

SAP Customer Success Story Automotive



To deliver tailored yet comprehensive service for its customers, **MANN+HUMMEL** deployed mySAP® Customer Relationship Management (mySAP™ CRM) for its **MANN-FILTER** brand out-fit. The focus was on improving processes and providing a technical foundation for better customer care. Thanks to mySAP CRM, the company now benefits from contact, escalation processing, and campaign management functionality, as well as from integration of computer telephony in the customer interaction center.



MANN+HUMMEL GROUP

mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT HELPS MANN+HUMMEL IMPROVE CUSTOMER CARE IN THE AFTERMARKET

The MANN+HUMMEL Group employs 9,100 staff members at 38 locations worldwide. In 2001, the group reported revenues of more than €900 million, of which approximately three-quarters was generated by the automotive division. MANN-FILTER products, the brand products for the automotive aftermarket, are available around the globe. Their market coverage in Europe exceeds 85% and rises to almost 100% in certain key markets. “Our e-CRM project, which is based on mySAP™ Customer Relationship Management (mySAP™ CRM), is a major part of MANN+HUMMEL’s main e-business project GROW. With e-CRM, we’re aiming to improve both customer service and loyalty, as well as increase brand value,” says Cornelia Klein, e-CRM project manager.

LEVERAGING mySAP CRM TO STRENGTHEN CUSTOMER DIALOG

Today, mySAP CRM helps MANN+HUMMEL strengthen dialog with different customer groups in the aftermarket. Although the company maintains relationships with direct business partners under the MANN-FILTER brand, other customers are not supplied directly by the company. Through a customer portal based on mySAP™ Enterprise Portal, MANN+HUMMEL targets

the customer groups individually. "The MANN-FILTER portal is a comprehensive knowledge, information, and service platform, which enables us to exchange structured information and offer services," says Klein. User administration is managed as a direct interface via mySAP CRM. As part of its Internet sales service, MANN+HUMMEL also provides its customers with an online shop for advertising materials. Existing sales organizations continue to handle the actual distribution of MANN-FILTER products.

ENHANCED CUSTOMER INTERACTIONS

All customer interactions are handled via the mySAP CRM interaction center capability, which integrates computer telephony to help expedite customer service. The system identifies known callers and immediately displays all the relevant information to the user at the MANN+HUMMEL customer service center (CSC). If the CSC user cannot respond directly to the query, the system triggers a workflow spanning contact management and escalation management. As well as improving the service for the customer, mySAP CRM increases the efficiency of work processes and thus reduces costs.

TARGETED CAMPAIGN MANAGEMENT

The mySAP CRM campaign management capability supports MANN-FILTER sales promotions. In Germany, the team deployed the solution in dialog marketing, which today enables the department to underpin its campaigns with a technical system.

"mySAP CRM now meets all the requirements that we defined at the end of 2000 for our marketing concept," says Klein. A high level of systems integration was a key factor in the decision to implement the solution, and now mySAP CRM, mySAP Enter-

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Cornelia Klein, E-CRM Project Manager at MANN+HUMMEL

prise Portal, and SAP® R/3® have all been fully integrated as part of the e-CRM project. With the customer portal in place, the Internet contact channel is now being used to target customers individually. Due to the involvement of the consulting firm 'Mieschke Hofmann und Partner' (MHP), the entire e-CRM project has been an unqualified success. "In terms of service, time, and costs, our customer care is even better and more efficient with mySAP CRM," says Klein.