

**SAP Solution Brief
SAP for Retail**



CUSTOMER RELATIONSHIP MANAGEMENT WITH SAP® FOR RETAIL

Meeting the Challenge to Satisfy Demanding Customers and Reduce Costs

Today's retail customers demand quick service, low prices, and access to products 24x7. And they don't just shop in stores. These days, customers buy online and via phone, mail order, and handheld devices. Retailers must satisfy shoppers that hop from channel to channel to succeed. The best tool for achieving that goal is mySAP™ Customer Relationship Management (mySAP CRM), the only fully integrated CRM solution on the market.

Today, retail customers call the shots. They demand lower prices, better quality, a broader selection, instant service, and round-the-clock access. If customers aren't quickly satisfied, they change retailers as easily as they change clothes.

Retailers are under constant pressure to satisfy these demanding customers – to improve the quality and selection of merchandise in stock, increase the frequency of customer visits and the size of transactions, and at the same time, reduce the cost of goods sold.

Consolidation and globalization have chipped away at profit margins, while fierce competition has forced even big-name retailers to slash prices and develop unique products.

Retail customers no longer buy products only by shopping at stores. These days they're multichannel shoppers who also buy online and via telephone, mail-order catalogs, and handheld devices. Capturing this type of customer is vital for retail companies; multichannel shoppers provide 4.5 times as many sales than those who shop only in stores.

To convince these shoppers to buy from your company, all of your channels must operate in total harmony with one another. Inconsistent branding, marketing, and promotion across channels confuse customers and make them look elsewhere. For some retail companies, harmonizing channels can mean totally reengineering business processes around the single goal of satisfying the customer.

SAP helps retailers achieve the goal of effective multichannel retailing with mySAP™ Customer Relationship Management (mySAP CRM). mySAP CRM, part of the SAP for Retail set of solutions, gives you state-of-the-art functionality for integrated, multichannel retail marketing and customer service that helps attract and retain customers.

Customer engagement support: mySAP CRM helps you develop precise segmentation strategies to direct targeted, personalized marketing programs to your customers. The solution gathers market input to support product, pricing, placement, and promotion decisions.

Business transaction support: mySAP CRM helps you give preferred customers preferred treatment. Because mySAP CRM provides a consistent view of all customer information at every point of contact, retail workers are empowered to anticipate and meet customer demands.

Fulfillment support: mySAP CRM enables retail employees to efficiently process orders using direct links to your supply chain management (SCM) solution. mySAP CRM tracks inventory levels to reduce out-of-stock situations and enables collaborative forecasting with vendors and distributors.

Customer service support: The solution enhances the efficiency and professionalism of your customer interaction center. mySAP CRM helps employees handle claims, complaints, and returns quickly and efficiently while providing easy escalation of service issues to field-service representatives or manufacturers.

Total Customer Relationship Management

mySAP CRM is the only fully integrated solution that gives you every core function for comprehensive customer relationship management. It provides everything you need to give customers the products and service they demand, increase revenue, and make every customer interaction a positive one – all while controlling costs. The solution enables you to run fully integrated, multichannel business processes.

Analytics: The analytical functionality of mySAP CRM lets you gather customer information from all relevant sources. You can thoroughly analyze the data to identify customers with the best potential for long-term profit, then leverage those findings in all your stores to improve interaction with customers.

Marketing management and campaign management: You can categorize retail customers into target groups based on purchasing patterns, demographics, and market data, then develop effective promotional programs for cost-efficient use of your budget. You can create and manage personalized promotional campaigns, give customers access to Web shopping, and track the results, including revenues generated by campaigns.

E-commerce: Online sales orders for merchandise are created in mySAP CRM and aligned with back-end systems, which lets sales representatives easily access orders for processing. By analyzing consumers' shopping basket activity, you can determine the next group of products to offer customers when they log on to your Web store.

Customer interaction center: The customer interaction center is the state-of-the-art interaction channel for all retail transactions via phone, e-mail, fax, or Web. It delivers an integrated platform for business processes and combines a complete, highly customizable front-office solution with all back-office functions.

Multisite workforce deployment: With mySAP CRM, you can perform the complex process of creating effective employee schedules by combining business variables and data captured throughout each day. The optimization engine at the heart of multisite workforce deployment determines the best possible schedule for retail employees while balancing staffing needs, employee skills, payroll requirements, and service-level objectives.

Powered by SAP NetWeaver®: mySAP CRM is powered by the SAP NetWeaver® platform – the open integration and application platform that provides the best way to integrate all systems running SAP® or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, enabling change and reducing the need for custom integration.

Customized portal access: Users access mySAP CRM through the SAP NetWeaver Portal component of the SAP NetWeaver platform. The portal lets everyone in your company – from marketing director to order-entry clerk – access and analyze relevant business information from any data source to improve productivity.

Better Customer Service, Higher Profits

mySAP CRM is the only fully integrated CRM solution on the market today. It gives you total control over your customer-interaction strategy and execution. With mySAP CRM, your company will achieve:

- **Improved customer service:** mySAP CRM helps you answer customer queries faster and more accurately. You build trust by providing superior service, smoothly handling returns and exchanges, and delivering consistent messaging.
- **Greater profitability:** Marketing activities that target the right customers mean more focused, personalized sales efforts, increased efficiency, and higher profits. Multichannel marketing campaigns let you manage customer and business-partner relationships effectively.
- **Better collaboration with business partners:** Online collaboration tools let retail employees share information and work closely with vendors, wholesalers, distributors, and consultants for team-oriented decision making and problem solving.
- **Reduced costs:** You can track the many variables retail sales, marketing, and promotional programs for improved cost control. And you can reduce service costs through more efficient management and reporting of customer-related data.

- **Strategy aligned with company goals:** You can create effective, time-efficient employee schedules to increase productivity and worker morale. Retail store managers can also create business strategies based on the goals of the corporation, the expectations of customers, and the career needs of employees.
- **Better management of customer life cycle:** You can build an intimate profile of each customer and provide personalized service at every stage of the relationship. You can also match your products and promotional programs more closely to the needs of your customers.
- **New analytical insights:** Seamless integration with SAP NetWeaver Business Intelligence helps you understand market trends, customer demographics, and individual customer behavior. Effective data-mining tools deliver insights from multiple data sets to anticipate customer needs.
- **Increased brand value:** You can use the customer-service features of mySAP CRM to protect and increase the value of your brand through improved customer awareness, greater market share, and increased customer loyalty.
- **Improved mobile functions:** When away from the office, your employees can keep track of key customer data and perform work tasks using any Web-enabled laptop, PDA, or cell phone.

To Learn More

mySAP CRM enables your company to deliver the high-quality, personalized service customers crave. No other CRM solution does more to help you implement industry best practices for customer sales and service, and no other solution offers the same level of built-in integration with your existing IT systems.

To learn more about how mySAP CRM can help your company become more competitive and customer centric, visit our Web site at www.sap.com/crm and www.sap.com/retail.

www.sap.com/contactsap



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