



## Services: SAP CRM

We support individualized customer communication via all communication channels on the platform of SAP CRM 7.0. Inwerken is a service provider for a technical concept development, the implementation and operation of SAP CRM 7.0. Our subject-specific view of business processes and standards of handling the SAP CRM technology is what distinguishes us from the rest.

**Customer Interaction Center:** The virtual customer center  
**Customer Engagement:** Mutual customer communication across communication channels.

### Processes

- Multi-channel communication with the customer is imperative to us

### Technologies

- Web-UI: Navigation and UI customization, context extension, as well as own models
- BOL-/GenIL-Extension
- UI5, Fiori
- BRF+

### Implementation

- Implementation of a HANA-based or even hybrid solution with cloud share

### Migration

- Migration of CRM 7.0 from any-DB to HANA-DB
- Integration of SAP Hybris Cloud

### CRM-Technologies in Service

- Customers' enthusiasm about communication channels
- Implementation of process optimized customer centers, e.g. through the use of a Response Management System, through Order Routing or the use of the Intent Driven Interaction

### CRM-Technologies in Marketing

- Planning of marketing activities
- Efficient campaign management processes within the inbox and the Service Centre

### CRM-Technologies in Sales

- Use of sales functions from SAP-Fiori
- Desktop-Connection: e.g. Groupware-Integration of MS Outlook

### CRM-Technologies in the analytical fields

- Analytics via SAP Hana Life (SHL) Reports without BW: Any Data Field of BOL

## Do you have any questions?

Looking forward to hearing from you!

Your contact:

**Marek Schmidt**

E [sapentwicklung@inwerken.de](mailto:sapentwicklung@inwerken.de)

T + 49 511 936206 - 0

