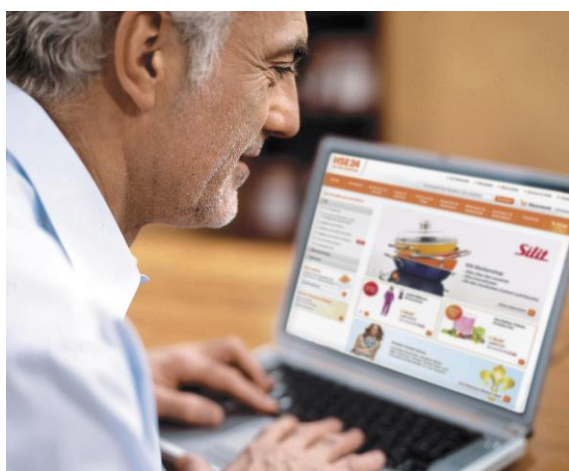


WE FOCUS ON THE CUSTOMER AT HSE24

Xpress Reply ensures the IT systems run smoothly in the multi-channel store.

HSE24 is one of the top addresses for modern and multi-medial home shopping. With its channel brands HSE24, HSE24 Extra, HSE24 Trend, this innovative mail-order company provides women over 40 with information on the latest trends via its online shop. In doing so, it links its interactive platforms TV, Online and Mobile in a consistent manner and offers lots of applications for smartphones, SmartTV and tablets. Xpress Reply has been supporting its longstanding customer HSE24 for nearly ten years now with the provision and further development of its IT systems. At HSE24, focus is always placed on the customers. And these aren't merely words, but a guiding philosophy. For this reason Xpress Reply, in the role of general contractor in part, has adjusted and continually expanded the entire IT landscape and all CRM processes in a three-stage project. The project cooperation initially started with HSE24's decision to introduce SAP CRM. Following this, the SAP HANA as well as Customer Engagement Intelligence tools were added for customer-centric sales.



ABOUT HSE24

HSE24 is an international, multi-medial home shopping company. Thanks to its exclusive and varied range of products, the multi-channel mail-order company offers its customers an emotional shopping experience 24 hours a day. The inspirational lifestyle offer includes Fashion, Jewellery, Beauty, Home & Living and much more. In Germany, Austria and Switzerland, it presents itself as a company with the channel brands HSE24, HSE24 Extra and HSE24 Trend, in Italy with HSE24 and in Russia with Shopping Live. As a result of the consistent linking of the interactive platforms TV, Online and Mobile, the HSE24 Group has become an innovation driver and

one of the leading addresses for modern home shopping.

Since its foundation in 1995, HSE24 has encountered a continuous and sustainable course of growth, and in 2012 Providence Equity Partners acquired a majority shareholding. Further companies include Ardian and HSE24 Management.

BUILD ON A SOLID FOUNDATION: SAP CRM

During the first project phase, Xpress Reply replaced the old heterogeneous system at HSE24. The company chose SAP CRM as the platform. As the implementation partner, Xpress Reply extended the standard functions of SAP, and this software refinement resulted in an individual solution tailored to the precise needs of HSE24. This customised solution links the HSE24 customer services with the TV programme and integrates all relevant internal and external functions – including logistics, accounting and suppliers – on the same platform. The web shop and various internal and external call centres are also connected. This means the home shopping specialist has established an intra-company hub for fast moving commercial business, which is also capable of being expanded. *“With the introduction of SAP® CRM we have secured our future and increased our flexibility from a technological perspective, which means we will be able to meet customer requirements in future. That is why we chose SAP”*, explained Norbert Paulus, Division Manager IT/IS & Broadcasting Infrastructure at HSE24 and Member of the Executive Board.

INTERLINKED SALES CHANNELS INCREASE CUSTOMER SATISFACTION

During the second project phase, Xpress Reply integrated all sales processes of the multi-channel mail order company as well as service processes on the same technical platform. HSE24 thus benefits from a highly efficient and integrated order entry solution. The interlinking of the sales channels has brought HSE24 one step closer to its primary goal: the ability to offer customers standard processes and the same high level of information across all sales channels. *“Our customers tell us every minute what they want. That’s why we need short paths and fast processes between all participants. Processes must be automated to a significant degree, but still allow us to react flexibly from one minute to the next. This is how customers rate our credibility”*, Paulus continued.

Once the last size of a dress has been sold, the article is flagged as sold out on the Internet one second later. The customer receives this feedback immediately, and not a day or week later. The show planning and show production systems are also closely linked to the CRM system. The CRM system is constantly updated with information on the articles and offers currently available on the show, so that this can be used in the call centres. After all, orders can only be processed efficiently and to the customers’ satisfaction if the employees in sales, service and show planning have an all-round view of all customer-related data in real-time.

360° VIEW OF THE CUSTOMERS WITH SAP HANA

One-to-one marketing with millions of end-customers is a significant challenge. The extremely volatile business of HSE24 demands high-performance, flexible marketing. The data selections, which take place overnight for other retailers, are too slow for HSE24. The key demands placed on IT are thus: performance, stability and scalability. HSE24 thus relies on Customer Engagement Intelligence powered by Hana, in order to be able to address its customers in a more targeted manner. Xpress Reply supported HSE24 with the implementation of the new SAP Audience Discovery & Targeting tool from the SAP Customer Engagement & Commerce product portfolio.

This system is an analysis and selection tool for the marketing area. With the help of the analytical information in HANA, marketing users can form target groups on an ad-hoc basis and then address these later on in campaigns in CRM. Selections based on millions of records can be handled with ease in a matter of seconds.

The screenshot shows the SAP Audience Discovery & Targeting tool interface. It features a left-hand 'Attributes' panel with a tree view of customer data. The main workspace displays a hierarchical segmentation tree for 'ERP Customers' (3,741), broken down by country (US: 3,492; GB: 1,143; IN: 92; FR: 44) and then by industry (MSAU, FITE, MSAU). A 'Preview for Segment: Country = FR' table is shown at the bottom, along with a pie chart. Several callout boxes provide details:

- Quick creation of new target groups, new initiatives and new Segmentation Models**: Points to the top navigation area.
- Reload of the last save point of the segmentation model incl. persisted counts** and **Recalculation of all segment counts incl. the re-execution of database select statements**: Points to the 'Reload' and 'Recalculate' buttons.
- The model panel contains the segmentation model with segments**: Points to the main segmentation tree.
- The attributes panel contains characteristics and key figures of one or more HANA views assigned to the segmentation object; they are grouped by the HANA view they result from**: Points to the left-hand 'Attributes' panel.
- Segment actions menu for renaming and removing segments as well as creating and opening target groups**: Points to a menu icon on the tree.
- The preview panel contains the values and counts of a selected / highlighted characteristic for the selected / highlighted segment**: Points to the 'Preview for Segment' table.
- The preview panel can be collapsed to have more screen space for the segmentation tree**: Points to a collapse icon on the right side of the preview panel.

Sales District	Description	Count
		11
FR0018	Northern France	8
000001	Northern region	3
US0015	US Midwest region	2
FR0015	Southern France	1

The selection "framework" is made up of order information from more than 120 million records (incl. order header and position). This means the data can be easily used to identify and utilise new trends and forecasts. The appropriate target group can thus be identified for each product by segmenting large data sets using interactive visualisation. With Audience Discovery & Targeting, HSE24 can utilise customer information from all channels (mobile, call center, web) to provide a sensible basis for such segmentation. The objective is to personalise customer experiences based on customer behaviour and contact points to be able to address customers in a more optimal manner.

STRONG PARTNERSHIP: XPRESS REPLY AND HSE24

Xpress Reply will continue to ensure that the existing productive system is always up-to-date in future. Susanne Zander, partner at Xpress Reply, is happy about this successful partnership: *"We have implemented an architecture at HSE24 that supports multiple channels and which can react flexibly to changes in the future. By refining SAP CRM with Customer Engagement Intelligence powered by SAP HANA components from the new SAP Customer Engagement and Commerce product portfolio, the standard software can meet the high requirements of a multi-channel mail order company."*

"We need to re-convince our customers about our range of offers and services each and every day, and we do this by providing them with a rounded shopping experience. We have been able to perfect this process thanks to the customised SAP CRM solution and our implementation partner Xpress Reply", said Norbert Paulus, Division Manager IT/IS & Broadcasting Infrastructure and Member of the Executive Board of HSE24.



Xpress Reply, a member of the Reply Group, specializes in IT solutions for supporting customer-centric processes for commerce and end customer business. To do this Xpress Reply uses standard software from leading manufacturers as well as custom solutions, in order to meet the special demands of B2C business. The customers of Xpress Reply benefit from innovative and reliable solutions, the extensive industry knowledge of its advisors and collaboration based on partnerships.