

## Talking the language of SAP customers

### The Company

SAP Business Objects deliver industry leading Business Intelligence and Analytics solutions to thousands of businesses across the globe. Their core value is to provide the tools that help businesses develop essential high value insight into their operations and performance.

### The Challenge

SAP Business Objects needed to offer an effective and professional interface for their Business Objects and Crystal Reports European market place; this interface was to facilitate ease of communication with current customers, prospects and distribution partners. The key goal being that all inbound enquiries from all European territories regarding these products needed to be dealt with via an integrated single process.

Without this capability there was concern that it would be difficult and confusing for clients and prospects to easily reach out and make contact with SAP – the consequence of this being that opportunities could easily be lost.

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### The Outcome

ITTS deployed our Tele Researcher team using our native language agents to provide the ability to



receive inbound enquiries from all key EMEA locations; English, German (Germany, Austria & Switzerland), French (Belgium & Luxembourg), Spanish, Italian, Nordics (Danish, Finnish, Swedish & Norwegian) South Africa & Poland.

From a single client brief ITTS built appropriate processes and infrastructure to ensure an effective and consistent interface was available to the SAP audience – additionally, ITTS screened all calls to separate opportunity enquiries from all other calls and then subsequently further engaged these contacts to further qualify the SAP opportunity, routing completed

leads to the appropriate SAP sales team.

ITTS have managed 17,000 inbound calls and have screened and responded to 72,000 emails in the 5 years this programme was operational.

### Why ITTS?

ITTS were able to build from scratch all systems and infrastructure necessary to handle and then process both phone, email and web based enquiries from across Europe.

Key to the solution was that we could offer SAP the convenience of dealing with one central ITTS account manager who could manage and control all aspects of this service provision. By having native agents who understood the business culture of their target country we could ensure an appropriate and positive experience for the inbound callers.

By having a centralised pan-European team in one office we had complete control of agent tactics and methods as well as the briefing material needed to help direct the agent activity. As the project unfolded we were also able to share successful tactics and processes from one language team to another which again helped ensure optimal business practices were exploited across the project.



Contact our sales team  
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