

# XPRESS EMMA – SAP FOR MAIL ORDER BUSINESS

From campaign management through to delivery, from customer orders through to after sales customer service, Xpress EMMA offers you a pre-configured mail order solution based on standard SAP products.

## THE CHALLENGE

As a medium-sized mail order company you are looking for a comprehensive support system for your business processes. Your solution should be scalable, flexible and able to respond to rapidly changing market demands while still keeping an eye on the IT costs.

## THE SOLUTION

With Xpress EMMA we offer pre-configured best practices for the mail order business based on standard SAP software. As a standard provider of software to all industries, SAP provides powerful and flexible software with modular and modern software architecture.

## YOUR BENEFITS

Xpress EMMA as a pre-configured solution means: Less effort and shorter system implementation time compared to standard SAP implementation. In addition you benefit from industry specific best practices, which are continually being developed.

## OUR SERVICES

Mail order presents specific demands, in particular in the areas of customer interaction, customer order processing and processing returns. The SAP standard solution offers industry-specific best practices in certain areas (e.g. finance or controlling, inventory control or logistics). In addition to this, Xpress EMMA offers precisely those special features that make the difference in the mail order business.

**CUSTOMER INTERACTION.** To address customer needs, campaign management can be used, for example, to plan and define e-mail campaigns or sales promotion campaigns for the call centre. Products are assigned as campaign offers and target groups defined. The price and terms can be fixed based on rules according to all characteristics of the customer, the article or the offer, which gives a very high level of flexibility. Sales are automatically assigned to campaigns so that controls on direct advertising success are possible on the basis of comprehensive analysis tools.

SAP CRM represents the central component of this multi-channel integration. The service-oriented software architecture means business rules only need to be added once and at the same time can be used in the online-shop and call centre. All channels of communication with your customers, such as telephone, email or SMS, can be connected to Xpress EMMA, but it is also possible to set up twitter integration and iPhone applications. All customer contacts are automatically entered into the customer contact history.

Standard web browsers can be used in the call centre to display the intuitive user interface. In Xpress EMMA this interface is already designed for the specific needs of a B2C call centre so that all relevant information is visible at any time for the call centre staff. A scripting tool as well as an integrated knowledge database support the call centre staff.

All customer contacts are available for cross-channel use in Xpress EMMA - on demand and service-focused. Customer enquiries can be handled rapidly either in the call centre or as online self-service. Automated handling of service requests (Service Request Handling) allows actions such as ordering of catalogues or replacement deliveries at the push of a button. Data is available from all sources (customer master data, order data, invoice and payment data) so that service requirements can be registered as efficiently as possible.

**ORDER PROCESSING AND CUSTOMER ACCOUNTING.** As part of the order registration, thorough checks of addresses, duplications and credit ratings are implemented for new and existing customers. Xpress EMMA allows the possibility for promotional items to be offered during the call centre dialogue, depending on the context. As a standard feature there is an availability check which also takes into account stock forecasts. Deliveries are automatically generated if stocks are available.

The screenshot shows the Xpress EMMA Interaction Center interface. It features a top navigation bar with sections for 'Brief display of current contact data', 'Urgent messages (Alerting)', and 'Channel information'. Below this is a search bar labeled 'Quick search'. The main area is divided into several sections: 'Permanent Display of customer data' on the left, a central 'RTR Telesales\*' section with a table of 'Positionen' (Articles, Quantity, Status, etc.), and 'Sales offers' at the bottom. On the right side, there are callouts for 'Order registration' and 'Quick search'. The interface includes various data fields, buttons, and a sidebar with a 'Navigation panel'.

Positionen	Artikel-Nr.	Artikelbezeichnung	Menge	Verfüg.	Ups.	Absagegrund	Lieferadresse	Aktion	Einzelpr.	Gesamt
	100279	Tasche	1	✓			Patrick Kiepert, Theising Allee 3, 333		159,00	159,00
			0							

Items from several orders can be grouped together or broken down into partial deliveries according to rules. Invoice timing can also be selected as desired: optimistic (before delivery) or pessimistic (after delivery) – and an invoice can nevertheless be attached to the delivered item. Xpress EMMA integrates not only with the various SAP products for warehousing logistic processes but also through standard interfaces with the processes of logistics service providers and external warehouse management systems.

For customer accounting, Xpress EMMA relies on the functionalities of the SAP module FI-AR (Accounts Receivable). Payment allocation and integration of external debt collection services or credit card payments are also covered as well as multi-level payment reminders.

**PRODUCTS / PROCUREMENT / FINANCE.** Xpress EMMA is based on the product master data structure of the SAP industry solution Retail. It enables easy handling of product ranges. It can also display volume runs in the textile industry or several products being combined into sets. The procurement process is displayed from order suggestions, through operational ordering including automated supplier communication as far as receipt of goods and invoice control. Accounts payable and a general ledger are also integral parts of Xpress EMMA.



As an industry specialist for retail and end-customer business, Xpress Reply offers IT solutions to support customer-oriented processes. Xpress Reply uses standard software from leading manufacturers as well as its own solutions to meet the special requirements in the B2C field. Our customers profit from innovative and reliable solutions, the sound industry knowledge of our Consultants and the partnership-like cooperation with us. The inclusion in the network of the European-wide IT service provider Reply gives Xpress Reply additional access to the knowledge of over 3,000 IT experts. In 2010, Reply had a turnover of over 384 million euros in the main offices in Italy, Germany and the United Kingdom.

Xpress Reply  
[www.reply.de](http://www.reply.de)