

BEST RUN AWARDS FOR SEA

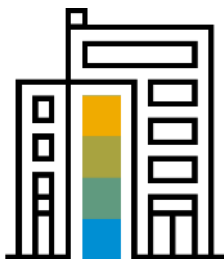
MAKING THE WORLD RUN BETTER

2021

Daiichi Properties, Inc.

FORGING LASTING CUSTOMER EXPERIENCE WITH SAP C4C SERVICE





Company Information

Headquarter	BGC, Taguig City
Industry	Real Estate
Website	https://daiichiproperties.com/



Daiichi Properties is a dynamic Philippine-based award-winning real estate developer. Currently with ten developments to date, we are committed to creating structures that are both functional and sustainable. With a homegrown legacy in acquiring, designing, and developing world-class projects, the company strives to build long-lasting structures that are environmentally friendly. Our corporate culture is driven by our firm belief to consistently provide the highest standard of real estate solutions to our partners and clients. Using innovative designs and technologies, we provide real estate solutions to leading and reputable companies, for world-class commercial and industrial development.

THE X-FACTOR



Daiichi Properties

Best Customer Experience Management – The X Factor

“Quote”

“SAP C4C has been helping us improve our relationship with customers by providing a faster and efficient feedback mechanism. It also helped us maintain ticket-related documentation.”

-Wendy Uy Liong,
AVP-Purchasing,
Daiichi Properties,
Inc.

Challenge

With the increase in properties being managed by Daiichi, tenants' concerns also increased. Every issue must be addressed properly and in a timely manner. Record keeping, pertaining to equipment and service charges, may have errors as they were prepared by different personnel from each building.

Solution

With SAP C4C Service, Daiichi centralized communication with tenants. It also integrated SAP C4C Service with SAP Plant Maintenance within SAP S/4 HANA. The implementation has helped Daiichi improved interactions with tenants and maintain records of all issues, equipment, and proper cost charging to clients. With the data, Daiichi made sound decisions that continuously elevated their service level to customers.

Outcome

With SAP C4C Service in place, Daiichi has automated its maintenance processes, became proactive service providers, and gained visibility on all services requests and its components. Now, even as the volume of requests grow, it is ready and able to open, monitor, and close tickets and bring higher satisfaction to their customers, demonstrating that Daiichi are not simply property managers — they are lifestyle enablers.

Improved Customer Service Delivery

87.2 Reduction in Customer Complaints
60% Average Closing of Ticket Per Day

Faster Action on Customer Feedback

93% SLA Compliance
98% Positive Feedback on Customer Satisfaction Survey

Streamlined Business Process

More time to focus on major concerns and anticipate possible issues



Partner Information

Delaware Managed Services and IT Consulting, Inc.

Implementation Partner

Quote from the Partner

”Like Delaware, Daiichi puts the customer at the front and center of its business initiatives. This demonstrates that they go beyond property management — they enable their customers’ lifestyles. Every single touchpoint with the customer has to be a delightful one, and Daiichi needs to do this at scale.



Business Challenge and Objectives

CHALLENGES

- Limited interaction with tenants
 - Extended turnaround time for resolution of issues due to multiple layers of issue routing
 - No uniform recording system of issues received and accomplished by building personnel
 - Extended turnaround time for charging of repairs costs to the proper tenants
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OBJECTIVES

- To open channels of communication with the tenants
- To automate the maintenance process from requisitioning to monitoring of progress to completion
- To ensure appropriate number of repairs and maintenance are properly charged to correct clients
- To establish a record of tenant issues with status that can be accessed in real time



Benefits & Outcomes

BUSINESS / SOCIAL

- Customer experience is elevated, and the relationship between Customers and Daiichi is improved.
- Departments are seamlessly integrated so that Daiichi can monitor tasks and action items across Customer Service, Property Administration, Procurement, and Finance Departments.
- Maintenance requests are resolved in a timely manner.
- There is little to no negative feedback coming from customers - an indicator of good customer service.

IT

- Daiichi is able to use a single, centralized, and integrated platform to handle both frontend and backend requirements.

FOR ASSET MANAGEMENT:

- Daiichi maintains history of company equipment, cost, and related tenant for better visibility and more efficient operations (Account360).

HUMAN EMPOWERMENT

- Daiichi maintains a lean team to handle both reactive and proactive service requests, while maintaining an optimal SLA with customers.
- Daiichi objectively measures performance in order to motivate personnel to address concerns within the SLA.



Project / Use Case Details

Daiichi's main thrust in automation was to deliver world class service to its customers. Given that they were growing steadily, they needed to make sure that they were able to address the needs of their customers while ensuring that the cost to support is managed to its optimal level. That's why they partnered with SAP and Delaware, to realize this vision with SAP C4C for HANA. Time to market was important to Daiichi and so, SAP C4C for HANA was implemented right after Phase 1-SAP S/4HANA was implemented. They adopted best practices in this implementation. SAP C4C for HANA was integrated to SAP Plant Maintenance in SAP S/4HANA. Through this, Daiichi was able to have a central repository of customer interaction, increasing tenant engagement and gaining real-time visibility on the status of each of the interactions ensure resolution at a timely manner. They were also able to monitor whether their assets are performing optimally, at all times by conducting proactive and reactive maintenance as they deemed fit. With the support of the project team and Daiichi's management team during the transition from the traditional customer service process into an automated way, Daiichi is now powered by SAP, both front end with SAP C4C for HANA and back end with SAP S/4HANA, to achieve its business growth goals.