

SAP Customer Success Story



To optimize customer relationships and to leverage all the information available within the company, **Ipsoa Editore** turned to **mySAP™ Customer Relationship Management (mySAP CRM)**. The implementation of the solution, which integrated perfectly with **SAP® R/3®** and **SAP Business Information Warehouse (SAP BW)**, enabled the company to redesign its own strategic processes and become more customer oriented.



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IPSOA

IPSOA'S CUSTOMER-CENTRIC APPROACH SUPPORTED BY mySAP™ CRM

Ipsoa Editore is a leading company in the professional publishing industry. It is part of the international publishing group Wolters Kluwer, which maintains a presence in Europe, North America, and the Far East, with €3.7 billion in annual sales and about 19,000 employees.

Ipsoa provides professionals and business people with tools and services that are constantly updated according to the most current legal, tax, and administrative regulations. They are delivered using integrated software programs, CD-ROMs, information services, and documentation disseminated through the Web, in addition to more conventional channels such as books, magazines, and pamphlets.

A SINGLE OBJECTIVE: THE CUSTOMER

Achieving complete customer satisfaction was the cornerstone of Ipsoa's ongoing mission to gain a competitive edge. "Our customer relationship management [CRM] project stemmed from the need to build a customer-centric model and to leverage data and knowledge of our business partners as effectively as possible," says Mario Ferrario, customer interaction center manager at Ipsoa.

Specifically, Ipsoa wanted to achieve a single view of the customer by integrating all CRM functions. It also wanted to develop closer, long-lasting, personalized relationships with customers, and provide access to customer information companywide. And finally, it wanted to achieve high-quality customer service to help solidify Ipsoa's image.

THE CHALLENGE . . .

Before implementing a CRM system, Ipsoa experienced a significant separation of customer-facing activities. "The company had multiple contact points with the customer, which caused a lack of coordination and communication between the various departments. This meant each department had its own knowledge database; in other words, there was no single point for collecting information and for archiving data," explains Ferrario. In addition, there were no suitable tools to track customer/company interactions, and information was mainly written on paper.

. . . AND THE SOLUTION: mySAP CRM

To meet these challenges, Ipsoa needed to redesign its processes and organizational structures according to its new objectives. "This meant integrating new software with the legacy system," says Ferrario. It chose mySAP™ Customer Relationship Management (mySAP CRM).

"The reasons why we opted for the SAP® solution were of a dual nature," explains Ferrario. "On the one hand, we were impressed by the system's comprehensive capabilities; on the other hand, we needed to integrate the CRM solution with other corporate tools. When we analyzed mySAP CRM, we realized that it covered all our functional requirements."

The SAP solution also easily integrated with applications already in place at Ipsoa, such as SAP Business Information Warehouse and SAP R/3®. "Thanks to the high level of integration ensured by the standard system, the project became less challenging in terms of resources, time, and work," stresses Ferrario. "A further asset offered by the mySAP CRM solution was its easy integration with our Genesys telephone management application."

THE ADVANTAGES

The project, which began in the year 2000, was divided up into two stages. In the first stage, Ipsoa analyzed and redesigned all customer-oriented operational processes according to its new business model. The second stage consisted of implementing the

technology infrastructure. "One year and a half after go-live, we realized we made the right decision. With mySAP CRM, which enabled simplified and customer-oriented processes, we have been able to improve effectiveness and efficiency, overall," says the Ipsoa manager.

As a result of the implementation, Ipsoa established one source for all customer information – and provided access to real-time, homogeneous information companywide – which helped reduce errors and data redundancy and enabled employees to provide faster and improved service. Automated collection of customer information replaced paper-based methods, which improved interaction with customers and helped lower costs. And now, with immediate access to customer history, Ipsoa can offer personalized service to valuable customers. Plus, centralized access to customer requirements results in improved service in general, shorter calls, and more "first-call resolutions."

SATISFIED CUSTOMERS AND ECONOMIC BENEFITS

The change within Ipsoa was reflected outside the company. "This year," says Ferrario, "we carried out a customer satisfaction audit, which was conducted by an external company. The final results showed that 87% of interviewees were satisfied or highly satisfied with the service. This data can be compared with an international benchmark study whose reference value is 85%." But, that's not all. Ipsoa also realized tangible advantages at the economic level. "Thanks to the mySAP CRM solution, which allowed us to reorganize our contact activities, we experienced an increase in sales and retention of major Ipsoa customers," says Ferrario, who concludes: "We are continuing to monitor and measure the returns of our CRM initiatives aimed at retaining subscribers. In the future, we plan to integrate information systems within the Wolters Kluwer Italia Group by implementing SAP for both ERP and CRM throughout all the group's companies."