

Customer Interaction Center and SAP CRM Interaction Center WebClient Integration

Offer a rewarding, streamlined experience to your customers.

Combine forces to optimize your contact center operations and provide a positive customer experience across interaction channels.

Together, Interactive Intelligence's Customer Interaction Center and SAP CRM Interaction Center WebClient (IC) desktop utilize the SAP Integrated Communication Interface to put the multichannel communication features of CIC into SAP CRM (version 5.0 and above). This allows the SAP agent to perform phone, web chat, and callback operations without leaving the SAP application. Result: Agents can quickly leverage expertise across the enterprise to provide efficient and knowledgeable responses.

Key Features

Universal multimedia interaction routing

Provide consistent customer care across media type with unified queuing, prioritizing, and routing of calls and chats – including callbacks and generic objects.

Customizable screen pop

Use caller ID to drive a screen pop or send information from CIC's Interactive Voice Response (IVR) system to customize application functions within SAP.

Information transfer

Share screen pop information, including Business Partner information, when the interaction is transferred from agent to agent.

Agent status

Enable an unlimited number of status settings within the SAP CRM desktop for a more accurate assessment of agent activity and more efficient staffing with custom-configurable, real-time presence management.

Embedded call controls

See caller information, call details, and call control buttons in the SAP CRM desktop communication toolbar.

Unified interaction reporting

Get insight into interaction history related to SAP records with Interaction Records. See why and how often customers contact you to help identify issues that require the most agent time.

Key Benefits

Create a positive customer experience.

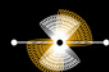
- Efficiently manage multichannel customer communications.
- Screen pop to speed agent responsiveness.
- Access customer history in Interaction Records to increase first-time resolution rates.
- Save time without the need to repeat information

Drive greater sales and service efficiency.

- Eliminate the need to toggle between applications during the service process.
- Service multiple concurrent interactions of the same type (as of SAP CRM 7.0 EHP1).
- Gain insight into agent performance with universal queue.
- Create more efficient cross-channel staffing.

Get ease and flexibility of deployment.

- Lower deployment costs through prebuilt integration.
- Rely on Interactive Intelligence for support, no middle-ware vendors.
- Count on an SAP certified solution (CA-ICI-CTI and CA-ICI-Chat).



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Interactive Intelligence software prerequisites

- Customer Interaction Center (CIC) 4.0 SU4
- Interaction Client® .NET Edition client required if SAP work centers are not utilized
- Available for hosted or premise installs of CIC

SAP software prerequisites

- SAP CRM 5.X and above including CRM 7.0
- SAP Web Application Server 6.2 SP 5 and above
- SAP Integrated Communication Interface 2.08 and above

The screenshot shows the 'Identify Account (ID: 422010)' screen in the SAP Interaction Center. The left sidebar contains navigation links: Account Identification, Account Overview, Interaction Record, Interaction History, Fax, Letter, Knowledge Search, Knowledge Article Search, E-Mail, Script, Inbox, and Index. The main area displays account details for 'Jillian Hunter' with fields for Version (Standard), Component ID, Product ID, Identification, First Name/Last Name, Function, Department, Account (Jillian Hunter), Street/House Number, City (Indianapolis), Postal Code/Region (46278), Country (US), Contact Info For (Account), Telephone/Extension (+1 3173313796), Fax/Extension, and E-Mail Address (JillianHunter@inin.com). A 'Result List' table at the bottom shows account details.

Account	Account ID	Street	Postal Code	City	Telephone	Extension
Jillian Hunter	422010		46278	Indianapolis	03173313796	

Connected call

The screenshot shows the 'Chat' screen in the SAP Interaction Center. The left sidebar is the same as the previous screen. The main area displays chat details for 'JillianHunter@inin.com'. It includes a 'Chat Transcript' section with a message from JillianHunter@inin.com: 'I would like more information about the SAP integration with SAP. Hello Jillian, how may I help you?'. Below the transcript is a 'Knowledge Search' section with fields for Knowledge Base (ALL), Language (English), and Description. A 'Result List' table is also present.

Name	Description	Type

Connected chat

SAP® Certified
Integration with SAP Applications

INTERACTIVE INTELLIGENCE®

Interactive Intelligence offers unified business communications solutions for contact center automation, unified communications, and business process automation, based on our open standards, all-in-one software suite. More than 5,000 organizations worldwide currently benefit from our on-premises solutions, our cloud-based Communications as a Service (CaaS) offerings, or both, including value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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