

## SAP Customer Success Story

**“Our customers are getting better support; the waiting queues are shorter, and our service agents are more productive.”**

Nicolas Nagou, Solution Architect, Swedish Post



### AT A GLANCE

#### Company Name

Swedish Post Office  
www.posten.se

#### Industry

Government

#### Key Challenges

- Improve customer service
- Reduce customer service costs
- Increase competitive edge and ability to grow

#### Implementation Partners

- Accenture
- ClearIT

#### Solution and Services

- mySAP™ Customer Relationship Management
- SAP® R/3®
- SAP NetWeaver™: SAP Business Intelligence and SAP Enterprise Portal

#### Implementation Highlight

Involved 400 users

#### Key Benefits

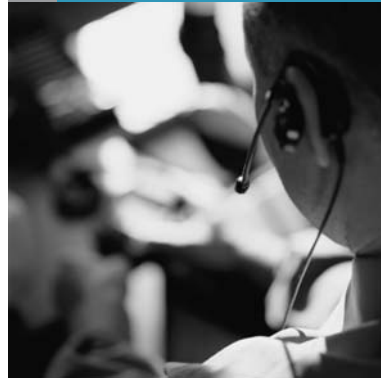
- Faster handling of customer queries and complaints
- Reduction in customer service costs
- Ability to take advantage of cross-sell and up-sell opportunities

#### Hardware

HP Superdome

#### Operating System

HP-UX 11 (UNIX)



## SWEDISH POST

### mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT HELPS SWEDISH POST IMPROVE CUSTOMER SERVICE WHILE CUTTING COSTS

Sweden is a large country with a widely dispersed population, so delivering each day's 20 million pieces of mail presents a significant challenge to Swedish Post, Sweden's national postal carrier.

Yet Swedish Post ranks among the world's best postal performers. For instance, for the last four years, Swedish Post has maintained the world's top "on-time" ranking for first-class mail delivery, according to a yearly survey conducted by the Post and Telecom Agency. In 2003, Swedish Post scored a world record 96.1% for on-time delivery of first-class mail.

However, in spite of this impressive track record, Swedish Post keeps raising its own standards, while facing steadily growing competition from private parcel-delivery firms. So, in late 2002, the postal carrier decided to restructure its customer services group – as part of a complete IT systems upgrade – using mySAP™ Customer Relationship Management (mySAP CRM).

## **NEEDED: CUSTOMER SERVICE INTEGRATION**

“We were getting several thousand customer queries or complaints each day,” says Nicolas Nagou, Swedish Post solution architect. “They were reaching us by phone, fax, or e-mail.”

“The problem was that we couldn’t respond to them quickly, since we didn’t have a centralized database of customer information. Also, our fax and e-mail systems weren’t integrated with the phones, so our service representatives spent a lot of time going back and forth, from phone to fax to e-mail, trying to resolve requests.”

For each complaint, the Swedish Post service representative would write a report, then submit the report to a customer service manager, who would determine the appropriate action.

“This process was slow and very time consuming,” says Nagou. “It might take several days to track down a complaint – to find out where and how a package had been damaged, for instance, and to issue a customer credit.”

Not only was this costing Swedish Post money, since it was taking up customer service representatives’ time, but it was increasing customer frustration. Furthermore, it inhibited the postal carrier’s ability to grow by offering newer services to its 800,000 businesses and 4.3 million residential customers.

“We were bringing in the SAP® R/3® enterprise resource planning [ERP] solution to integrate our core business processes,” says Nagou. “We felt that we could make a large improvement in customer service if we used mySAP Customer Relationship Management as the basis for a fully integrated customer service architecture.”

## **AUTOMATING THE SERVICE PROCESS**

With help from integration partners Accenture and Sweden-based system integrator ClearIT, Swedish Post built an automated multichannel customer service architecture.

Based on the mySAP CRM interaction center capability, the customer service system includes integration of phone, e-mail, and faxes – which are tightly linked to a ClearIT computer

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telephony integration (CTI) system that routes customer calls through Swedish Post’s five main customer service centers.

The new architecture identifies each customer immediately, via initial screening features. If the call involves a request for information, it is automatically routed to a voice-mail response. If the call requires personal handling, it gets routed to the next-available service agent. When the service person takes the call, he or she automatically receives the customer’s record, which was pulled from the SAP ERP system.

Based on the nature of the call, the customer service agent then resolves the issue. The service agent might check the postal carrier's proprietary distribution/transportation system to find the parcel's exact location. Or, if the parcel has already been delivered, the service rep might check the postal carrier's Web server to find the receipt – and then e-mail the receipt to the customer.

### **IMPROVING CUSTOMER RELATIONSHIPS**

“In many cases, we now settle the matter on that first phone call,” says Nagou. “Our customers are getting better support; the waiting queues are shorter, and our service agents are more productive. The mySAP CRM system also gives our agents the tools to take advantage of up-sell or cross-sell opportunities.”

Nagou says that the new system brings the postal carrier competitive advantages when dealing with some of Sweden's larger businesses.

“We might get a call from a large customer that owns a chain of gas stations,” he says. “While the call might come in from a particular gas station, our service agent would be able to see that the caller is part of a larger service contract – since the contract is part of the information package that comes up on the screen.

“The service agent would then be able to handle the customer properly – for instance, by abiding by a particular volume discount that's available to this customer's parent company.”

### **SAVING COSTS**

The customer service system also helps Swedish Post save substantial costs.

For one example, by consolidating its several hundred proprietary customer service systems into an integrated CRM architecture, the postal carrier managed to cut its yearly IT expenditures by approximately 900,000 kronor (around \$117,500).

For another example, the CRM system includes business intelligence analytics for reporting on postal activities during pickup, distribution, and delivery. As a result, Swedish Post can now pinpoint the exact sources of customer service complaints – and can then charge those offices, or trucking companies, for the costs of resolving the complaints.

This helps Swedish Post maintain its own internal cost-accounting efficiencies, and it helps when the postal carrier is dealing with third-party vendors, which it does frequently.

### **ROOM TO GROW**

mySAP CRM also provides high performance and high capacity functionality, so the postal carrier doesn't have to worry about outgrowing its customer service architecture.

“We get as many as 24,000 customer service contacts per day,” says Nagou. “And to handle the ones that come through to the service agent, we have to be able to access millions of customer records very rapidly.

“Thanks to the efficient design of this software, we can handle all of this with just 400 customer service agents. And they're able to do it with a smile – which is what's most important.”

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