

Business Benefits When Using SAP CRM 7.0

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In This Session You Will ...

- Learn how Arla Foods is using SAP CRM 7.0
- Get insight into the business benefits of the solution
- See how to introduce new processes like Sales Force Automation and Outbound Communication



Arla Foods

- Arla Foods is a global provider of dairy products with production facilities in 13 countries and sales offices in another 20. Our products are sold in more than 100 countries world wide.

Facts

Core markets: Denmark, Sweden, UK, Finland, Germany and The Netherlands.

Turnover in 2010: 49,000 Mio DKK

Owners: 7,200 danish and swedish farmes

Employees: 16,000





The Customer Support Center

- SAP CRM 7.0 integrated with a Genesys contact center solution to run a Customer Support Center
- Interaction Center Scenario of SAP CRM enables agents to create and automatically route service tickets
- Customer Care representatives get automatic notifications about delivery states or certain events causing customer dissatisfaction

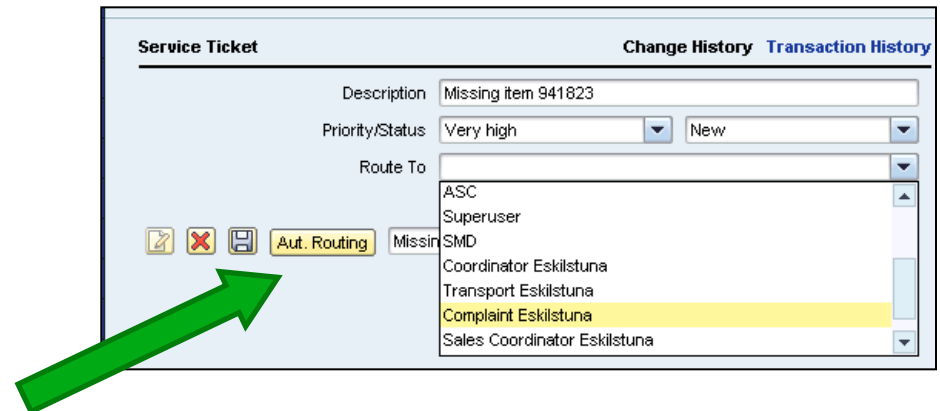
Business Benefits of Different Functionalities



- Examples for functionalities in Arla's SAP CRM 7.0 system:
 - Use of Service Tickets
 - Interactive Reporting for Service Tickets and communication activities like Fax, SMS etc. coming from multichannel campaigns
 - Broadcast Messaging to agents

Service Ticket Functionality

- Service Tickets are used to track all customer enquiries
- Service Tickets are linked to different activities
- Service Tickets are routed to the responsible department for immediate solution
- Ticket routing to the appropriate department by simply pressing one button





Enhanced Service Ticket Functionality

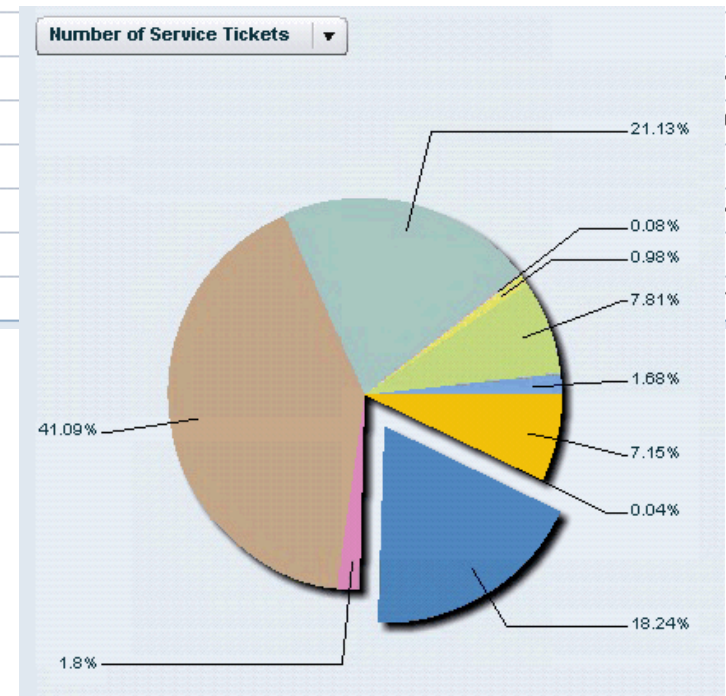
- Benefits
 - Improved flexibility and tracking options for core customer service processes
 - Provides a complete view of customers to facilitate accurate on-the-fly decision making
 - Complete 360° customer history including
 - Internal Messages
 - Open Service Tickets
 - Last Interactions
 - Sales Order History



Interactive Reporting

- Reporting for Service Tickets

Service Ticket Type	Number of Service Tickets	Open Service Tickets	Closed Service Tickets
Campaign Request Ticket	43	8	35
Customer Data Ticket	200	14	186
General Complaint Ticket	25	4	21
Invoice Request Ticket	2		2
Missing Items Ticket	541		496
Product and Delivery Complaint Ticket	1.052		001
Product Information Ticket	46		42
Rush Order/ Special Delivery Ticket	467		438
System Request Ticket	1		1
Truck Location Ticket	183		166

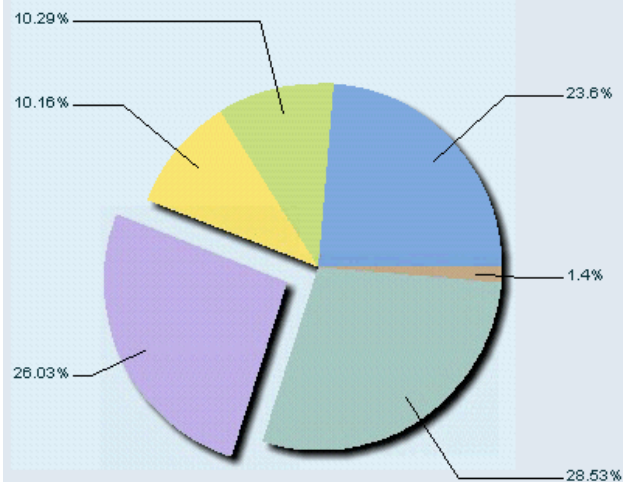


Interactive Reporting

- Reporting for Activities

Direction	Activity Type	Number of Activities
Inbound	Call Activity (IRec)	2,058
Outbound	Call Activity (IRec)	897
	Call List Activity	886
	Email Activity	2,270
	Fax Activity	2,488
	SMS Activity	122

Number of Activities ▼





Interactive Reporting

- Benefits
 - Clear view of type of customer enquiries
 - Real-time reporting enables quick reactions on-the-fly
 - Overview of customer enquiries enables proactive operation
 - Enables tracking of handling times and lead times over certain teams for performance improvement



Broadcast Messaging to Agents

- Provides instant information regarding critical incidents

The screenshot displays the SAP CRM Interaction Center interface. The top navigation bar includes 'SAP CRM', 'Interaction Center', and utility links like 'Personalize', 'Help Center', 'System News', and 'Log Off'. Below this is a toolbar with various call control buttons such as 'Accept', 'Hold', 'Retrieve', 'Hang Up', 'Consult', 'Toggle', 'Dial Pad', 'Reset CTI', 'Clear Interaction', 'Transfer', 'Warm Transfer', and 'End'. A status indicator shows 'Ready' and 'Not Ready' options.

The main content area is titled 'Identify Account' and features a left-hand navigation menu with options like 'Account Identification', 'Interaction Record', 'Account Overview', 'Account Fact Sheet', 'Service Tickets', 'Call Lists', 'Inbox', 'Search Campaigns', 'Create Campaign', and 'Broadcast Messaging'. The central form is divided into 'Details', 'Account', and 'Employee' tabs. The 'Account' tab is active, showing fields for 'Account ID', 'Account', 'Account Role' (set to 'Sold-To Party'), 'Relationship' (set to 'Has Contact Person'), 'Related Partner Role' (set to 'Contact Person'), 'First Name/Last Name', 'Street/House Number', 'City', 'Postal Code', 'Country', 'Telephone', 'E-Mail Address', 'Transaction ID', and 'Fax'. 'Search Account' and 'Clear' buttons are located at the bottom of the form.

A blue banner across the middle of the interface contains the text: 'Kunderna på rutt 160498 och 160232 har meddelats om försening på ca 2h via mail, fax och sms. // Mabel'. Below this banner, the 'Interactive Reports' section is visible, showing a table with columns for 'Actions', 'Account', 'Account ID', 'Street', 'Postal Code', 'City', and 'Partner Function'. An 'Update' button with a pencil icon is located at the top right of the table.

At the bottom of the interface, a status bar displays the text: 'KALLHALL TRP//ICA HUMLEGÅRDEN SAMT ENGELBREKTSKOLAN PÅ TUR 160431 KOMMER EJ FÅ LEVERANS IDAG PGA BRÅT 4. maj 2011 9:02'.



Broadcast Messaging to Agents

- Benefits
 - Critical information is pushed to agents for immediate availability
 - Information is published instantly so agents don't have to go hunting for it
 - Different messages can be provided for different teams



Introducing New Processes

- Outbound communication
 - Sending out critical information to customers immediately and proactively via SMS or fax (e.g. delays in delivery)
 - Well-informed customers don't complain
 - Reduction of inbound enquiries
 - Increased customer satisfaction



Introducing New Processes

- Sales Force Automation
 - Keeping track of sales opportunities
 - Keeping track of product development projects
 - Pipeline Performance Management
 - Sales information and customer support information to be linked for certain departments and their customers

Your Turn!



Questions?

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