

SAP- CRM Functional - Course Contents

MySAP CRM Solution Overview

Overview and Introduction to SAP CRM
 Foundation & Architecture of mySAP CRM
 mySAP CRM Marketing
 mySAP CRM E-Commerce
 mySAP CRM Channel Management
 mySAP CRM Sales Interaction Center
 mySAP CRM Service
 mySAP CRM Analytics
 mySAP Field Applications (with focus on Mobile Service)
 mySAP CRM for Industries
 Integration with other MySAP suite of modules

CRM Base Customizing

CRM Basic data & Customizing settings for these objects:

Business partner
 Organizational model
 Territory Management
 Product master CRM Business Transactions
 Overview of generic functions in business transactions
 Activity Management (including Activity Journal and Groupware Integration)
 Transaction type and item category customizing for these objects.

Middleware settings:
 Middleware connections to R/3, APO and CRM
 CRM Business Partner - CRM Middleware
 CRM Middleware – Sales and Billing
 Basic concepts of CRM middleware

Replication administration
 Monitoring & error handling

“Customer Interaction Center”

Architecture landscape
 Agent functions and processes in the IC
 Define CIC Profile and Customer-Specific Workspaces
 Define Front-office framework
 Component Configuration
 Action Box Configuration

“CRM Sales”

Architecture and landscape
 Set up logical system and connection with OLTP R/3 and APO
 Configuration of the CRM Server – Base Customizing
 Configuration Web Application
 Creating Product catalogs
 Publication of Product Catalog content
 Create Internet User for order processing
 Sales Transactions using “Internet Sales”
 Web Shop
 Maintenance Q & A

Implement CRM- Service

Architecture of service modules.
 Configuration of Service Order processing
 Service Contract management
 Install Base
 Case management
 Complaints & Return Management
 E-Service
 Internet Customer Self Service Q&A

Internet Sales & Loyalty Management

Overview of Internet Sales
 Shop & User Management
 Product Catalogue
 Management Order Processing
 Loyalty Management
 Membership Management & Handling
 Rewards & Points Management
 Loyalty Integration with CRM Agent
 Inbox
 Batch and Product
 Determination Q&A

“CRM- Marketing”

Marketing Planning & Campaign
 Management
 Marketing Planning and Campaign
 Management (Marketing Planner,
 Product Selection, Partner Functions,
 Generic Actions, Campaign Execution)
 Personalized Mail Forms
 Marketing Calendar
 Customer Segmentation
 External List Management
 Trade Promotion Management/Deals
 Lead Management
 Opportunity Management
 Lead Management
 Activity Management
 Marketing Analytics
 Q & A

Transaction Processing

Business Transaction (concept and
 structure)
 Business Transaction Customizing
 (header, item, item category
 determination)
 Document
 Flow Status

Activity Management

Activity Types
 Activity Structure
 Follow-up activities

Actions

Processing Actions, Process
 Flow Conditions

Pricing

Pricing and Tax Determination in SAP
 CRM
 Review of Transaction Codes