

SAP Customer Success Story



Motovan Corporation imports, exports, distributes, and develops aftermarket replacement parts and accessories for motorized vehicles such as snowmobiles, motorcycles, and all-terrain vehicles to a network of nearly 3,000 dealers.

The Canadian company used the Internet-sales capabilities of mySAP™ Customer Relationship Management (mySAP CRM) to develop an online presence for ordering and support – boosting sales without increasing call-center staffing, enhancing customer service, and improving the quality and accessibility of information.



MOTOVAN

mySAP™ CRM DELIVERS AN ONLINE PRESENCE THAT ENHANCES RETAILER'S CUSTOMER SERVICE AND REDUCES THE COST OF SERVICE AND SUPPORT

Being a winning supplier of parts and accessories to snowmobile, motorcycle, and all-terrain vehicle (ATV) dealers is a game of cost and availability. With 150 employees in three locations, Motovan Corporation is always looking for new ways to empower its customer base – the nearly 3,000 dealers who sell and service these vehicles. “Whoever has the goods available gets the business,” says Roberto Franchini, the company’s IT director. mySAP™ Customer Relationship Management (mySAP CRM) helped put the company in the winner’s circle.

The 24-year-old company, which is the leading importer, exporter, distributor, and developer of aftermarket replacement parts and accessories for motorized vehicles in Canada, does not sell directly to end users. It services dealers throughout Canada and in the United States and competes with independent wholesalers as well as original equipment manufacturers.

Before implementing SAP® solutions, the family-owned business headquartered in Boucherville, Quebec, had no way for its customers to get information outside of typical operating hours. Customer-service representatives were only available Monday through Friday from 9 to 5 (extending their hours into the evenings and weekends would prove too costly). This meant that dealers who needed information or wanted to place an order had to wait until Motovan reopened; this delay prevented the dealers from providing quick service to their own customers, sometimes forcing them to turn to Motovan’s competitors.

Executives recognized that the company needed to enhance its customer service – but without increasing call-center staffing and costs. “We are always looking for new tools that help our customers do business with us,” says Franchini. Motovan’s solution: an online sales and service presence that would improve customer service and provide real-time inventory information around the clock, affordably and cost-effectively.

POWER AND AFFORDABILITY

Motovan considered the solutions offered by numerous vendors. The company wanted a flexible technology that was dynamic enough to grow and change with the organization. In addition to sophisticated features and easy-to-use functionality for the dealers, the solution had to be one that could integrate with the company’s existing SAP R/3® solutions – including those for sales and distribution, financials, and materials management.

“We needed a solution that could retrieve information from SAP R/3 in real time,” says Franchini. “If one of our dealers wanted to know whether a particular part was in our inventory, the solution had to display our exact inventory position at that precise time.”

Most of all, Motovan needed a solution with a manageable total cost of ownership. The company was not interested in technology that required substantial up-front fees or ongoing investment to remain current. “We knew that an online presence was something we needed in order to remain competitive,” says Franchini. “But we still wanted it to be affordable.”

After a lengthy review, Motovan selected the only solution that met all of its criteria: the Internet-sales capabilities of mySAP CRM. Explains Franchini: “The functionality in this solution is very straightforward. We knew what we wanted, and that’s exactly what we got from the mySAP CRM solution.”

RAPID IMPLEMENTATION, THE EXPERTISE TO SUCCEED

With support from Primonics, an SAP Business Partner based in Montreal, and additional help from SAP, Motovan began the implementation by upgrading its SAP R/3 System from 3.1H to 4.0B. In parallel, the team started developing the online dealer system using the Internet-sales capabilities of mySAP CRM.

The implementation team thoroughly tested each feature; although this process took several months, it ensured that the solution ultimately worked as planned. Motovan also reengineered certain business processes so that they meshed seamlessly with the CRM solution. As a result, Franchini says, the implementation went smoothly.

In September 2002, Motovan went live with mySAP CRM. Company personnel who had assisted with the implementation shifted gears and became the solution’s support staff, providing administrative and technical assistance to internal and external users. The team then developed an online tutorial for the system, which was designed to help Motovan’s dealers, the true end users of the system, get up to speed quickly. Dealers began trying out the online system, and there were no reports of technical difficulties.

PUTTING CUSTOMERS FIRST

Today, Motovan’s online presence is much appreciated by the company’s vast dealer network. Of the 3,000 total users, it is not unusual for 50 or more to be simultaneously logged on.

Since the implementation, Motovan’s customers use the SAP solution to order merchandise and check inventory status. Nearly 40% of the company’s regular orders are now processed through the online system.

Besides online ordering, dealers can also track their orders, view backorders, print invoices, and request authorization numbers for goods that must be returned. Recently, Motovan even tried an online auction. “It went pretty well,” says Franchini, “so we’ll probably try it again.”

QUANTIFIABLE SAVINGS, ADDED VALUE

Motovan has realized numerous benefits from using the mySAP CRM solution. “With so much ordering activity shifted to the online system,” says Franchini, “we’ve been able to redirect staff who formerly handled phone orders to more value-added activities. For example, some of these employees now handle telemarketing and sales – positions which generate additional revenue.”

The company also managed to reduce its telecommunications costs by cutting the number of incoming and outgoing phone calls. And, dealers who use the online ordering system rarely have to wait on hold for a service representative to assist them,

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Roberto Franchini, IT Director, Motovan Corporation

which creates a more satisfying customer experience. Franchini says that the company has not yet estimated its return-on-investment for mySAP CRM, but he is certain that the SAP solution has added value to Motovan’s operations.

“The integration between SAP R/3 and mySAP CRM allows our customers to retrieve the information they need in real time,” he says. “If a customer is looking for a specific product at exactly 3:00 p.m., our actual inventory position is exactly what they see. This is one of the key functionalities we were looking for in a solution – and mySAP CRM provided it.”

RACING FOR SUCCESS

Motovan will continue expanding its use of the SAP solution. The company plans to link its mySAP CRM implementation to the dealers’ own online systems, which will provide customers with greater flexibility in their interactions with Motovan. Dealers can then enter orders in their own systems and upload them to the Motovan ordering system without retyping data. In addition, dealers will be able to cancel back orders online and perform other order-management tasks in real time. Later, Motovan may enable its dealers to receive documents through the online system, including account statements and invoices.

With the market for snowmobiles, motorcycles, and ATVs growing rapidly, the company wants to be ready for every opportunity that comes along. For Motovan, the SAP solution offers a secure foundation for continued growth.

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AT A GLANCE

SAP® software	mySAP™ CRM (Internet-sales capabilities), SAP R/3®
Hardware	Sun Microsystems E420R
Operating system	UNIX
Database	Oracle
Length of implementation	4 months
Implementation partner	Primonics (www.primonics.com)
Number of end users	60
Top challenge	Increase sales without increasing call-center staffing
Top benefits	Enhanced customer service through online presence, improved quality and accessibility of information, new growth opportunities with lower support costs