

SAP Customer Success Story



With mySAP™ CRM E-Selling, **Finnforest** customers can log on to a personalized page of catalog information and special offers that is tailored to their business and regional requirements. Customers navigate through the catalog with drop-down menus, initiate search functions for specific products, check stock availability/quantity and delivery dates, and view and change the status of previous orders. The SAP solution for online selling is far advanced compared to what **Finnforest's** competitors currently provide.

FINNFOREST

FINNFOREST USES mySAP™ CRM E-SELLING TO EMPOWER CUSTOMERS, FREES SALES STAFF TO GENERATE REVENUE

SETTING INDUSTRY STANDARDS WITH mySAP CRM

Finnforest is a global mechanical forest products company whose customers include industrial end users, do-it-yourself (DIY) stores, building supply and timber merchants, building contractors, and developers. The Finnish company operates in 21 countries and employs 7,500 people.

Finnforest implemented mySAP™ Customer Relationship Management (mySAP™ CRM) E-Selling to provide better service to its smaller customers and to free sales staff to generate more revenue. The company kicked off the mySAP CRM implementation with a successful pilot project for e-selling in the U. K.

“A group of about 1,000 companies – merchants that supply builders – makes up a large number of smaller, yet valuable customers who may benefit from a more efficient service channel,” says Peter Tong, project manager. “We were looking for an improved way of servicing them and providing them with product information through an Internet sales channel so they wouldn't have to telephone and always depend upon an actual person to respond to their queries. We wanted to speed up the fact-finding and order-placement processes for our customers.”

finnforest



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www.sap.com**COMPLETE SOLUTION FOR ONLINE SELLING**

mySAP CRM provides comprehensive capabilities for selling products and services over the Internet. It supports all phases of the online sales cycle, including product selection, multimedia product catalogs, advanced personalization, online product configuration, shopping-basket management, secure transactions, order-status checking, and payment processing and fulfilment.

With the Internet sales capability, Finnforest customers now log on to a personalized page of catalog information and special offers that is tailored to their specific business requirements, regional differences, and negotiated pricing agreements. Customers can navigate through the catalog with drop-down menus, initiate search functions for specific products, check stock availability/quantity and delivery dates, and view and change the status of previous orders. Upon inputting orders, mySAP CRM E-Selling runs an automated credit check against the customer account and transfers the order to SAP® R/3® for processing and shipment. Customers receive an e-mail confirmation of their order.

“mySAP CRM has enabled us to implement a solution that is far advanced over our competitors, who typically offer static, non-personalized list of products and prices online,” Tong says. “We are miles ahead of that. The solution links to our R/3 database to provide dynamic, interactive information to our customers. We're now setting the standard in our industry.”

FREEING STAFF TO MAKE SALES

The solution not only makes it easier and faster for Finnforest's customers to do business with the firm. It also frees up Finnforest staff for more value-added work.

“Sales personnel were spending a lot of time on routine tasks, such as manually inputting customer phone and fax orders and answering questions on price and availability,” Tong says. “This was taking away a lot of time from what we want our sales people to be doing – maintaining customer relations and, of course, making new sales.”

**mySAP CRM E-SELLING:
EMPOWERING THE CUSTOMER**

The solution is running in Finnforest's distribution center in Tilbury, Essex, on the mouth of the Thames. Incoming orders are serviced by two plants delivering into the north of England and into Scotland and another two plants that service the south and the midlands.

“mySAP CRM automatically links customers in their respective areas to the appropriate delivery point,” Tong says.

The pilot project is moving along swiftly. Finnforest conducted its first Internet sale with a customer in December of 2001. Currently, two sales managers, one each in the north and south, are working with a selection of 10 to 15 customers who are placing orders regularly on the Web. Finnforest plans to roll out the solution to its remaining builder merchant customers in the U.K. and to other countries as well.

“This is really empowering the customer,” Tong says. “Typically, in business, it's the bigger customers that tend to get most of the benefits. What we're trying to do here is offer all of our customers, particularly our smaller customers, more control over, and greater access to, what is really their information. mySAP CRM enables us to provide customers with access to their account information and a quick and easy way to order. This is something we think is going to be unique in our industry.”