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)
- SAP CRM Interaction Center - Multiple Session Handling for Contact Center Agents by Kimberly Davis (Apr 27, 2012)
- Understanding the Behavior of CRM UIU Views in IC by Sigrid Wieshofer
- Results in the Continuous Improvement (CI) Process - Enhanced CRM WebClient UI 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:

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

Interaction Center - Business Transformation Studies:
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 Schema 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 Interaction Center: Rule Modeler Overview PART ONE

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

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