

SAP implementation with CRM (Marketing, Sales, and Service) with SAP NetWeaver

Q3's global sourcing model gives the maximum benefit to customers in terms of cost savings, improved quality, access to highly talented professionals, flexibility of operations and reduced time to market.

Case Study - SAP implementation with CRM

Business Situation

The client had data spread across multiple systems due to which employees often struggled to efficiently access it to produce actionable information. Another goal was to provide traveling employees with easy access to enterprise and sales information.

MySAP Customer Relationship Management (CRM) technology was chosen to fuse the client's business software into a single, integrated user interface that enabled customer-facing personnel to efficiently track leads, measure campaign effectiveness, and view customer data.

The components included in CRM implementation with SAP Netweaver were:

- » SAP Enterprise Portal has become the tool of choice for the entire sales force. Sales representatives access account, opportunity, contact, and product management areas through a single Web interface, making it easy for them to update information.
- » SAP CRM Marketing was used to deliver superior marketing campaign management. The implementation provided key benefits like:
 - More efficient marketing, thanks to precise target group segmentation
 - Higher response from personalized communication
 - More flexibility through internal management
 - More stable planning because of increased transparency
 - Reduced costs due to elimination of external work and expenses
 - Faster return on investment
- » SAP CRM Sales was used to improve the client's competitive position by providing its executives with timely, accurate information about sales opportunities. The following were the benefits:
 - Enabled opportunity-management process based on most current information
 - Improved visibility of business and sales activities
 - Improved customers' sense of security
 - Enhanced knowledge related to daily business

Solution

- » SAP CRM Service was implemented by the client to have a complete service solution to efficiently manage the entire service life cycle, enabling the organization to handle the complexities of operating a service business. The key benefits were:
 - Efficient customer service and support to help resolve customer issues quickly by connecting the entire service process from initial customer contact to final resolution and financial settlement.
 - Complete, robust, service operations management that enabled managers to plan, execute, monitor, and lower the costs of serving customers, and improve customer profitability regardless of the business approach
 - Superior professional services support to help establish valuable customer bases, provide superior service, and ensure profitability through operational efficiency. This covered the complete life cycle of client relationship management from initial lead to payment and it integrated seamlessly with crucial back-office processes