

SAP Customer Success Story



Since October 2002, customer service at **LINZ AG** has been operating out of a new call center. This new customer center, responsible for handling inquiries from the Austrian utility company's approximately 425,000 customers, has been outfitted with mySAP™ Customer Relationship Management. Using this system, the 55 employees working in the customer center, plus an additional 60 specialists, have instant access to a central database containing various customer data.

LINZ AG



LINZ AG

ONE-STOP CUSTOMER SERVICE WITH mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

LINZ AG was founded against the backdrop of energy-market deregulation in Austria. The company consists of four subsidiaries (Linz Strom GmbH, Linz Gas/Wärme GmbH, Linz Service GmbH, and Linz Linien GmbH) plus the management company that services them, Managementservice Linz GmbH. These subsidiaries were brought together in an effort to reduce costs and secure profits through synergies. This merger established the forward-looking, market-oriented company that has since developed into a multi-utility provider.

LINZ AG recorded total assets of €1.36 billion for fiscal year 2001/2002 (ending in September 2002) – up 15.4% from the previous year. Business activity generated an estimated €29.87 million in profits. The utility company employs approximately 2,600 people.

THE CHALLENGE

One-stop service: This is the mission of the utility company founded on October 1, 2001. And one-stop service means one central database; hence the project “Call Center Realization,” part of the reorientation process that followed the merger of the SBL and ESG companies. These companies specialized in natural gas, water, wastewater, waste, and local heating; and electricity, long-distance heating, and public transportation in Linz, respectively.

The project aimed not only to improve customer service response times, but also to attract new customers and win back former ones. In parallel, the company carried out another project with the goal of merging the SBL and ESG SAP® R/3® Systems and implementing a new industry-specific system based on SAP at LINZ AG. This meant the company needed a powerful CRM software solution that would easily integrate with these systems.

“With mySAP CRM, we can answer customer inquiries quickly and are better able to meet our customers’ needs. In addition, the system enables us to document customer requests as they are being processed, providing us with important information for product development.”

Stefan Gintenreiter-Kögl, LINZ AG

The company referred to the project as “Alpha.”

LINZ AG also required a solution that was flexible enough for its call center – and one that was suitable both for the initial phase of transition (during which old billing systems would still be operating) and for the final stage of transition to the uniform industry-specific applications from the SAP for Utilities portfolio of software and services. But that was not all: LINZ AG wanted a solution that would require minimal costs during the transition.

THE WINNING SOLUTION

mySAP™ Customer Relationship Management (mySAP CRM) met these criteria. At the end of a rigorous selection process, the company chose SAP not only to supply the software, but also to implement it, making SAP an important player in the company’s ambitious project. Merging the company’s old systems presented a major challenge for SAP’s utility team. Alfred Allram, account manager at SAP, and Raimund Höfing, SAP solution architect, were thrilled with the project’s success: “This is quite a milestone for SAP Consulting,” says Allram.

“The CRM project had to be carried out under a great deal of time pressure. Success would not have been possible without the expertise of SAP consultants.”

Georg Gratzl, LINZ AG

Thanks to mySAP CRM’s high level of integration with LINZ’s existing billing system and work processes, complex customer requests can now be handled by one call center in a simple, straightforward manner. Workflows have also been dramatically streamlined.

ONE-STOP SHOP

Now that the systems have been merged, call center employees have access to the same data that is available to the cost allocation center, for example. The call center receives both telephone and e-mail inquiries. Telephone-computer integration means that customer inquiries are handled with maximum efficiency: Today, 32 call center employees process up to 1,000 calls and approximately 100 e-mail inquiries daily (regarding, for example, electricity bills; natural gas and water use/rates; and annual

tickets for public transportation). Both LINZ AG and its customers now enjoy the benefits of instant access to a variety of customer data. Gone are the days of switching systems and transferring customer calls to specialists. mySAP CRM makes it possible to process and document all customer requests in one single step. “With mySAP CRM, we can answer customer inquiries quickly and are better able to meet our customers’ needs. In addition, the system enables us to document customer requests as they are being processed, providing us with important information for product development,” says Stefan Gintenreiter-Kögl, LINZ AG.

HIGHLIGHT: 300 NEW CUSTOMERS

LINZ AG’s targeted program to win back customers has already proven to be a success. Three hundred customers have switched back since the mySAP CRM solution was implemented on October 1, 2002. Plus, the success of the CRM project confirmed the know-how and high-quality standards of the SAP team. Georg Gratzl, LINZ AG, confirms, “The project had to be carried out under a great deal of time pressure. Success would not have been possible without the expertise of SAP consultants.”

AT A GLANCE

Software	mySAP CRM
Database	Oracle
Users	330
Implementation time	Six months

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