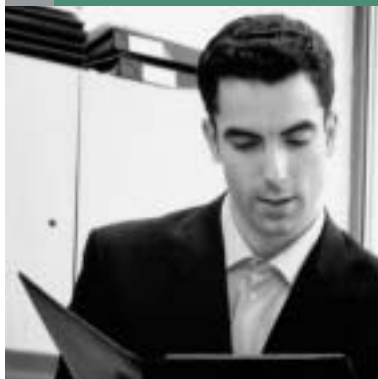


SAP Customer Success Story



Multibrás is the Brazilian market leader in home appliances. To ensure its continued success, the company wanted to provide its retailers, both large and small, with improved efficiency and higher quality service. That's why **Multibrás** implemented Internet Sales with mySAP™ Customer Relationship Management (mySAP CRM). Now, the company offers a new online sales channel to customers, where they can get product information, place orders, and monitor order status anytime and anywhere.



MULTIBRÁS

MULTIBRÁS MAXIMIZES CUSTOMER SATISFACTION WITH INTERNET SALES FROM mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

PRODUCTS IN DEMAND

Founded in 1994 with the merger of three domestic appliance companies – Brastemp, Consul, and Semer – Multibrás is the leading manufacturer of household appliances in Brazil, with sales in 2001 exceeding U.S.\$708 million. As the leader in this market, Multibrás serves thousands of customers. Its products are in high demand by most households and are sold throughout the country in retail outlets of all sizes. As the sole manufacturer of a complete family of “white line products,” Multibrás sells retail merchandise including refrigerators, chest and upright freezers, stoves, washing machines, dryers, dishwashers, microwave ovens, air conditioners, and air purifiers. With its Brastemp brand of goods, the company also offers small kitchen appliances such as mixers, coffee machines, blenders, and food processors.

SUPERIOR SERVICE IS A TOP PRIORITY

Serving customers with increased efficiency and higher quality service in presales, sales, and postsales activities was a high priority for Multibrás. By improving the ability to respond to customers, the company's management knew the result would be added customer loyalty and retention. To accomplish that objective, it decided to implement Internet Sales with mySAP™ Customer Relationship Management (mySAP CRM). Internet Sales covers the entire process chain associated with online selling through the Internet – from creating appealing online product catalogs to price promotions, order processing, secure payment transactions, and order status checking.

Multibrás first introduced its online-shopping capabilities to a pilot group of retailers through its Web portal. This phase of the project was met with great success. “[With mySAP CRM], retailers can count on accessing a large variety of self-service information through Multibrás’ corporate portal, without time limitations or the restrictions of working hours,” says Renato Faure, Multibrás director of information technology. “This enhances our relationship with our trade partners.”

As an added benefit, the company has seen more efficient use of its support staff in the customer service center. Now, these employees can be more proactive, rather than reactive, to problem-solving on behalf of customers.

A SOLUTION THAT MEETS INTEGRATION REQUIREMENTS

From the viewpoint of Multibrás executives, choosing mySAP CRM was a natural next step. “We have been using SAP® R/3® since 1998, with 1,400 of 3,500 stations in our network running SAP,” says Faure. “We opted for this [CRM] solution with integration in mind. This solution is an ideal match for our requirements.”

Implementation took only three months, with software localization done on the fly. “We relied on the support of SAP Consulting and SAP Global Custom Development Services teams based in Germany and India to adapt the solution to the Brazilian tax system,” Faure explains. At Multibrás, four people were directly involved with the implementation – two from the IT group and two business specialists. Four SAP Consulting professionals from SAP’s Brazilian subsidiary were also committed to this project.

Multibrás wanted to make sure that the online implementation would meet customer expectations. To ensure this, it initiated a program to get user comments. “For the initial stages, we chose companies that would give us honest feedback and make suggestions, providing us with a true picture of this online capability from their point of view.”

NEXT STEPS

Looking ahead, Multibrás sees the benefits of mySAP CRM. “During the coming months, we will analyze the potential of expanding the project and at the same time plan to widen it to a larger group of customers,” says Faure.

Multibrás is developing a service project using mySAP CRM to support authorized dealers with technical assistance through its portal. Plans are being made to publish an electronic catalog of parts, manuals, and technical newsletters on the Web. “At that point, we will start to accept orders for spare parts through the portal, and give customers access to information about the status of each of their orders.”