

# MULTI-BRAND CRM AT VOLKSWAGEN FINANCIAL SERVICES AG

Customer care with SAP® CRM and SAP NetWeaver™.

## CUSTOMER PROFILE

As a Volkswagen financial services provider group, Volkswagen Financial Services AG is a 100% subsidiary of Volkswagen AG. Its product range includes vehicle financing, insurance, corporate financing, Direct Banking and vehicle fleet management. Within the context of a multi-brand strategy, products are offered under various labels, such as Volkswagen Bank, Audi Bank, Volkswagen Bank direct, Volkswagen Versicherungsdienst (Insurance Services) and Europcar Fleet Services.

## THE CHALLENGE

Volkswagen Financial Services pursues a consistent CRM strategy in customer care. Processes and company organisation structure have been organised according to customer groups and aligned to customer requirements. To support this organisational change, an IT structure was required which allows

- A standard view of customer data,
- Continuous process support from customer contact to subsequent processing and transaction execution,
- The integration of the existing transaction-orientated banking system without further extensive conversions.

These requirements had to be met by a product and/or division-orientated IT environment. The core applications of the existing IT environment are transaction-orientated banking systems in which customer accounts and contracts can be managed. These systems isolated the various customer-specific data from each other making an integral view much more difficult.

## THE SOLUTION

This customer-orientated IT architecture requirement was met with the introduction of SAP® CRM 4.0 and SAP® BW for a standard customer care SAP® XI as well as SAP®

NetWeaver™ Portal as a systems integration platform. Syskoplan Reply designed and implemented major parts of the overall architecture.

Based on SAP® CRM 4.0 and the web-based interfaces "People Centric UI" and "Interaction Center Web Client", Syskoplan Reply devised a solution which included the following points:

- Standard view of customer and contract data,
- Integration of all communication channels,
- Document management and preparation of correspondence,
- Process support for contact, activities and deadline management,
- Support for the implementation of campaigns and customer satisfaction surveys.

With assistance from the SAP® Exchange Infrastructure, the banking systems, SAP® CRM, as well as an existing business partner system and other systems, are incorporated into a comprehensive architecture. Thanks to this back-end integration, customer and contract data from various systems are merged and provided to the customer adviser. The SAP® Exchange Infrastructure is also used for the integration of letters, faxes and e-mails to provide these documents in an electronic form to the workstation of the customer adviser.

SAP® NetWeaver™ Portal constitutes the Front End providing the various CRM applications within a standardised interface. In the portal, the customer adviser can navigate to the relevant banking system transaction at the click of the mouse.

## THE BENEFIT

**SUCCESSFUL ROLLOUT.** The system has been running since 2004. Following a smooth rollout, the system has proved to be very stable and is performing very well.

**SATISFIED CUSTOMERS.** Customer advisers can now rely on a continuous process support ranging from customer contact (Front Office) to downstream processing and transaction execution (Back Office). They have a standard view of the customer data, together with the contractual relationships and fast access to all customer-related functions and information.

**ADDED VALUE THROUGH INTEGRATION.** Thanks to the intelligent integration using state-of-the-art integration tools and incorporating existing banking systems, a service-orientated platform for innovative customer processes with high investment protection value was created.

Gerhard Nägele, IT General Project Manager at Volkswagen Bank: "The IT infrastructure created is of strategic importance to our company. Through its expertise and target-orientated implementation, Syskoplan Reply significantly contributed to the success of the project."



Syskoplan Reply is a leading IT services provider in the SAP environment and develops innovative, flexible and reliable IT solutions, particularly in the areas of Customer Relationship Management (CRM) and Business Intelligence (BI). We implement innovative IT solutions, using adaptable and agile IT platforms extended with customer-specific components. This enables our customers to differentiate in the market and create sustainable competitive advantages. In addition, our customers benefit from our close partnership with SAP, strong industry knowledge and our partnership based collaboration. The inclusion in the network of the European IT service provider Reply opens up access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies had a turnover of approx. 384 million euros in the main offices in Italy, Germany and the United Kingdom. For further information visit [www.reply.de](http://www.reply.de)

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