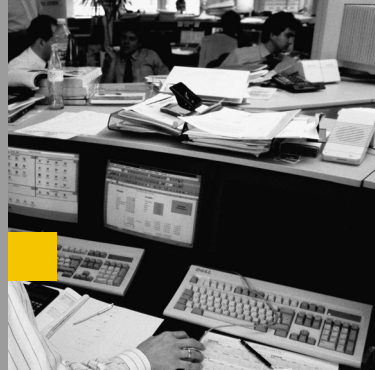


## SAP Customer Success Story Utilities



**“For SWG, the most significant benefit of mySAP CRM is clearly the efficiency and speed of the business processes.”**

Falk Schardt, CRM Project Manager, Stadtwerke Gießen AG

### AT A GLANCE

#### Summary

Stadtwerke Gießen AG, the municipal utility company of the city of Gießen, Germany, needed to prepare itself for competing in a free, deregulated market by establishing a scalable, efficient, integrated software environment supporting its sales, marketing, and customer service processes. The company chose the SAP for Utilities solution portfolio and the mySAP™ Customer Relationship Management (mySAP CRM) solution.

#### Web Site

[www.stadtwerke-giessen.de](http://www.stadtwerke-giessen.de)

#### Key Challenges

- Master the challenges of a deregulated utilities market
- Establish firm footing in an increasingly competitive marketplace
- Introduce a comprehensive customer service concept
- Enable effective marketing to attract more business customers

#### Project Objectives

- Create an integrated software environment as a basis for effective customer service and growth
- Improve administrative efficiency
- Provide customer service representatives with detailed, timely information on each customer
- Establish a platform for effective management of customer requests and issues

#### Solutions and Services

- SAP for Utilities
- mySAP CRM
- SAP® Analytics application

#### Why SAP Solutions

- Leading software solution provider for utilities
- Integrated software environment

#### Implementation Highlights

- Workflow functionality automates daily routines.
- Business server page interface accelerates capture of master data.
- Contract management improves customer loyalty.
- Business partner role in CRM system eliminates duplicated efforts.

#### Key Benefits

- Greatly improved efficiency of business processes
- Expedited customer service through universal access to key information
- Dramatically accelerated feasibility calculations
- Reduced administrative overhead
- Rapidly resolved issues through complaint management functionality

#### Implementation Partner

cormeta AG

#### Existing Environment

SAP for Utilities solutions and legacy systems

#### Database

Oracle

#### Operating System

HP-UX

## STADTWERKE GIEßEN

### Facing Deregulation with Determination – Municipal Utility Harnesses the Power of mySAP™ Customer Relationship Management

The deregulation of the German utilities markets has presented German municipal and regional utility companies with an entirely new set of business rules. Competition has replaced monopolies, and utility providers have been forced to separate the grid or pipeline operating business from the sale of energy. To compete effectively, data processing systems at Stadtwerke Gießen AG (SWG), the municipal utilities provider of the city of Gießen, needed to be modernized. Employees who interact with customers required the right tools to provide superior customer service and effectively market the company's portfolio of services. To address this, the company selected the SAP for Utilities solution portfolio and the mySAP™ Customer Relationship Management (mySAP CRM) solution.

SWG supplies more than 190,000 people and over 500 businesses with electricity, gas, water, and heat. It also runs several public swimming pools and operates the city's public transportation system. The utility provider has faced the deregulation challenge head-on, determined to increase its market share. To do this, SWG recognizes it must adapt to a fundamental shift in its customer relationships. “Before deregulation we were only handling meter numbers. Now we are serving customers,” says Falk Schardt, CRM project manager at SWG.

## **Mastering the Transformation to a Private Enterprise Infrastructure**

SWG chose the leading software solution portfolio, SAP for Utilities, adding mySAP CRM as a powerful front end for its customer-interaction functions. The implementation project, entrusted to SAP partner cormeta AG, offered an excellent opportunity to review and streamline the existing business processes at SWG while mapping them to the software.

Approximately 125 users are now working with mySAP CRM in the billing, customer service, call center, and marketing departments of SWG. The CRM user interface serves as a central point of entry into all business processes across the entire SAP software environment. Detailed, comprehensive, and consistent information on customers, leads, services, consumption, provisioning, financial transactions, and contracts and regulations can be accessed at any time, allowing sales representatives to answer questions competently and clarify issues without delay. Through embedded interfaces with leading word processing and spreadsheet software, sales representatives can quickly prepare letters and proposals with customer-specific data and calculation results filled in automatically.

“For SWG, the most significant benefit of mySAP CRM is clearly the efficiency and speed of the business processes,” says Schardt. mySAP CRM has made the company’s information assets more transparent and dramatically improved data quality. “We have

been able to increase our corporate client base by 15% simply because we can access more reliable information in a fraction of the time when preparing proposals,” says Kerstin Gurk of the central process management department at SWG.

The embedded workflow functionality has automated routine processes, helping employees work more efficiently. “Our contract management workflow is one of the highlights of this system,” says Schardt. “It guides our field sales representatives through the entire process of contract renewal, from expiration alerts through profitability calculations to proposals and follow-up. It has greatly improved the transparency of contract data and enhanced the quality of our customer service. And our users love it!”

**“We have been able to increase our corporate client base by 15% simply because we can access more reliable information in a fraction of the time when preparing proposals.”**

**Kerstin Gurk, Central Process Management Department,  
Stadtwerke Gießen AG**

## **Efficiency Energizes Sales and Marketing**

“Another factor that has truly impacted the way we work is the business partner role in our CRM system,” continues Schardt. “It allows us to consolidate cross-departmental activities and consumption centers pertaining to a specific customer under one data set. This means that an

apartment complex with 50 apartments can now be processed as one single item, instead of 50 individual ones. This has reduced duplicated efforts dramatically, cutting our processing time by roughly two-thirds.”

Through the marketing functionality of mySAP CRM, SWG can take a systematic approach to strengthening its client base. Individualized marketing campaigns targeted at selected

enterprises can be planned, run, and monitored. Through the business server page, a browser-based interface configured by cormeta AG, marketing experts can easily capture sales lead or customer information. Once entered into mySAP CRM, data is available to all software tools. Tasks such as calculating the sales potential and preparing an initial offer are accomplished within a fraction of the time the legacy system required. Other marketing activities supported by mySAP CRM include publicity events that build brand awareness, such as sports events sponsored by SWG.

The SAP® Analytics application has helped SWG to solidify its market position by delivering insight about all operational aspects of the business. Sales managers are able to assess sales effectiveness per customer segment. Sales executives can monitor their activities and keep track of customer contract terms, and the provisioning department can plan for the future by comparing the calculated need with actual consumption data. Report formatting options ensure users truly understand the meaning behind their figures. “With its user-friendly, efficient analytic tools, mySAP CRM delivers clear, meaningful information, making it much easier for us to interpret our data,” says Schardt.

### **Focus on Customer Satisfaction**

For SWG, putting customers first means taking their concerns seriously. To address issues and requests voiced by consumers, SWG has established a special platform within the mySAP CRM system that ensures rapid, effective resolution. “We want to make a happy customer out of each customer who has a complaint. This will reinforce customer loyalty and strengthen our reputation,” declares Antje Kärchner, manager of the introduction of complaint management at SWG. “Furthermore, every customer complaint reveals an area that needs improvement – free of charge.”

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