipse Aviation was able to increase its sales productivity and customer service levels by using the newest release of the SAP Customer Relationship Management application and a streamlined user interface that reduces system training time.

Volkswagen of South Africa Business Transformation Study

Learn how this Volkswagen subsidiary - faced with an increasingly competitive market - set out to transform its customer service, create an IT environment for future growth, and better exploit marketing campaigns and sales leads. The company deployed mySAP CRM to successfully realize its goals.

- BOSCH Themotechnik GmbH Business Transformation Study
- Lennox International Business Transformation Study
- Port of San Diego Business Transformation Study
- Synopsys Business Transformation Study
- The United Illuminating Company - Business Transformation Study

Interaction Center - White Papers/Articles:

- Creating Categorization Scheme in SAP CRM for Service Request by Atul Keshav
- CRM Interaction Center Consultant's Cookbook - "Maximizing User Experience" valid for CRM 7.0 EHP1 and above
- How to setup for IC WebClient for HTTPs telephony by Joaquin Fornas
- Sales Assistant for Opportunity Management by Aneesh Biswas
- Remove linked documents from document flow by Joaquin Fornas
- Transaction Launcher for Beginners by Joaquin Fornas
- Almost everything about Transaction Launcher - Part 1 by Hasan Zubairi
- Development and Extension Guide - Launch SAP® GUI Transaction from WebClient UI by Hasan Zubairi
- Communication Processes and their Integration with the SAP CRM Interaction Center by Henning Duerholt
- Still Struggling to Reduce Call Center Costs Without Losing Customers? - The Right Technologies Lead the Way Out of the Call Center Dilemma by Tim Bolte & Rick Fleishmann
- Enhancing Interaction Center ROI in Turbulent Economic Times, Beyond Traditional Data Sources for Workforce Optimization by Renee Wilhelm
- 5 Ways to Handle Sales Orders in IC WebClient: Which Is Best for You by Henning Duerholt and John Burton
- Configuring SAP BCM and SAP CRM Interaction Center by Sander Bleijenbergh

Interaction Center - SAP Press Books:

- Maximizing Your SAP CRM Interaction Center - by John Burton - Up to date for CRM 2007
- mySAP CRM Interaction Center - by Tim Bolte and Thorsten Wewers

Component breakdown:

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SAP CRM 7.0 EhP1: Contact Attached Data available for Alert and Rule Modeler

SAP CRM 7.0 Account Identification: Multiple Business Partner Confirmation

SAP CRM 7.0 Interaction Center: Rule Modeler Overview PART ONE

How to use a Reference Business Partner in your Interaction Center B2C Scenarios

Using ERMS to Handle Email Opt-Out (Unsubscribe Requests)

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