

Multi Channel Adapter (MCA) For SAP®

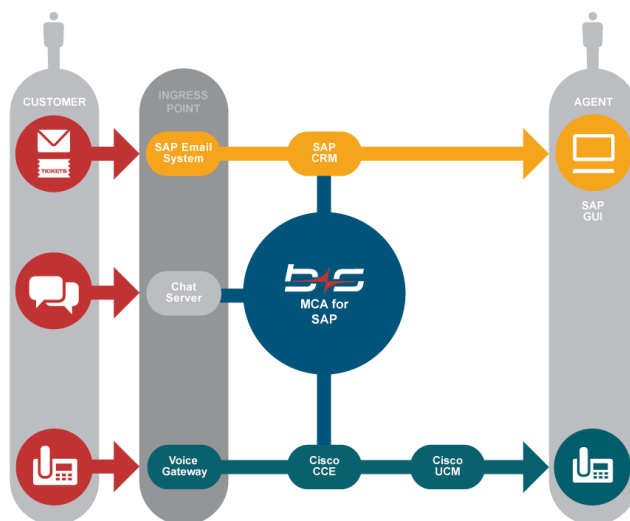
Integrates Cisco's Unified Contact Center Enterprise (CCE) with SAP CRM, enabling multichannel interaction handling within the SAP interface

Bucher + Suter's MCA for SAP® is a pre-packaged integration of SAP CRM and Cisco's Unified Contact Center Enterprise (CCE) solution. b+s MCA for SAP®'s seamless integration with the SAP CRM allows agents to login/logout, go ready/not ready with reason, answer, hang up, transfer, conference, click to dial etc. using the SAP Interaction Center WebClient (ICWC).

Placing interaction control inside of SAP where client data resides gives agents a 360 degree customer view. It streamlines contact handling, provides quick access to agent tools, improves efficiency and means that agents won't have to constantly tab back and forth between applications when searching for information. Tabbing between windows and applications takes time - time that customers spend waiting.

b+s MCA for SAP® provides full CTI functionality to help drive efficiency, cost reduction and customer satisfaction. The solution pops customer information into the agent's SAP graphical user interface (GUI) with a call, email or chat arrival, facilitating lookup of customer information by phone number, email address, Caller Entered Digits (CED) etc. Agents can manage multichannel interactions from within the SAP Interaction Center WebClient and the system logs all activities, both inbound and outbound for real time and historical reporting.

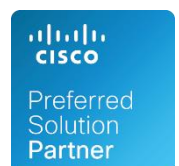
When it comes time to choose an integration technology for the contact center, business leaders demand a solution that is feature rich, simple to use and cost effective. IT managers seek solutions that are easy to implement and simple to maintain. b+s MCA for SAP® is a pre-integrated package that is easy to install and offers the functionality demanded by today's contact centers.



Key Benefits

- **Pre-integrated** solution provides rapid and reliable deployment and lowers implementation costs.
- **Seamless integration** with the SAP Interaction Center allows agents to handle customer interaction (voice, email, tickets, chats) without needing to switch between applications. This streamlines agent workflow and reduces training.
- **Unified media handling and universal queue** enable centralized routing, reporting, scheduling etc. This improves productivity and simplifies administration.
- **Flexible screen pops** with customer and interaction history reduce handle time, speed issue resolution and enable faster call processing by providing agents with customer information at the time the customer interaction arrives.

SAP® Certified
Integration with SAP Applications





General Product Features	Voice Features	Multi Channel Features
<ul style="list-style-type: none"> Agent state control – sign in, sign out, ready and not ready with reason Encryption and security via HTTPS Telephony and email implementation provides hot standby redundancy 	<ul style="list-style-type: none"> Call control – answer, hold, conference, retrieve and hang up Direct and consultative transfer with call attached data for screen pops Call detail logged inside of SAP Auto wrap up and wrap up with reason Click to dial phone numbers in SAP records Support for Cisco Outbound Option Support for Cisco Mobile Agent 	<ul style="list-style-type: none"> Utilize Cisco's Contact Center to route emails, tasks and chats Unified Cisco reporting for multichannel interactions Multichannel interactions control - accept, reject and end Multisession interaction handling Reroute multichannel interactions with screen pop

SAP CRM Interaction Center Personalize System News Log Off

Pop-up Matched Contact **Call Information** { Phone Inbound +41319175260 +1000
Alerting 0:16 0:16 Phone(1)}

Mandy Kendall Accept Reject Dial Pad Hold Retrieve Hang Up Transfer Warm Transfer Consult Conference Toggle End Wrap Up Ready Not Ready

Identify Account Saved Searches Go Advanced Back Back (1)

Account Identification	Account Overview	Interaction Record	Contact Attached Data	Chat	E-Mail	Inbox														
<p>Account</p> <p>First Name/Last Name: Mandy Kendall <i>Call Control Buttons</i> <i>Agent State Control</i></p> <p>Account: _____</p> <p>Account ID: _____</p> <p>Street/House Number: Rucherstrasse 12 <i>Customer data</i></p> <p>City: Mulchi</p> <p>Postal Code/Region: 3311 _____</p> <p>Country: CH Switzerland</p> <p>Transaction ID: _____</p> <p>Contact Type: Contact Person</p> <p>Telephone: +41319175260</p> <p>E-Mail Address: _____</p> <p>Fax: _____</p> <p>Relationship: Has Contact Person</p> <p>Search Account Reset Reset</p> <p>Result List</p> <table border="1"> <thead> <tr> <th>Account</th> <th>Account ID</th> <th>Street</th> <th>Postal Code</th> <th>City</th> <th>Telephone</th> <th>Extension</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>							Account	Account ID	Street	Postal Code	City	Telephone	Extension							
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