



*Wie CRM-Integration die Zufriedenheit von  
Kunden, Agenten und Unternehmen steigert*

**Bucher + Suter AG**

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# Agenda



Einleitung



Prozesse



Unsere Lösungen



Nutzen



Fragen



# Einleitung

- **Viele E-Mail-Anfragen versenden im Contact Center**
- **Viele Kunden warten vergeblich auf schnelles E-Mail-Feedback.**
- **Viele Contact Center vernachlässigen den Kundenservice per E-Mail. Eine aktuelle Responseanalyse von Novomind, einem Anbieter von E-Business-Lösungen, hat ergeben, dass immerhin jede vierte Anfrage, die über diesen Kanal eingeht, unbeantwortet bleibt.**



*Bild: MEV Verlag GmbH, Germany*

[http://www.haufe.de/marketing-vertrieb/dialogmarketing/kundenservice-viele-e-mail-anfragen-versenden-im-contact-center\\_126\\_119624.html](http://www.haufe.de/marketing-vertrieb/dialogmarketing/kundenservice-viele-e-mail-anfragen-versenden-im-contact-center_126_119624.html)



Einleitung



Prozesse



Unsere Lösungen



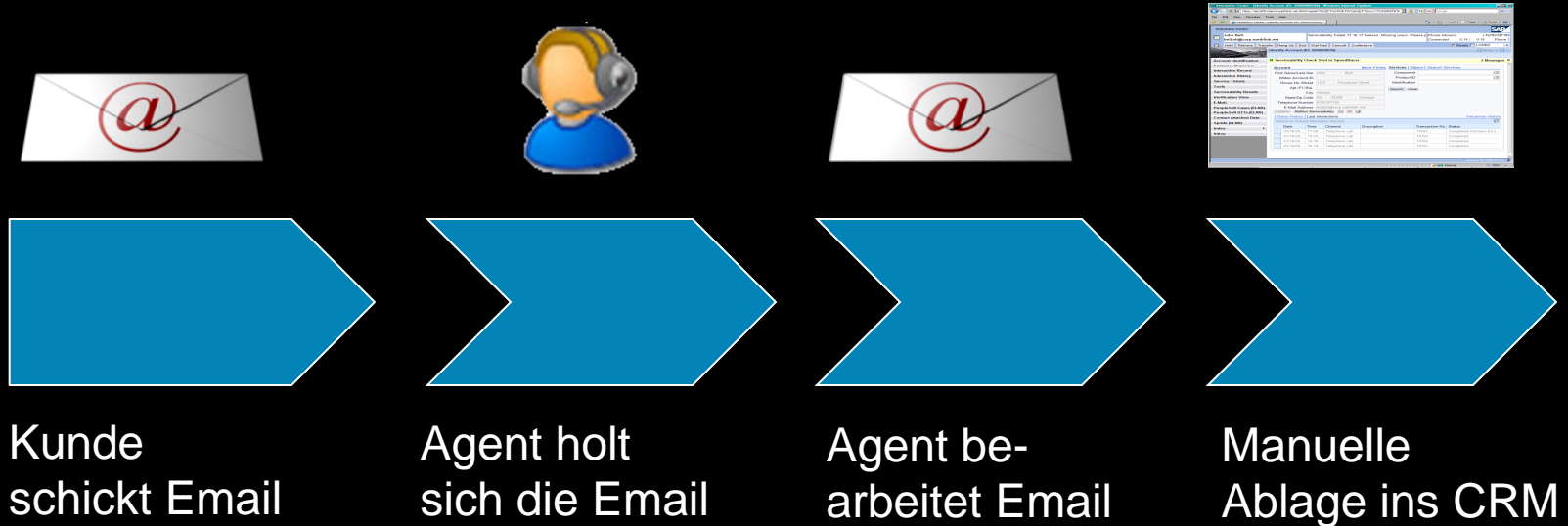
Nutzen



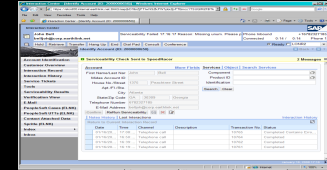
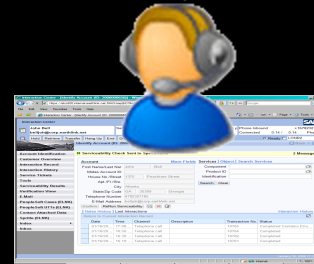
Fragen



# Häufiger Standardprozess



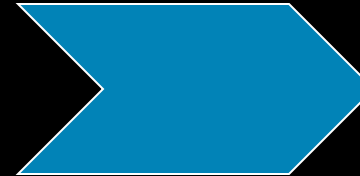
# Verbesserter Prozess



Kunde  
schickt Email



Contact Center  
Routet zu Agent



Agent be-  
arbeitet Email  
in seinem CRM



Automatische  
Ablage im CRM

# Verbesserter Prozess

- Kunden sofort erkennen via CC Software
- Keine manuellen Agenten Aktionen
- Vollautomatischer Prozess
- Schneller und effizienter

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# Unser Unternehmen

- Grösster Cisco Contact Center Integrator in Europa
- OEM Partner, zusätzliche Add-Ons
- Fokussiert auf CRM Anbindungen
- Über 100 Contact Center realisiert
- CRM Integrationen mit BSI, SAP, Siebel, Salesforce, Avaloq, MS Dynamics uvm.

# SAP CRM Desktop

The screenshot displays the SAP CRM Desktop interface within a Windows Internet Explorer browser. The browser address bar shows the URL: `https://elcrod00.internal.earthlink.net:8443/sap/b-D1biZPTIwNSzK-PW1pbZpPTEmcz1TSUQIM2FBTk`. The page title is "Interaction Center - [Identify Account (ID: 200000650)]".

The interface includes a navigation menu on the left with options such as "Account Identification", "Customer Overview", "Interaction Record", "Service Tickets", "Tools", "Serviceability Results", "Verification View", "E-Mail", "PeopleSoft Cases (ELNK)", "PeopleSoft UTs (ELNK)", "Contact Attached Data", "Sprite (ELNK)", "Index", and "Inbox".

The main content area shows account details for "John Bell" (ID: 200000650). A status message at the top indicates "Serviceability Failed 17:16:17 Reason: Missing unum. Please p". The account information includes:

- First Name/Last Name: John Bell
- Midas Account ID: [Empty]
- House No./Street: 1375 Peachtree Street
- Apt./Fl./Ste.: [Empty]
- City: Atlanta
- State/Zip Code: GA 30309 Georgia
- Telephone Number: 6782327185
- E-Mail Address: belljoh@corp.earthlink.net

Below the account details is a "Notes History" table with the following data:

Date	Time	Channel	Description	Transaction No.	Status
01/16/20...	17:08:...	Telephone call		10765	Completed Contains Err...
01/16/20...	16:50:...	Telephone call		10764	Completed
01/16/20...	16:39:...	Telephone call		10762	Completed
01/16/20...	16:19:...	Telephone call		10761	Completed



b+s Interface



# Siebel CRM Desktop

Status Info  
for Agents

Email  
Controls

Original  
Email

File View Navigate Query Tools Help

Oracle

Home Accounts Contacts Opportunities Sales Orders Service Communications

Communications List My Templates My Profiles My Outbound Requests My Outbound Request Overview My Qualified Work Items Web Collaboration List My Communications - Read Only

Incoming Message 31 of 31+

Menu Query

From: mediarouting@lab.lan  
Subject: Request for latest product documentatic

Dear support

Please send me the latest documentation about b+s MCA for Siebel.

Best regards.

Incoming Attachments 1 - 1 of 1

Name	Type	Size
Original Message	txt	1,523

Outgoing Message

Menu Reply Reply to All Forward

From: siebel.dev@lab.lan  
To: mediarouting@lab.lan  
Cc: Bcc:  
Subject: RE: Request for latest product documentation

SR #: Opportunity: Contact: Account:

Categories: Greeting: Closing:

Body: Hello John  
Attached you can find the requested documentation.  
Best regards,  
b+s Support

[THREAD ID:1-1Y45M]

-----Original Message-----  
From: mediarouting@lab.lan  
Sent: 11/16/2010 02:53:31 PM  
To: "siebel.dev" <siebel.dev@lab.lan>  
Subject: Request for latest product documentation

Attachments: Change Language/Locale Check Spelling Send Cancel

NotReady, 0 Talking, 0 Queued 2 of 2

Answer

# Salesforce CRM Desktop

Agent Control  
als Gadget

The screenshot displays the Salesforce CRM Desktop interface for a contact record. The top navigation bar includes the Salesforce logo, a search bar, and a menu with options like Home, Chatter, Files, Accounts, **Contacts**, Cases, Solutions, Reports, Dashboards, Bucher+Suter, and Connects New Wide.

The main content area is titled "Contact Mr. Avi Green" and includes a "Show Chatter" button and a "Follow" button. Below this is a navigation breadcrumb: "Back to List: Custom Home Pages" with links for Opportunities, Cases, Open Activities, Activity History, Campaign History, and Notes.

The "Contact Detail" section contains a table of information:

Contact Detail		Edit	Delete	Clone	Request Update	Work with Portal
Contact Owner	Stefan Pfammatter (Change)					
Name	Mr. Avi Green					Phone
Account Name	United Oil & Gas Corp.					Home Phone
Title	CFO					Mobile
Department	Finance					Other Phone
Birthdate	30.09.1924					Fax
Reports To	View Org Chart					Email
Lead Source	Public Relations					Assistant
Dial to Phone	(212) 842-5500					Asst. Phone
Mailing Address	1302 Avenue of the Americas New York, NY 10019 USA					Other Address
Languages	English					Level
Created By	Stefan Pfammatter, 21.03.2011 08:26					Last Modified By
Description						

Below the contact details is a "Custom Links" section with a link for "Call to Phone". At the bottom, there is an "Opportunities" section with a "New Opportunity" button.

The left sidebar contains several sections: "CNX Standalone" with "Agent 1111" and "Case 00001255" (Type: Mechanical, Priority: Medium, Trigger: CaseQueueChanged, Preview); "Custom Links"; "Create New..."; and "Recent Items" listing "Avi Green" and several case IDs (00001255, 00001249, 00001259, 00001252).

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# Nutzen

- Kundenhistorie immer vollständig verfügbar
- Kundentransparenz über alle Kanäle dank Multichannel Integration
- Keine Wiederholungen durch den Kunden
- Weniger Frust bei Kunden und Mitarbeiter
- Weniger mehrfach Kontakte durch die Kunden
- Weniger Aufwand für das Unternehmen und Mitarbeiter

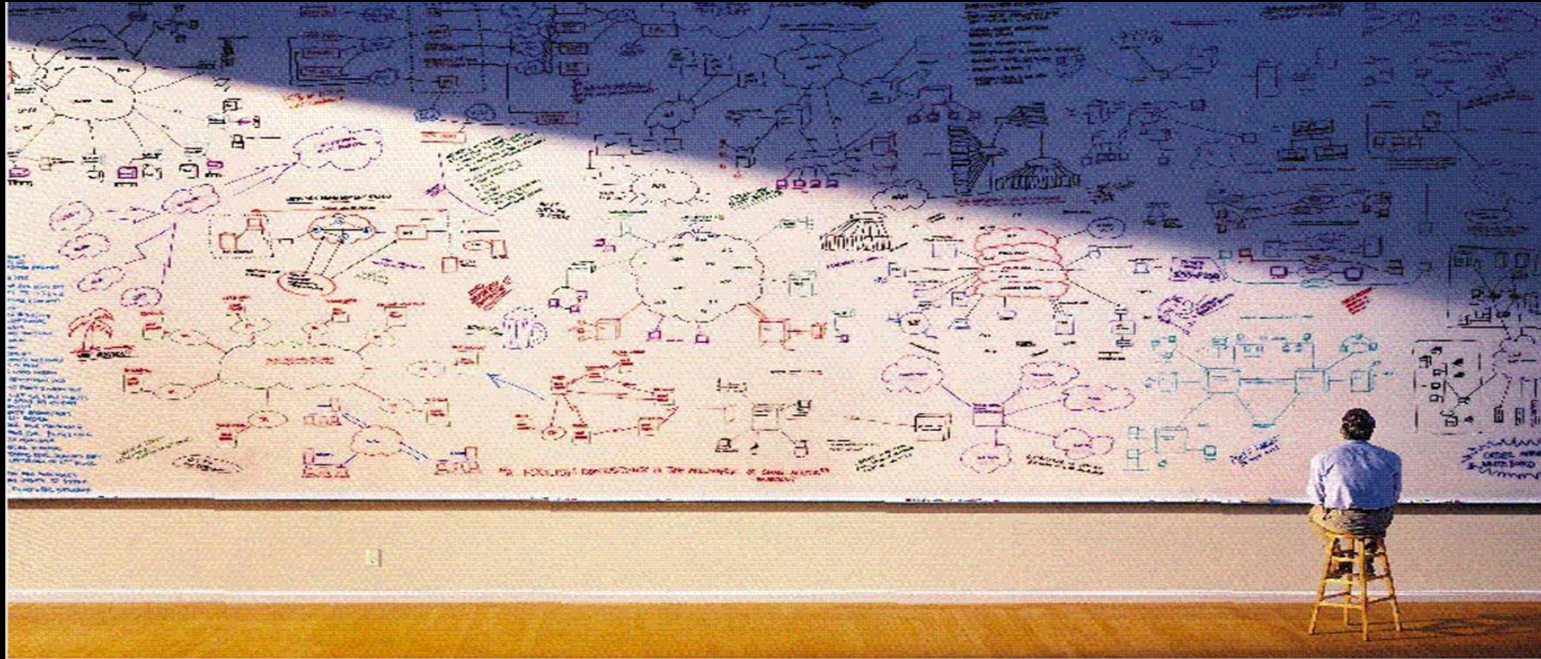
# Stand 36



## Intelligent Contact Centers

- CRM Integration
- Multichannel Integration
- Mobile Customer Service

# Fragen und Antworten





# Thank you!

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