



## mySAP.com Business Intelligence for analytical CRM

Efficient customer relations thanks to a personalized service

Bertelsmann has 50 book and music clubs around the world with over 25 million members, who make up to 40,000 orders per hour and generated sales worth DM 4.5 billion in 1999/2000. But while membership numbers are growing in eastern and western Europe and in Asia, they are stagnating on the important US market. Gaining new customers, keeping customers longer and increasing sales per customer are the most important business goals of Bertelsmann Clubs. "We know our customers, and we want to make even more use of this knowledge so that we can offer them exactly what they want," says Thomas Greutmann, coordinator at Bertelsmann for the international IT project. Changes in customers' expectations and new communications and sales channels using the Internet mean that a strategic customer value management policy is needed.

### A new dimension to integration

Since product range and price policy offer very little scope for standing out from the competition, target group-specific products and excellent service are important factors for success. The existing IT systems, many of which were developed in-house in the seventies, were not equal to these challenges. What is needed is a system that integrates all the essential business processes in marketing, customer service and the supply chain, as well as finance and controlling, and creates a consistent database. "Effective customer relationship management is our goal, and SAP BW and the Customer

Bertelsmann's book and music clubs are developing the systematic management of their customer relations with the help of the Customer Interaction Center (CIC), a central component of mySAP.com Customer Relationship Management. Data on club members is processed using SAP® Business Information Warehouse (SAP BW) and translated into greater business success using the CIC solution.



Interaction Center are two crucial tools with which we achieve it," says Thomas Greutmann. Bertelsmann Clubs chose the SAP CRM component and data warehousing solution partly because they were easy to integrate into the R/3® system, which was to be implemented at the same time. A further factor was the possibility of rapid implementation, particularly of SAP BW. Implementation of the SAP data warehouse solution is made easier by the Administrator Workbench and by the supply of Business Content, in which the entire data flow is already pre-configured. This eliminates the need for time-consuming and complicated content provision. Included are reporting and analysis options for the user, as well as the definition of the data extraction, processing and provisioning procedures they are based on, and of the metadata and the information models.

Bertelsmann chose the Gütersloh-based company syskoplan as its consulting and implementation partner, in cooperation with its in-house IT service provider, Bertelsmann mediaSystems. In the first stage, the Customer Interaction Center and SAP BW will be implemented in the five book and music clubs with the best sales figures, which cover around 70 percent of business volume.

### Focus on individualized customer support

The main aim of the CRM project at Bertelsmann Clubs is to use available information about customers to make marketing more personal, with the help of SAP BW and CIC. Business processes are examined in terms of particular target groups and mapped in the system. This covers the entire process chain, including marketing and customer acquisition, regular advertising of products by catalog, order booking using various communication channels, and delivery and service. Up to 50 direct con-

tacts with customers per member can be configured, personalized and controlled annually.

SAP BW provides the analysis tools this requires, brings together data from different sources and makes it available to the customer support staff in the Customer Interaction Center. They receive a customer overview covering all sales and communications channels (a customer and lifecycle view). When customers call, for example, the customer support staff have comprehensive information about their interests and purchasing behavior and the marketing goals of the relevant book club. The information that is processed includes not only customer contract and transaction data, but also information on the availability of particular products. The customer support staff at the CIC therefore function as a central point for managing and processing all information about individual customers, across all sales channels – by post, e-mail or telephone, on the Internet, in the company's shops and in face-to-face support on the customer's doorstep.

The CRM system also includes computer telephony integration (CTI) for call management. This interface (SAPphone) links up system applications with CTI middleware products or telephony components. With the help of interactive scripting, the customer support staff can use conversation themes, for example in order to promote additional products or gain new customers.

An important infrastructure component of mySAP.com CRM, the technology of the Customer Interaction Center supports and promotes interaction with customers in many different ways. At Bertelsmann, customer support staff can either deal with inquiries and process orders themselves, or pass them on to qualified colleagues (second-level support).

### CRM vital for state-of-the-art direct business with customers

"The introduction of an integrated CRM solution is vital for us if we are to realize our vision of state-of-the-art, direct business with customers here at Bertelsmann AG - especially in this challenging milieu", says Dr. Klaus Eierhoff, Managing Board Member of Bertelsmann AG and Head of the new product line "Direct-to-Customer" that includes Bertelsmann's book and music clubs as well as e-commerce activities, explaining the significance of the project. The integrated and highly-automated solution from SAP and its associated process improvements will allow Bertelsmann to achieve leadership on its markets in terms of both costs and efficiency. Customer-oriented program selection and price structuring, excellent service, diverse sales and communication channels plus personalized and interactive customer care will enable Bertelsmann "Direct-to-Customer" to create a unique buying experience for its customers. In addition, CRM also provides a basis for reinforcing a differentiated global multi-brand approach.

### Soft- und Hardware

- Operating system:
  - ◆ SUN Solaris
- Software:
  - ◆ R/3 4.5
  - ◆ Customer Interaction Center (CIC)
  - ◆ GUI 4.6
  - ◆ BW 1.2 B
  - ◆ APO 2.0
- Database:
  - ◆ Oracle

### Consulting partner

syskoplan GmbH, Gütersloh

