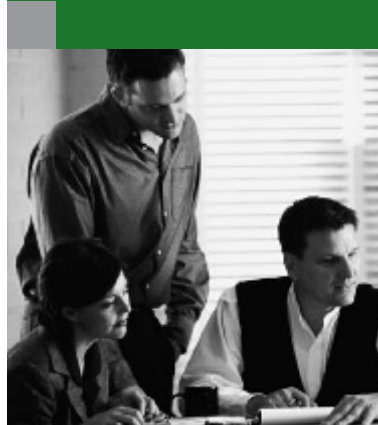


## SAP Customer Success Story

**ESA**, a popular supplier of products for the Swiss motor-vehicle industry, wanted to ensure its competitive edge – well into the future. It chose mySAP™ Customer Relationship Management (mySAP CRM) to help it sharpen customer focus. Today, the solution enables the company to provide its sales team with up-to-date, detailed customer information, and ensures a seamless flow of information between in-house staff and the mobile-sales force.



## ESA

### PAVING THE WAY FOR SYSTEMATIC MANAGEMENT OF CUSTOMER RELATIONSHIPS

“CRM: The Key to Success” – in fiscal 2003 this was the slogan of ESA, a top-ranking company that supplies a diverse range of products to Switzerland’s motor-vehicle industry. In fact, ESA already possessed the ingredients for lasting success; its broad product range, expert consultants, high-quality services, and long-lasting commitment to its customers have all helped the company maintain its position as market leader for some years. To build on this achievement, ESA decided to implement mySAP™ Customer Relationship Management (mySAP CRM), the systematic CRM system that helps companies improve operational efficiencies and sharpen customer focus.

### THIRTY THOUSAND ITEMS – JUST IN TIME

Tires, batteries, and equipment – car washes and complete garage installations: These are just some of the consumer and equipment goods that make ESA the top choice throughout Switzerland. Garages, automotive repair shops, car dealers and rental firms, auto importers, and companies that provide transport vehicles all take advantage of some 30,000 items available through the company’s central-purchasing organization. Around 400 employees in six branches ensure that more than 7,000 partners and several thousand other customers receive their deliveries “just in time.” With a range of services to complement its product offerings, ESA posts annual revenues of CHF 250 million (almost \$196 million).

### **MORE THAN JUST SELLING PRODUCTS**

ESA sees itself as a solution provider rather than just a seller of products. “The needs of our customers are at the center of everything we do,” explains Peter Blanc, ESA sales manager. This means the company’s consultants and sales team must be able to access up-to-date and detailed information on customers, products, and markets – from anywhere, at anytime, all at the click of a button.

Along these lines, the company realized it needed to improve recognition of potential customers, as well as enhance its ability to target up-selling and cross-selling opportunities. It also wanted to utilize its resources more effectively to focus on profitable customers and markets. Improving operational efficiencies also factored into the equation. Further priorities included standardizing processes to boost efficiency of the sales team, and improving communications between office-based and field-sales employees through uninterrupted information flows. IMG Consulting Services determined that to accomplish this, ESA needed “a methodical approach to CRM.”

### **AN IMPORTANT CRITERION: CUSTOMER VALUE**

Within six months, ESA and IMG had devised a plan – and chose mySAP Customer Relationship Management by virtue of its seamless integration into ESA’s existing SAP® R/3® back-end infrastructure, and the reliability of SAP as a partner equipped to meet the needs of the future.

“mySAP CRM delivers the tools we need to enhance our customer relationships and manage our field-sales staff according to customer value,” says Blanc. Plus, by enhancing productivity, mySAP CRM allows staff members to invest more time in developing customers. And the improved quality of information means that customers receive more personalized service – something that Blanc considers crucial to ESA’s CRM strategy. “Without forward-looking CRM tools, we would be at the mercy of price pressures,” he says.

**“mySAP CRM delivers the tools we need to enhance our customer relationships and manage our field-sales staff according to customer value.”**

*Peter Blanc, Sales Manager, ESA*

The first step of the implementation involved “turning employees into participants at an early stage” to ensure rapid acceptance among staff, says Blanc. The tactic proved successful.

### **INTEGRATED CHANGE MANAGEMENT**

Today, when the 50-plus field-sales employees at ESA prepare for customer visits, they can simply fire up their laptops to access all the necessary information and tools they need – whether it’s customer segmentation and classification, overviews of customer histories and hierarchies, or activity/opportunity management.

But this isn't the end of the story. The company also wants to implement the mySAP CRM marketing and campaign-management capabilities, along with a customer interaction center for receiving orders and managing telesales. To ESA, these plans all emphasize the importance of carefully and systematically nurturing customer relationships.

## **BENEFITS**

The benefits that ESA received from implementing mySAP CRM include:

- Systematic sales management through segmentation and focus on profitable customers
- Improved cross-selling and up-selling with comprehensive, up-to-the-minute customer information
- Qualified customer visits and sales pitches, thanks to optimized planning and support
- Professional consulting based on the very latest information, resulting in increased customer loyalty
- Avoidance of customer churn by improved ability to react quickly to new findings
- Standardized processes to help boost efficiency in the sales department

## **AT A GLANCE**

**Customer** ESA

**Project** An integrated field-sales solution to support sales and consulting processes

**Software** mySAP™ CRM (mobile-sales and online-sales capabilities), SAP® R/3®

**Users** Approx. 90 office-based and field-sales employees

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