

SAP Customer Success Story



The **Loewe** trademark is synonymous with outstanding consumer electronics of the highest quality. This image did not evolve by chance. It is the result of innovative product development and meticulous customer care. Since January 2002, the tradition-based company has relied on its modern customer-care center and the special capabilities of mySAP™ Customer Relationship Management to strengthen its brand position and provide comprehensive support to its authorized dealers.

LOEWE.



LOEWE

SERVICE AT THE HIGHEST LEVEL WITH mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

THE ULTIMATE IN HOME ENTERTAINMENT

Loewe has earned its reputation by offering only first-class products and first-class service. The company has received high acclaim on numerous occasions for the innovative design of its premium consumer electronics. Today it offers the whole range of devices for home entertainment: televisions, DVD players, VCRs, audio systems, and multimedia Internet TVs. Loewe manages approximately 50 international branches from its head office in Kronach, Germany. In Germany alone, the company employs more than 1,200 people. In 2001, it generated sales of €392 million worldwide.

CUSTOMER CARE: THE CUSTOMER AS FOCAL POINT

Loewe offers its customers the highest quality not only in the technology and design of its products, but also in service. The most important component of its highly developed service concept is the newly implemented customer-care center (CCC). Loewe started the center with the aim of offering the best service in the industry – in order to consolidate the company's brand position with customers and provide comprehensive support to its authorized dealers. "The customer-care center should be the central contact point for customers who have problems or questions," says Jens Härtel, who heads up the CCC. "We absorb the time-consuming problems that the dealers would otherwise have to deal with, which frees up more time for consulting and allows us to gain valuable feedback from customers. It is a win-win relationship for everyone involved."

A HIGHLY INTEGRATED SOLUTION

The mySAP™ Customer Relationship Management (mySAP CRM) interaction center forms the basis of the Loewe customer-care center. As one of the key capabilities of mySAP CRM, the interaction center links front- and back-office processes. Complete integration with the SAP® enterprise software, already implemented at Loewe, enables seamless information flow and supports the CCC processes. With the mySAP CRM implementation, Loewe created the foundation for an enterprise-wide solution based on the mySAP Business Suite platform.

CENTRAL CONTACT POINT FOR ALL CUSTOMER REQUIREMENTS

Loewe customers contact the CCC for a number of different reasons, for example, questions about guarantees, complaints, company information, or user support. Thanks to a standardized and up-to-date overview of the information, most questions can be answered directly on the telephone. Call agents forward the more detailed inquiries to a demo room. Here, a customer service representative works through the problem step-by-step with the end user until the problem is solved. If this is not possible, technical customer service is also available. "Today, 80% of customer inquiries can be processed directly by excellently trained CCC staff," says Klaus Riedel, IT area manager for Loewe. "Only 20% of inquiries have to be forwarded."

DETERMINING MARKET REQUIREMENTS

The mySAP CRM interaction center also helps Loewe determine market requirements. The SAP solution supports all media, such as telephone, fax, or e-mail. Customer information and history is systematically collected, logged, and analyzed, and then saved centrally. Loewe's product-development and improvement team can then take this customer feedback and make modifications to products or use the information to develop new product lines. In the long term, Loewe plans to use mySAP CRM to strengthen its ties to customers – which will ultimately help the company increase profits.

SUCCESS THROUGH COMPETENCY AND TRUST

With the support of SAP Consulting, the Loewe customer-care center went live in January 2002 after only six months. In May 2002, the company made an upgrade to SAP CRM 3.0, which converted the flow of activities from Loewe to the customer. SAP consultants, who brought sound knowledge of customer-service processes and industry-specific know-how to the table, worked together with Loewe to successfully implement the project on time and within budget. Plus, the close connection with the SAP development team enabled SAP consultants to make enhancements to the SAP standard system – for example, speeding up data transfer from the database to the CCC. Last but not least, expert training provided by SAP consultants helped make certain that Loewe employees could soon work independently with the new software. Riedel sums up the situation: "A careful step-by-step procedure, along with effective teamwork between SAP and Loewe, ensured a successful implementation."

Today, mySAP CRM provides Loewe with an optimal solution that enables streamlined processes and superior customer care – all of which helps ensure the success of the company's enterprise strategy and gives Loewe a lasting edge over its competitors.

SOLUTIONS WITH PERSPECTIVE

The next step for Loewe includes enhancing the system by implementing mySAP CRM marketing capabilities. Then, after the trial period in Germany, the company will consider implementing mySAP CRM in Belgium and the United States. For Loewe, the SAP solution has made a world of difference. "Without mySAP CRM, we would not be able to realize our vision," says Härtel. "We are now in a far better position to target our resources more effectively and offer the customer a fast and qualified answer."