

SAP Customer Success Story Automotive



With the aim of creating a uniform system to improve customer satisfaction, the **Volkswagen Group** decided to implement **mySAP™ Customer Relationship Management (mySAP™ CRM)** across its enterprise. This decision followed the successful completion of two pilot projects in 2001: a new service center supporting the launch of the new luxury car **VW Phaeton** and a new call center at **Audi** – both based on **mySAP CRM**. The **Volkswagen call center** followed on **September 28, 2002**.



VOLKSWAGEN GROUP

THE VOLKSWAGEN GROUP IMPLEMENTS mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT TO LAUNCH CALL AND SERVICE CENTERS

Today, customers no longer interact solely with dealers when purchasing a new car, exploring financing options, or submitting a customer service inquiry. Increasingly, customers are contacting auto manufacturers directly, which is why Audi and Volkswagen decided to set up call centers. For the launch of the new Phaeton, the Volkswagen Group also established a service center specially designed to handle the inquiries of this target group. In addition, since the fall of 2001, mySAP™ Customer Relationship Management (mySAP™ CRM) has been supporting its customer retention project at the VW all-glass assembly plant called “Transparent Factory” in Dresden.

AROUND THE CLOCK SERVICE FOR 300,000 AUDI CUSTOMERS

By the end of April 2002, the VW Group had another SAP-supported CRM project up and running: the new Audi call center. Based in Cologne and Ingolstadt, Germany, some 200 customer care agents serve 300,000 customer and prospect contacts around the clock. Their new desktops incorporate computer telephony integration (CTI) components, and all contact channels – telephone, fax, e-mail, and traditional letter – can be managed via mySAP CRM. Written customer documents are scanned, processed electronically, and then stored. To make this possible, Audi integrated existing systems such as document management into the solution. “Regardless of how a customer reaches us, our internal processes run completely electronically,” says Christoph Wargitsch, head of CRM and New Media at Audi.

ACCESS TO VARIOUS DATABASES

Along with an automatic routing system, mySAP CRM integrates an escalation management tool. As a result, customer inquiries can be quickly and efficiently channeled to the appropriate person, which translates into greater customer satisfaction. To give employees as complete a picture as possible of both customer and car, the end-to-end solution interfaces with an array of databases. This means that users can display a range of information on their desktops, including technical details, interior equipment data for each car, and dealer master

“Regardless of how a customer reaches us, our internal processes run completely electronically.”

Christoph Wargitsch, head of CRM and New Media at Audi

data. “Our initial objective was to integrate and optimize reactive processes for incoming inquiries and complaints management,” says Wargitsch. Active processes, such as direct marketing and dealer integration, will follow soon. Audi also plans to implement the analytical functionality of mySAP CRM to optimize its marketing activities, based on the data collected in mySAP™ Business Intelligence (mySAP™ BI).

A UNIFORM, EASILY INTEGRATED SOLUTION

With the Phaeton VW/Audi project, the Volkswagen Group has taken its first steps toward the successful implementation of mySAP CRM across the enterprise. The overall strategy envisions a uniform solution for the automakers, which are implementing the CRM solution gradually, making constant improvements along the way. The VW Group has already started rolling out the solution at other subsidiaries, with Audi Italy currently using mySAP CRM integrated campaign management capabilities. One of the next phases includes the implementation of mySAP CRM at VW Financial Services.

“From the beginning, we wanted to select a CRM solution that would easily integrate with our existing systems,” says Gerhard Nägele, project leader for the VW Group. “Volkswagen, Audi, and the VW Bank had already implemented SAP components. Naturally, this influenced our decision to select mySAP CRM.” The openness of the SAP platform was key to the success of the VW and Audi projects, as it enabled different brands within the group to employ a uniform CRM solution to their advantage. Further benefits included the sharing of costs and the opportunity for one company to profit from the experience of another.