

SAP Customer Success Story High Tech



Since its establishment in 1984, **Tele Atlas** has grown into a world leader in digital navigation data. The company currently operates establishments in more than 21 different countries, employing 1,900 people. As a dynamic multinational concern, **Tele Atlas** continuously endeavors to flexibly respond to the needs of the rapidly changing market. The company, which has been using **SAP®** software since 1999 to optimize its internal business processes, decided to harness the power of **mySAP™** Customer Relationship Management to enhance customer loyalty.

Tele Atlas 



TELE ATLAS

TELE ATLAS GETS CLOSER TO THE CUSTOMER WITH mySAP™ CRM

Tele Atlas generates a major part of its turnover through the commercialization of navigation CDs for in-car navigation systems. The CDs are sold through a global network of garage owners and car accessory shops. “Until recently, our dealers were forced to place their orders at the Navigation Service Center (NSC), an external call center located in Edinburgh,” explains Geert Bert, sales service manager for Europe and head of the business planning department. “This type of outsourcing was very expensive. Moreover, the people at the NSC had little or no affinity with our company. Too often, their product knowledge was too limited to properly respond to customer questions. This inefficiency slowly but steadily translated into declining turnover figures.” In addition, the lack of communication between the NSC and Tele Atlas was considered a serious problem. “As a result, management often had to make wild guesses about our customers’ identities and needs,” says Bert. To bridge the gap with its dealers and at the same time reduce costs, Tele Atlas made the decision to handle the dealer database and the orders internally: the Business Service Centre (BSC) was born.

mySAP CRM, A LOGICAL CHOICE

Once the BSC had been established, the need arose for an IT system that would help employees manage customer relations. A careful comparison of several packages proved mySAP™ Customer Relationship Management (mySAP™ CRM) to be the solution that best met the criteria of Tele Atlas. “We had been using

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SAP for some time to manage all of our other business processes, with excellent results. Therefore we felt especially confident about the mySAP CRM solution. Moreover, this software provides all of the functionality that our company needs, today and in the future. Also from a purely technical point of view, mySAP CRM seemed like the easiest solution, as it allowed us to simply expand our existing software package with a solution from the same supplier.”

The actual implementation process was a smooth one. “In September 2001, we began the implementation of mySAP CRM,” says Bert. “The system was already operational in March 2002.

To successfully complete such an elaborate project in such an astonishingly short time span, very strict planning was required. Our accomplishment is, first of all, a tribute to the efforts of our high-quality and greatly motivated project team. In addition, the SAP consultants demonstrated dedication to the project and commitment to excellence.”

INCREASED TURNOVER AND COST SAVINGS AS A BONUS

“mySAP CRM provides us with a clear overview of our dealers’ orders, of the quantities bought, and of the different peak periods. This information enables us to orchestrate our promotional campaigns in a far more target-oriented and customer-specific manner,” Bert explains. The SAP solution also offers numerous advantages with respect to complaint handling. “In the past, dealers who had complaints could only appeal to the NSC. Their grievances were only rarely or never passed on to Tele Atlas,” says Bert. “Thanks to mySAP CRM, we now have a direct channel to our customers and we can personally follow up their complaints. As a result, we also get a lot more feedback on our products, allowing us to better address our customers’ needs

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when developing new CDs. As a consequence of our impressive service improvement, we’ve already experienced a remarkable increase in the number of calls. In addition, our turnover has also grown slightly during the last few months. Taking into account the current economic malaise, this is, to put it mildly, a welcome bonus.”

The SAP solution also helped Tele Atlas reduce costs. “mySAP CRM allows us to distribute our resources more efficiently among our individual customers. Moreover, a great deal of administrative costs have been eliminated. Thanks to mySAP CRM and our new way of working – through the Business Service Centre – the cost price per CD was reduced by not less than 40% in seven months’ time,” Bert proudly indicates.

READY FOR THE FUTURE

“At present, the SAP software contains all the information about our European B2B customers,” says Bert. “However, we also aim to include information about our end users in the long term. In the near future, we even want to use mySAP CRM to manage our many different partnerships with telecommunications companies, service providers, and application designers,” Bert points out. “Thanks to the flexibility and the functionality of the package, we are sufficiently armed to take up these challenges. We might even consider the idea of starting up a Web shop.” Bert provides the following advice for businesses that plan to switch to SAP: “Prior to taking the first step toward a new software platform, it is crucial to thoroughly consider exactly what you want to achieve. As an SAP implementation project is quite a heavy investment, you also have to gain insight into the return on investment from the very beginning. SAP is a package that provides almost unlimited possibilities. Therefore, you have to ask yourself what exactly you want from the system and what aspects you want to emphasize. This requires a thorough analysis of the different business processes. However, if you follow this advice, you will be rapidly convinced that SAP is an incredibly multifunctional and very advantageous partner.”

AT A GLANCE

Software	mySAP Customer Relationship Management
Hardware	Compaq
Operating system	Windows 2000
Database	Informics
Number of users	20
Implementation time	6 months
Implementation Partner	SAP consultants

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