


Success Story



BASF Coatings AG, Münster, Germany
mySAP CRM is a superb solution
for our service centre integration!

»To improve service quality and speed up our processes, we implemented mySAP CRM in our customer service centres, one after the other. To do this, we had to integrate the telephony into the new CRM system. We therefore looked for a CTI system that would allow us independence from the various local telecommunication systems.«

Berthold Eidecker, Information Management BASF Coatings AG

BASF Coatings, manufacturers of automotive refinish coatings, established many years ago a call centre in Mitry-Mory, France to support the sales force with their order entry. This pilot project was a stand-alone solution with its own software, which did not have any interfaces to the existing SAP R/3 system. This meant that customer data, and customer orders in particular, could not be entered directly. Instead, they had to be entered redundantly in the stand-alone solution. Since this increased both the workload and the error rate, the managers responsible

began looking for an integrated solution for order entry. They wanted a solution that could map marketing functions and campaign management, as well as typical call centre functions with inbound and outbound business. In addition, their specifications included a European concept that would allow an international roll out. These ambitious requirements were to be met in full with the implementation of the mySAP CRM Customer Interaction Center and the CTI Call Center solution from Cycos.

cycos

itelligence

BASF Coatings AG, Münster

BASF Coatings AG in Münster, Germany, is a division of BASF, the world's leading chemical company. Coatings from BASF protect surfaces and give them colour and lustre. The products and procedures set the standard for eco-efficiency. When it comes to automotive OEM coatings, automotive refinish coatings and industrial coatings, BASF Coatings is the global player of the industry. BASF Coatings supports its customers worldwide with research and development, production and technical service. In 2005, the division generated sales of EUR 2.2 billion worldwide with its 8,000 employees.



Name:
BASF Coatings AG

Industry:
Chemical industry

Products:
High-quality coatings

Company size:
7,500 employees
(global group)

Locations:
Largest location:
Münster, Germany;
20 large locations
worldwide

Sales:
EUR 2.2 billion in 2005

Unlimited success with mySAP CRM

In collaboration with the international project team at BASF Coatings – incorporating the internal IT provider BASF IT Services – the intelligence specialists and the Cycos team replaced the existing call centre system with a Europe-wide compatible system. With mySAP CRM and the Cycos CTI Call Center solution, workflows and data flows now dovetail seamlessly.

With CRM and CTI, the customer rules

BASF Coatings boasts an integrated system for order entry that guarantees optimised, end-to-end processes. The uniform data basis for customer information enables faster response to customer queries, as well as personalised offers.

In addition, the system supports all users in every business process – in eight European countries and regions already. If a customer calls one of these eight service centres today, the CRM system identifies the caller by his or her telephone number, thanks to the integrated Cycos CTI. The system then displays the key customer data on the screen, including the last orders – so employees are already perfectly up-to-date on their customers before they even speak to them personally on the telephone, thus providing excellent customer service.

The CTI distributes incoming calls automatically depending on the qualifications, abilities and workload of the staff. This optimises productivity and efficiency in the service centres. Processing time and error rates are reduced in the order processing, increasing customer satisfaction while reducing costs at the same time.



Facts & Figures

Solution: mySAP CRM, Customer Interaction Center, telephone integration (CTI)

No. of users: 50 SAP users

Pilot project duration: 4 months

Hardware: Hewlett Packard

Operating system: SAP CRM Release 4.0

Benefits:

- Fully integrated system landscape for order entry
- Standardised basis for customer information
- End-to-end, efficient processes
- Scalable, future-proof system
- Standardised, independent from existing hardware and software environment or telecommunication systems
- International roll out