



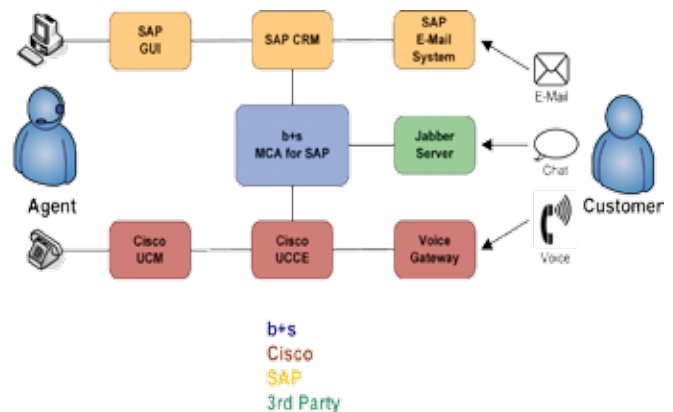
Multi Channel Adapter for SAP by Bucher + Suter

Integrates the Cisco Unified Contact Center Enterprise with SAP CRM, enabling multi channel interaction handling within the SAP interface

Customers are increasingly seeking and expecting alternate ways to communicate with contact centers. Channels such as e-mail and chat are commonplace today and many consumers report that use of these channels is more efficient and flexible. This has caused a rise in the volume of incoming multi channel interactions to contact centers. The challenge now for corporations is to develop a cost-effective strategy to enable contact centers, helpdesks, and customer service teams to intelligently and efficiently blend the routing and processing of inbound e-mails and chat inquiries from both customers and employees. Quickly responding to customer inquiries translates into better relationships, higher levels of customer satisfaction and added value in the contact center.

Bucher + Suter's Multi Channel Adapter (MCA) for SAP is a pre-packaged integration of SAP CRM and Cisco's Unified Contact Center Enterprise (UCCE) solution. It is the central server component that manages the real time flow of interactions between the SAP desktop user interface and Cisco's UCCE.

MCA for SAP provides full CTI functionality which can reduce costs, improve efficiency, and help increase revenue. The solution pops customer information into the agent's SAP GUI with a call, chat or e-mail arrival, facilitating lookup of SAP information by phone number, e-mail address, Caller Entered Digits etc. Agents can conference, transfer and accept interactions from within the SAP screen and the system logs all activities, both inbound and outbound, in the SAP database.



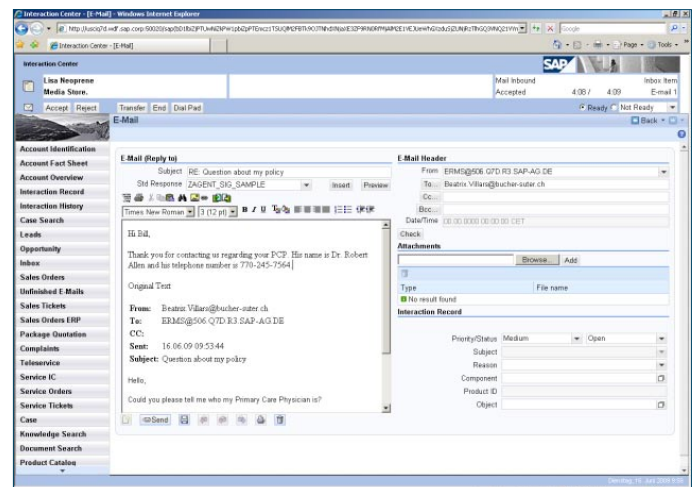
Application Example (Voice Call)

The following is an example of a customer service agent handling a single telephone call using Bucher + Suter's Multi Channel Adapter for SAP in conjunction with the Cisco Unified Contact Center Enterprise (UCCE) and SAP CRM:

- When agents start SAP on their desktops, the SAP software, through the MCA for SAP, logs the agents into UCCE. Agents make themselves available via SAP and the ready request is passed through the MCA for SAP to UCCE.
- A call comes into UCCE which routes and queues the call to the target skill group, selects an agent, connects the call to the agent, and sends call data through the MCA for SAP to the SAP server via the ICI interface.

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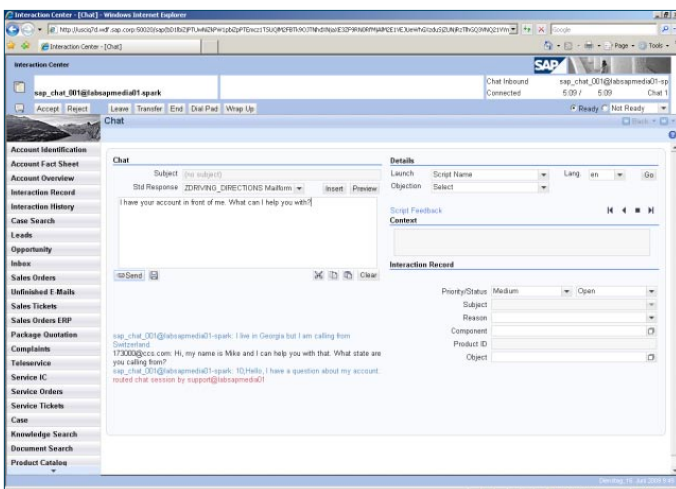
- The SAP desktop alerts the agent of the incoming call and activates its „Answer“ button. At the same time, the agent’s SAP application executes a screen pop utilizing the attached data.
- The agent clicks the „Answer“ button which passes a command through MCA for SAP to UCCE, which answers the call.
- The agent can now navigate the contact information in SAP from the screen pop record and control the phone within the SAP desktop.
- The agent or caller terminates the call. UCCE monitors all call events and captures call information, events, and agent state for real time and historical reporting.



Example Integrated SAP User Interface – E-mail

Features and Benefits:

- Multi channel interaction handling: MCA for SAP enables e-mail, chat and telephone control within the SAP agent interface. Agents can place, receive, and transfer interactions with complete access to customer data in SAP, facilitating real-time management of customer interactions in a truly integrated multi-vendor environment. By integrating SAP and UCCE, MCA for SAP ensures that all interactions are handled according to a uniform set of business rules, eliminating the need to manage multiple applications and interfaces.
- Improved efficiency and cost savings: MCA for SAP can reduce handle time, speed issue resolution and enable faster call processing. Contact centers can shorten the time agents spend on inbound calls by as much as 10 - 20 seconds on every call by providing agents with screen pops of customer information at the time the telephone call arrives. This cost savings alone can provide a rapid Return On Investment (ROI).



Example Integrated SAP User Interface – chat

