

SAP Customer Success Story Financial Service Providers



“mySAP CRM is a holistic solution, a cross-departmental approach that supports our business philosophy on all fronts – strategy, processes, human resources, and technology.”

Kerstin Hoppe, CRM System Development Manager, Volkswagen Financial Services AG

AT A GLANCE

Summary

Based in Braunschweig, Germany, Volkswagen Financial Services AG is Europe's largest automobile financial services provider and a major consumer bank. The company needed to replace its paper-based customer-facing processes to provide full visibility of customer data and chose the mySAP™ Customer Relationship Management (mySAP CRM) solution.

Web Site

www.vwfsag.de

Key Challenges

- Replace time-consuming, unreliable paper-based processes
- Make customer data readily available at the point of customer interaction
- Manage workloads more efficiently
- Increase customer satisfaction

Project Objectives

- Make comprehensive customer information accessible instantaneously
- Enable effective account management
- Optimize customer-facing processes

Solutions and Services

- mySAP CRM
- SAP NetWeaver® platform, including the SAP NetWeaver Exchange Infrastructure and SAP NetWeaver Business Intelligence components

Why SAP® Solutions

- Flexible, sustainable infrastructure
- Future-compatible solution
- “Safe haven” for investment

Implementation Highlights

- Integrated heterogeneous banking systems to provide consolidated customer view
- Established comprehensive paperless processes
- Provided real-time access to complete customer history data
- Integrated people, information, and processes by using a customer-centered platform

Key Benefits

- Enabled customer requests to be handled faster and more efficiently
- Provided a consolidated view of customer data for greater customer understanding
- Improved marketing campaign effectiveness through improved customer knowledge
- Increased customer satisfaction
- Reduced overall processing cycle time through improved workflow management
- Enabled segmentation to focus efforts on the most profitable customers

Implementation Partners

- syskoplan AG
- SAP® Consulting organization

Existing Environment

SAP enterprise resource planning software, SAP and non-SAP banking applications, legacy systems

Database

Oracle

Hardware

IBM

Operating System

IBM AIX

VOLKSWAGEN FINANCIAL SERVICES

Driving Sales and Service by Integrating People, Information, and Processes

After more than a decade of growth, the business software environment of Volkswagen Financial Services AG was heterogeneous, comprising a considerable number of stand-alone software solutions for various tasks and data types. Customer-facing processes were paper-based and time-consuming, and customer data was maintained in separate systems, which made it difficult for customer service representatives to address customer requests in a timely manner. To address these business issues, Braunschweig, Germany-based Volkswagen Financial Services decided to implement the mySAP™ Customer Relationship Management (mySAP CRM) solution in conjunction with the SAP NetWeaver® platform.

Originally specializing in financing vehicle purchases, Volkswagen Financial Services established its consumer banking business, commonly referred to as Volkswagen Bank, in 1990 and quickly gained popularity. Today, the company offers a full range of financial and brokering services for businesses and consumers alike. Managers were looking for a solution that would give access to the in-depth analytical data needed for identifying and understanding customer trends, targeting marketing efforts, and making well-informed business decisions, as well as improving customer service by making customer data readily available at the point of customer interaction.



SAP was chosen over its competitors for several reasons: “SAP software is a safe haven for our investment,” explains Kerstin Hoppe, CRM system development manager at Volkswagen Financial Services. “mySAP CRM offered us the functionality we needed in a future-proof package, ready for integration into our SAP NetWeaver software architecture.” SAP was able to provide the flexible, sustainable infrastructure needed to connect the heterogeneous back-end systems with the CRM solution, forming one integrated environment.

Supported by its implementation partner, syskoplan AG, and by the SAP® Consulting organization, Volkswagen Financial Services implemented several components of the open SAP NetWeaver platform, as well as mySAP CRM. SAP Consulting provided comprehensive advice during the planning and implementation stages and continues to support Volkswagen Financial Services’ current implementation of the SAP Analytics application’s functionality. “We appreciate being able to approach SAP Consulting at any time with questions that require expert input,” says Hoppe.

The SAP NetWeaver Exchange Infrastructure component established an architectural framework to support interfaces between mySAP CRM and the bank’s multiple back-end applications. By interconnecting all these heterogeneous systems, SAP NetWeaver created an integrated software landscape that is perceived by users as a single, uniform working environment. The system has been rolled out in the bank’s locations across Germany for the consumer banking business, and the United Kingdom’s locations will follow suit. In the second phase, the CRM solution will be extended to include the entire bank’s financing and leasing product portfolio.

Consolidated Data Access Enables Superior Customer Service

With its interaction center, marketing, and analytics functionalities, mySAP CRM has revolutionized the customer-facing operations at Volkswagen Financial Services. The contact management features have been welcomed with enthusiasm by

customer service representatives and customers alike. Hoppe explains: “Before we implemented mySAP CRM, our customer service representatives were handling data such as appointments, contracts, and correspondence – even e-mail messages – on paper printouts. Today we have a paperless office. All incoming paper correspondence is scanned and made available electronically for easier processing and referencing right at the point of customer interaction.”

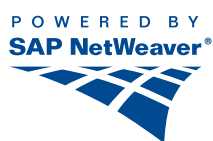
Through the SAP Interaction Center application’s Web/client user interface, bank employees can directly access comprehensive data on any customer. Historical information, such as transactions and customer contacts, is visible at a glance, enabling any employee to engage in a well-informed, insight-based dialog

“We also use analytics to find out what types of customer calls we receive, what callers want and need, what kinds of customer contacts occur, and other information we need to make marketing decisions. By leveraging all this information, we can run highly successful marketing campaigns.”

*Kerstin Hoppe, CRM System Development Manager,
Volkswagen Financial Services AG*

with customers. Customer consultants can access host applications and data sources easily, using on-screen links. The solution is currently used by 350 call center agents and will be rolled out to over 1,000 users.

Having instantaneous access to comprehensive customer information, along with optimized, standardized customer-facing processes, has helped the bank improve the effectiveness of its account management. Call center agents are able to identify a calling customer and answer his or her questions on the fly. Whenever specialist expertise is needed, mySAP CRM helps identify the most qualified employee and allows the agent to transfer the current call accordingly. Customer requests are handled faster, more efficiently, and more effectively – a fact that has boosted customer satisfaction.



Workflow Management Improves Workforce Deployment

By providing powerful contact, activity, and time management tools, as well as consistent, streamlined processes, mySAP CRM enabled the sales department at Volkswagen Financial Services to introduce an entirely new concept of workflow management. Through the CRM system, managers can balance workloads efficiently among the customer service representatives. Tasks can be assigned or reassigned among the workforce on the basis of employee availability, expertise, and workload. Scheduling functionality ensures effective time and appointment management. “Through mySAP CRM, we have established workflow management as a discipline at Volkswagen Bank,” says Hoppe. Adrian Bourcevet, business warehouse technology expert for Volkswagen Financial Services, confirms: “Our overall processing cycle has been shortened measurably.”

Analytics Ensure Marketing Success

An equally important aspect of mySAP CRM for Volkswagen Financial Services is the analytical functionality. Complementing its flexible campaign management tools, mySAP CRM delivers a full range of features for detailed customer segmentation and selection, enabling targeted marketing campaigns. To optimize customer-inbound activities, the CRM system provides for a three-stage cross-selling process. When a calling customer has been identified, the CRM system automatically checks whether he or she has been preselected for a campaign, in which case the call center agent is prompted to offer a specific cross-selling product to that customer. Campaigns are updated automatically each night to avoid repeated offers of the same product to the same customer. If the customer has not been earmarked for a campaign, the CRM system presents general sales information targeted at the applicable customer group to support cross-selling. If the customer has not been assigned to a customer group, the CRM system displays the customer’s purchasing history, which helps the agent choose an appropriate cross-selling approach.

The sophisticated customer segmentation mechanism enabled by the SAP NetWeaver Business Intelligence component helps Volkswagen Financial Services focus on the most profitable customers. Process monitoring tools further enhance customer service quality while strengthening customer loyalty. “The analytics functionalities of mySAP CRM allow us to provide

individualized service based on customer background data, such as lifetime value, household information, and customer behavior,” relates Hoppe. “We also use analytics to find out what types of customer calls we receive, what callers want and need, what kinds of customer contacts occur, and other information we need to make marketing decisions. By leveraging all this information, we can run highly successful marketing campaigns.”

Measuring Customer Satisfaction

Volkswagen Financial Services has tested a pilot application within the mySAP CRM solution that allows the bank to measure customer satisfaction. When customer service staff addresses a concern or complaint, the customer is requested to provide

“The analytics functionalities of mySAP CRM allow us to provide individualized service based on customer background data, such as lifetime value, household information, and customer behavior.”

*Kerstin Hoppe, CRM System Development Manager,
Volkswagen Financial Services AG*

some feedback regarding the bank’s handling of the issue. Responses are captured and fed into the SAP business warehouse functionality, in which it can be leveraged for reporting. On the basis of this information, the bank can not only evaluate the quality of its customer service but can also select specific customers for targeted marketing campaigns to reinforce customer loyalty. By tracking all customer contacts, the bank can ensure consistent follow-up.

As Volkswagen Financial Services continues to replace its legacy operational software with leading-edge SAP and custom applications, the mySAP CRM solution, embedded in a robust SAP NetWeaver architecture, forms the solid backbone of the bank’s sales and marketing operations. Hoppe comments: “mySAP CRM is a holistic solution, a cross-departmental approach that supports our business philosophy on all fronts – strategy, processes, human resources, and technology.”

www.sap.com/contactsap

THE BEST-RUN BUSINESSES RUN SAP™



50 078 773 (06/03) Printed in USA.

© 2006 by SAP AG. All rights reserved. SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary. Printed on environmentally friendly paper.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.