

Abstract

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. This customer-orientated IT architecture requirement was met with the implementation of SAP® CRM for a standard customer care and SAP® NetWeaver™ as a systems integration platform. syskoplan designed and implemented major parts of the over-all architecture. 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.



Multi-Brand CRM at Volkswagen Financial Services AG

Customer profile

As a financial services provider group of Volkswagen, Volkswagen Financial Services AG is a 100% subsidiary of Volkswagen AG. Its product range includes vehicle financing, insurance, corporate financing, DirectBanking 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 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 implementation of SAP® CRM for a standard customer care and SAP® NetWeaver™ as a systems integration platform. syskoplan designed and implemented major parts of the overall architecture.

Based on SAP® CRM interaction center syskoplan implemented a solution which included:

- Standard view of customer and contract data

- Integration of all communication channels
- Document management and preparation of correspondence
- Process support for contact and activity management
- Support for the implementation of campaigns and outbound calls

With assistance from SAP® NetWeaver™ Process Integration, 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 solution platform 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.

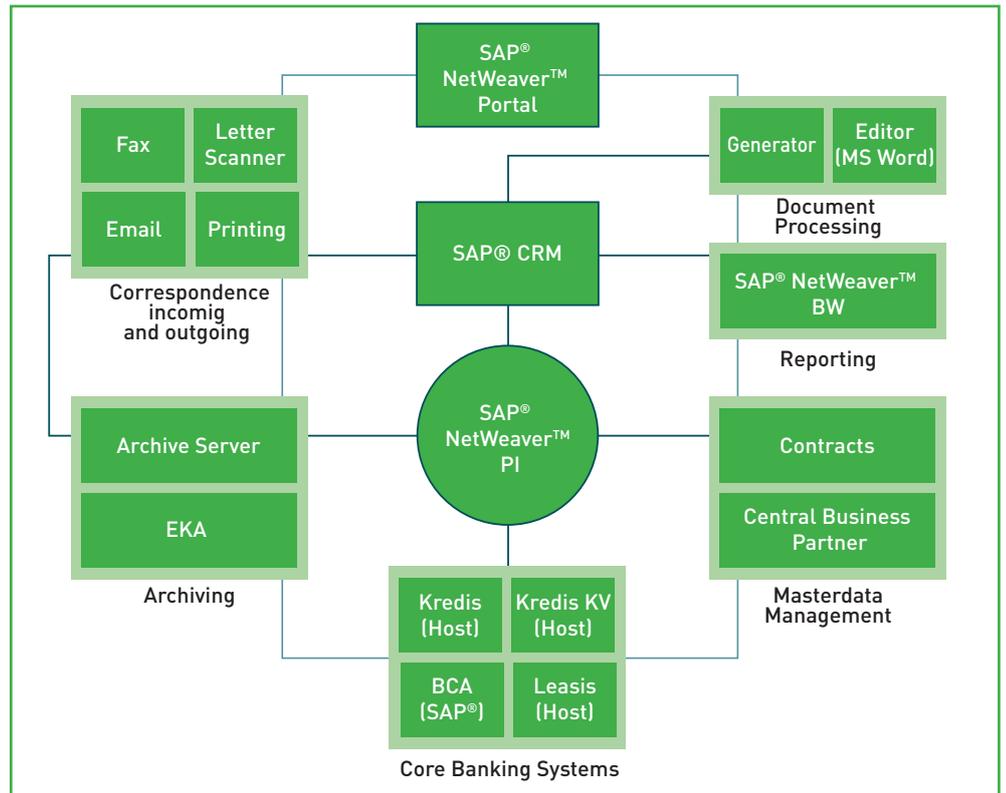
The result

Successful rollout: Following a smooth rollout to different departments and business units, the system has proved to be very stable and is performing very well. By now more than 2.000 users are working with the solution very successful, that is being updated to SAP® CRM 7.0.

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.

Kerstin Hoppe, Head of System Development CRM, Volkswagen Financial Services AG:
“The IT infrastructure created is of strategic importance to our company. Through its expertise and target-orientated implementation, syskoplan significantly contributed to the success of the project.”



Customer-oriented IT architecture

syskoplan is a company of the Reply Group.

“Passion for IT”: This has been the driving force behind syskoplan for the past 25 years. The syskoplan business units develop and implement innovative IT solutions based on adaptable and agile IT platforms extended with customer-specific components. The benefits for the customers of the syskoplan Group are evident: They receive high performance, flexible and efficient IT. These solutions tailored specifically to the needs of the customer enable them to stand out in the market thereby creating sustainable competitive advantages.

Reply is a leading Consulting, Systems Integration, Application Management and Business Process Outsourcing company, specialising in the creation and implementation of solutions based on new communication networks and digital media.

Reply’s offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

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