

## **e-Business Relationship Management**

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### **Abstract**

*Selling over the Internet is becoming highly important. Companies now see tremendous opportunities in using the Internet. They identify how revenue can be increased and how costs of sales can be reduced by using the power of new edge – the Internet. Nowadays the Internet is not just an additional sales channel but even more; it is the strategic sales channel through which the companies can offer their products & services.*

*E-Business Relationship Management is managing of all customers, business partners and third parties through the Internet. It is not nothing else but Customer Relationship Management which contains two scenarios, Business to Business Scenario and Business to Customer Scenario.*

*The Customer Relationship Management is the way to put our customer in the center of our business world. It is the solution that will give us all necessary information for successful managing our customers.*

### **1. E-Business Relationship Management**

Selling over the Internet is becoming highly important. Companies now see tremendous opportunities in using the Internet. They identify how revenue can be increased and how costs of sales can be reduced by using the power of new edge – the Internet. Nowadays the Internet is not just an additional sales channel but even more; it is the strategic sales channel through which the companies can offer their products & services. Appropriate shopping from home, 24 hours a day, 365 days a year, apart from where you are in the world makes selling and buying over the Internet very attractive. Companies can improve their relationship to the customers, business partners, they can attract new customers or can analyze buying behaviors and other market characteristic through the Internet

E-Business Relationship Management is managing of all customers, business partners and third parties through the Internet. It is not nothing else but Customer Relationship Management which contains three Internet Sales scenarios, Business to Business Scenario, Business to Customer Scenario and Business to Reseller Scenario.

The Customer Relationship Management is the way to put our customer in the center of our business world. It is the solution that will give us all necessary information for successful managing our customers. And if we look more dippers in the structure of it, we can ask our selves: What Customer Relationship Management solution has to have that we can provide good products & service to our customer? What it has to have that we can increase our sales and cut costs? What it has to have that our customer is satisfied with our offer? What it has to have that our employee who is working with it will be satisfied?

The answer is, the Customer Relation Management (CRM) solution has:

- to be open solutions that flexibly supports all customers-driven tasks,
- to be operational as well as analytical,
- to have all touch points – Internet, contact center and personal contact,
- to be integrated in entirely main Information System (ERP system),
- to give capabilities that link up e-Commerce, supply chain management and execution, financial management, human-resources, as well as business intelligence (Business Warehouse, Strategic Enterprise Management, Knowledge Management),
- to have user-friendly personal portal; Web-based work environment tailored to particular user roles (employee, customer, business partner) that gives fast, easy and fully customizable access to the internal and external applications, information and services.

Through integration with the main Information System (SAP or other) the CRM application gives us a complete view of relationship, and enables us to present one face to the customer. The Relationship Intelligence is based on the following components:

- **Shared business objects**, cover information such as business partners and contacts, product and services; relationship data such as activities, requests and opportunities, interaction history and content, as well as unstructured data. The shared business objects provide to every employee complete and consistent view of his customer.
- **Shared business rules and engines**, include engines for pricing and configuration, availability checks, product catalog, problem resolution and Web flow (a workflow technology leveraging the Internet).
- **Comprehensive business knowledge**. Thru the integration with main IS the CRM application has availability to use application and analytical tools, such as Knowledge Management and Business Warehouse. In that way we can do

different kind of marketing analyses, for example: target group optimization, segmentation of target market, forecasting, shopping basket analyses, profitability analyses and so on.

- **Front - office and back - office integration by design** gives the integration with whole IS of our organization and supports immediate and consistent interaction within organization.
- **Openness** provides flexible links to all application, in main IS and in the other application which are not part of our IS.
- **Real-time Collaboration** provides that we can collaborate with our customer, partners and suppliers and on in that way add value to our product & services.
- **Support for hand-held devices** gives us that we extend the reach of our CRM solution to our employee on the field.
- **Personalization** makes that all users of CRM solution tailor their personal needs thru easy user-friendly interface; e-Workplace.
- **Synchronization of all customer touch points** enables that it does not important how our customer contact us. At any time he or she will get same up-to-date information and services.
- **Fully Web-enabled** means that CRM solution is based on Internet Business Framework infrastructure.
- **Integration CRM with the others e-commerce applications.**
- **Industry specific solution**, provides support to different industry branches.
- **Scalability and robust technology**, for trustworthiness.

In the Internet economy, customers call the shots by demanding the best service, the lowest prices and the shortest time to benefit. Because of that the CRM is not just software solution which is integrated in our main IS and help us managing our customer relationships better, but even more; it is the strategy, continuous process of building long term partnership with our customers, business partners and third parties. CRM takes care that our customer is at any time in the center of the business process. The CRM strategy has three essential steps for building successful and long-term partner relationship:

- **Convenient Access.** Necessity of opening up to customers and give him or her the good starting-point for collaboration with us; focus on customer convenience & empowerment.
- **Synchronized Interaction.** It is necessary to provide consistent view of the customer at any time because of creating one face to the Customer. Also the using of relationship knowledge to design our Business helps to make better customer relationship business processes .
- **Intelligent Collaboration.** Collaboration is now on the higher level then ever before. The main activities for extend the subsistent collaboration are: creating customer value through intelligent, knowledge-based collaboration;

personalizing interactions, focusing on effectiveness, using enterprise knowledge to design each collaboration. The below figure shows the CRM Continuum.

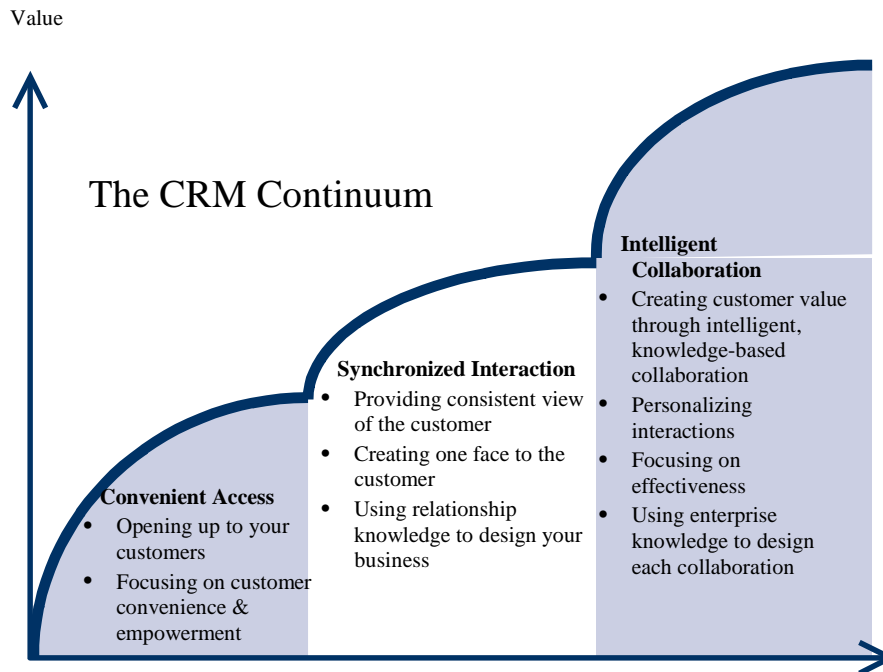


Figure 1: The CRM Continuum

## 2. The mySAP CRM Components

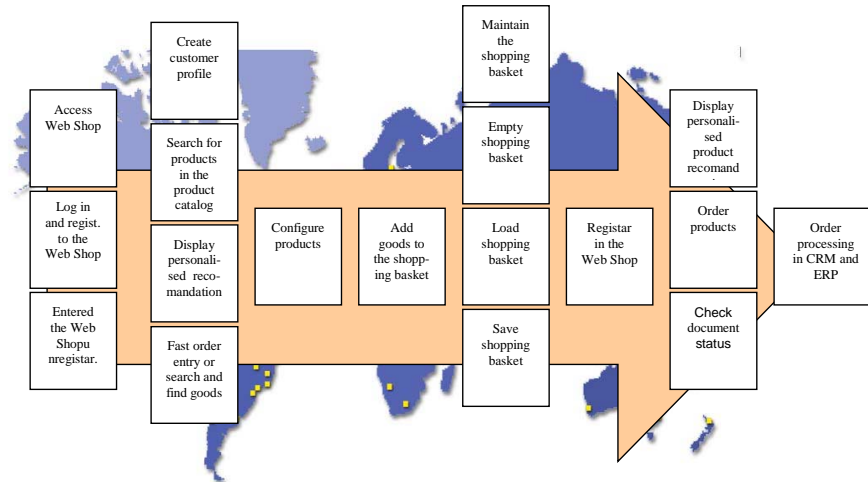
The main components of fully Customer Relationship Management solution are:

- **Internet Sales & Marketing** (Sending mailing lists to mail, Flexible mailing forms, Customer self profiling, Product Catalog, Dynamic design, Personalized Web pages, Product Encyclopedia, Online Shopping, Multimedia presentation, Enrolment of new customer, Virtual shopping basket, Definition of payment method...).
- **Internet Customer Self Service** (Account information, Move-in and move-out, Bill payment, Customer data change, Customer enrolment...).
- **Field Sales & Field Service** (Product Catalog, Opportunities, Product Encyclopedia, Agreements, Services, Advertising, Campaigns, Contact persons, Activities, Customers, Monitoring and planning of field Sales, Download service requests, appointments and customer data, Register resources, Call stock information, Maintenance product orders...).

- **Service Center and Service Interaction Center** (Call Center, Contact Center for technical Problems, Access to all technical data, User Manual, Internet based solving data base, Creation of Service order, Q & A, Planning and distribution of service order, Planning and distribution of service notifications, All resource Information available, Planning of return calls...).
- **Business Partner Collaboration** (Tailored Product Catalog, Tailored products, prices, terms and conditions...).
- **Tele Sales & Tele Marketing** (Flexible Call Center Surface, Outbound campaigns, Inbound Calls, Access to all customer data, Dynamic scripting, Enrolment of new customer...).
- **Marketing Analyses and Product Brand Management** (Customer analysis, Market analysis, Potential analysis, Marketing planning/budgeting Target group selection, Campaign and event management, Product knowledge/product encyclopedia...).
- **Sales Management & Support** (Monitoring & Planning, Opportunity management, Performance analyses, Visit reporting, Sales forecasting, Commission management...).
- **Customer Development** (Evaluation and definition of customer segments, Evaluation of selling potential, Individual Product proposals...). **Tired Servicing and Relation Management** (Customer Value evaluation, Strategic customer segment definition, Loyalty programs due to customer value...).

The Customer Relationship Management has three Internet Sales scenarios. First is for managing relations with business partners and third parties, Business to Business Scenario, second is for managing relationship with end customers, Business to Customer Scenario and third is Business to Reseller Scenario. These business scenarios are delivered through role-based portals to meet requirements of specific users.

The following figure provides an overview of the various functions that has to be are available in CRM system.



**Figure 2:** The process flow of CRM Internet Sales scenario

In following fragment I will describe mySAP CRM Internet Sales Scenarios, mySAP CRM Telesales and mySAP CRM Mobile Sales.

### 2.1 mySAP CRM B2B Internet Sales Scenario

This scenario is supporting direct sales to business partners. The Business-to-Business Internet Selling scenario is scenario where companies offer and sell goods and services over the Internet.

The contact person of the business partner starts the Web Browser, selects the link that opens the page where he/she wants to purchase goods or services and enters the Web Shop.

In order to be able to buy products from the Web Shop, the contact person has to log in with his user-ID and password. A bestseller list is displayed on the start page of the Web Shop.

In the Web Shop, the contact person creates an order directly via fast order entry and places additional products into the virtual shopping basket that he/she identified through a search in the product catalog. Once the shopping basket contains all articles to be purchased, the contact person checks out and submits the order. Customer specific prices are displayed and an availability check is carried out in the main IS (SAP or other) to display the availability status of the chosen products.

The contact person also has the option to save the current shopping basket for later use. A sales order is created in the CRM system and transferred to the backend system.

In both the CRM system and the main IS system; the order can be accessed for further processing by an authorized sales clerk.

The selling to reseller scenario is an additional to the B2B Internet Sales Scenario which add reseller specific functionality such price protection, sales negotiation and an order entry workbench to maintain orders sent electronically.

## **2.2 mySAP CRM B2C Internet Sales Scenario**

The Business-to-Consumer Internet Selling scenario is providing the purchased over the Internet by end customers. The customer starts the Web Browser, selects the link that opens the page where he/she wants to purchase goods or services and enters the Web Shop. A bestseller list is displayed on the start page of the Web Shop. In order to be able to buy products from the Web Shop, the customer has to log in using a password and an e-mail address. The first time the customer logs in, he/she has to register, providing basic data such as name, address etc.

During the registration process, a personal profile can be created. This information can be used in later sessions for presenting personalized product recommendations to the customer. In the Web Shop, the customer can search for and select goods and place them in a virtual shopping basket. Once the shopping basket contains the goods the customer wants, he/she checks out and the goods are placed in the shopping basket. Customers also have the option to save the shopping basket for later use. If a customer has not yet logged on, he/she is guided to the login screen. After the shopping basket is checked out, the customer can verify the order and must select a payment method. If necessary, the customer has the option of specifying an alternate shipping address. The customer then submits the order. At that time a sales order is created in the CRM system and transmitted to the backend system (SAP or other ). In both the CRM system and the backend system, the order can be accessed for further processing by an authorized sales clerk.

Internet Sales actively incorporates your customers into the electronic value chain activities. This means that both you and your customers can benefit from integral, optimized processes, more transparency, personalized product offers, one-to-one marketing campaigns and an increasing return on investment. This opens up the Internet as a promising channel for interaction with your customers.

## **2.3 mySAP CRM B2B Telesales**

The main goal of Telesales solution is providing integrated and scalable workplace for contact agents in Sales, Marketing and Service department. Integrate CIC technology Framework allows telephony integration, e-mail integration and Internet integration

The main characteristics of mySAP CRM Telesales solution are:

- Maintenance of customer master data on demand.

- Integration of product catalog (shared function with internet). Fast search function for products and services within product catalog.
- Availability check (with APO). Display of information if no stock is available. Display available stock overview on demand.
- Pricing maintenance.
- Payment methods include credit card functions, cash on delivery (COD), on invoice.
- Order status overview.
- Ability to set orders on hold status and reset the hold status.
- Product proposal to pre-fill sales order lines automatically based on manual product lists and BW report on top n products.
- Integration of cross-selling functions:
  - Complementary products/services of one order line
  - Based on product association within the sales order (e.g.: products A & B are ordered, propose products D & E )
- CTI Computer Telephony Integration Architecture with IVR (Interactive Voice Response). IVR is an optional, but widely used method of interacting with customers.
- User-friendly interface (Workplace)...

#### **2.4 mySAP CRM B2B Mobile Sales**

Mobile Sales supports users in the mobile sales force, as well as head-office users involved in sales activities. Mobile Sales users work offline, typically using mobile devices such as laptops.

Field Sales, Service Representatives and other remote employees need full function front-end applications not connected to back-end system, specific roll-based solutions which are integrated with back-end and front-end systems, and access to very specific role based functionality.

Driver of the Mobile Sales solution is the Middleware Component of the CRM Server server processing the data flow between all related components. The Middleware performs the following tasks:

- According to the applicable Business Rules (Publications, Subscriptions), it distributes for each user only the portion of Mobile Sales data needed to support sales activities (e.g. only Denver customers to laptop of Sales Rep responsible for Denver).
- Consolidates all offline data (Consolidated Database) and synchronizes this data with CRM data from other channels (e.g. Contact Center, Internet).



- Offering Adapters, it not only processes the data flow between all CRM users, but also between Mobile Sales and other systems. Standard adapters exist to connect CRM to an SAP R/3 OLTP System, to SAP's Business Information Warehouse (SAP BW) and to SAP's Advanced Planner and Optimizer (APO) using BAPI technology. The Middleware also ensures openness to all kinds of other data sources, such as non-R/3 ERP systems and external data providers

The benefits which mySAP CRM Mobile Sales provides are: Integrated view of business objects, Cross-referencing for easy navigation, Manage Sales projects across sales teams, Determine pricing and product configuration, Provide appropriate customer, Product and competitive information, Managing Business Partners, and Increase sales through information exchange.

### **3. Conclusion**

The mySAP CRM solutions consist of customer interaction capabilities and of data collection and analysis that help enterprises manage customer relationships more consistently and efficiently across all touch-points. It includes a number of business scenarios that handle all customer-centric processes. These business scenarios are delivered through role-based portals to meet requirements of specific users.

mySAP CRM solution match the customer needs with our product or service offerings. It seamlessly integrates the Web-based, self-service tools our customer and prospects required. This solution additionally enables us to monitor and anticipate current and potential customer demand.

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