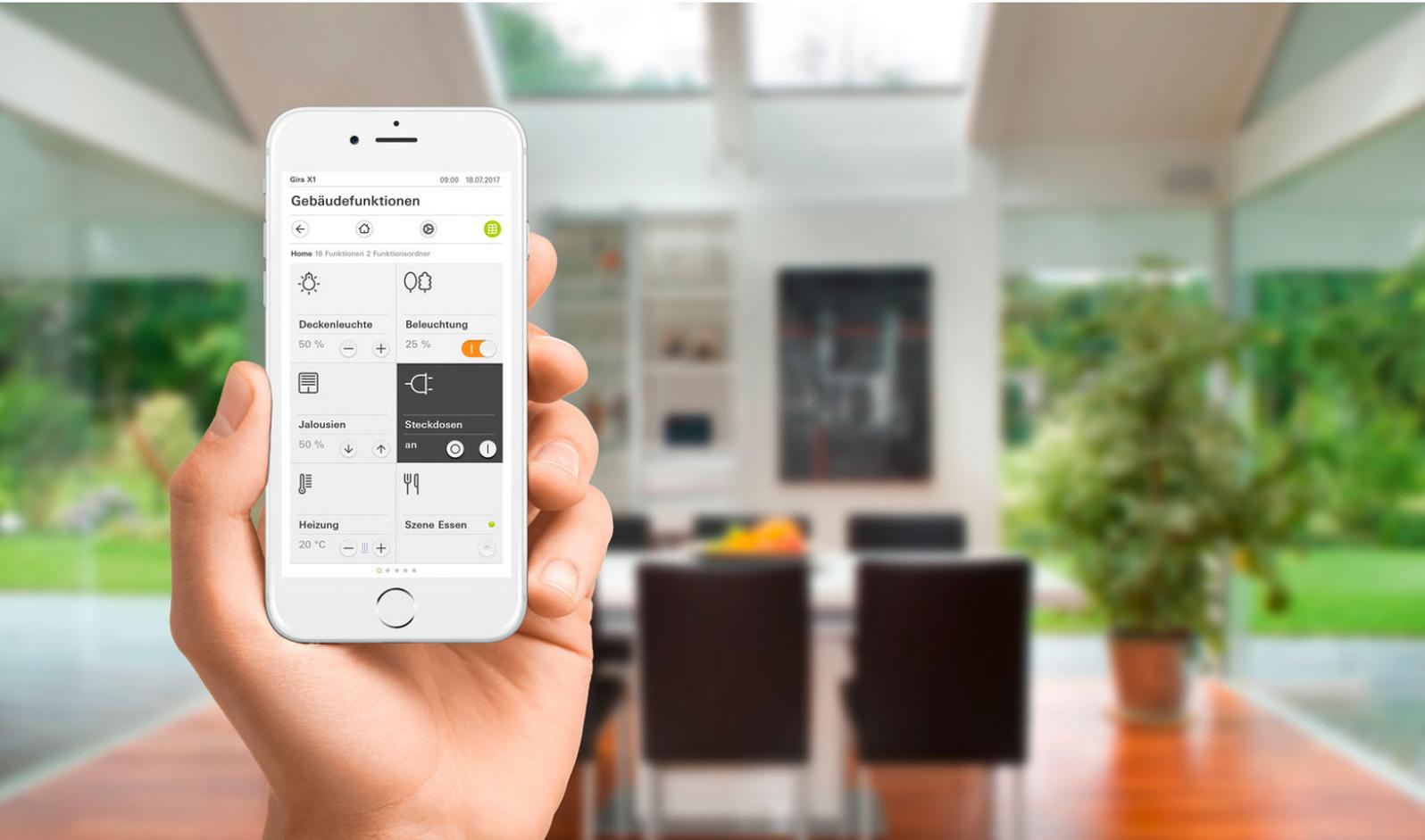


Efficient customer management at Gira

Case Study



Quelle: www.gira.de

Actively shape the customer journey

The SAP Sales Cloud integrates information for Sales, Service and Marketing

Efficient customer support is of the utmost importance for Gira Giersiepen GmbH & Co. KG. The company from Radevormwald, Germany produces switches, plug sockets and a wide range of modern smart-home solutions that are installed worldwide. Since the products are not sold directly to end consumers, maintaining relations with the wholesale trade, architects, property developers and electricians is crucial to the company's success. With the implementation of the SAP Sales & Service

Cloud, Gira has paved the way to efficient and integrated customer management. Thanks to this system, the Sales, Service and Marketing departments have a 360° view of all customers and target groups. The resulting transparency gains allow Gira to consistently align its processes to the customers. Extensive evaluation and reporting options serve as a basis for efficient sales planning and control.

GIRA

Company:	Gira
Headquarters:	Radevormwald, Germany
Industry:	Electrical engineering
Employees:	1,700 (corporate group)
Revenue:	€330 million (corporate group)
Solutions:	SAP Sales Cloud, Sybit add-on for construction objects
Application area:	Sales, Marketing, Service



Quelle: www.gira.de

Task

Gira previously used a self-programmed solution based on Lotus Notes that did not cover all processes and was insufficiently integrated into the existing system landscape. In addition, processes such as campaign management could not be mapped in the system and tickets were processed using a separate tool. As a result, company-wide transparency of all customer interactions was not possible. Collaboration within the organisation to handle customer processes was only possible to a limited extent using the tool. User satisfaction with the tool and system performance were equally low. Replacement with the SAP Sales Cloud as a CRM system was planned – partly with the aim of increasing user satisfaction. The

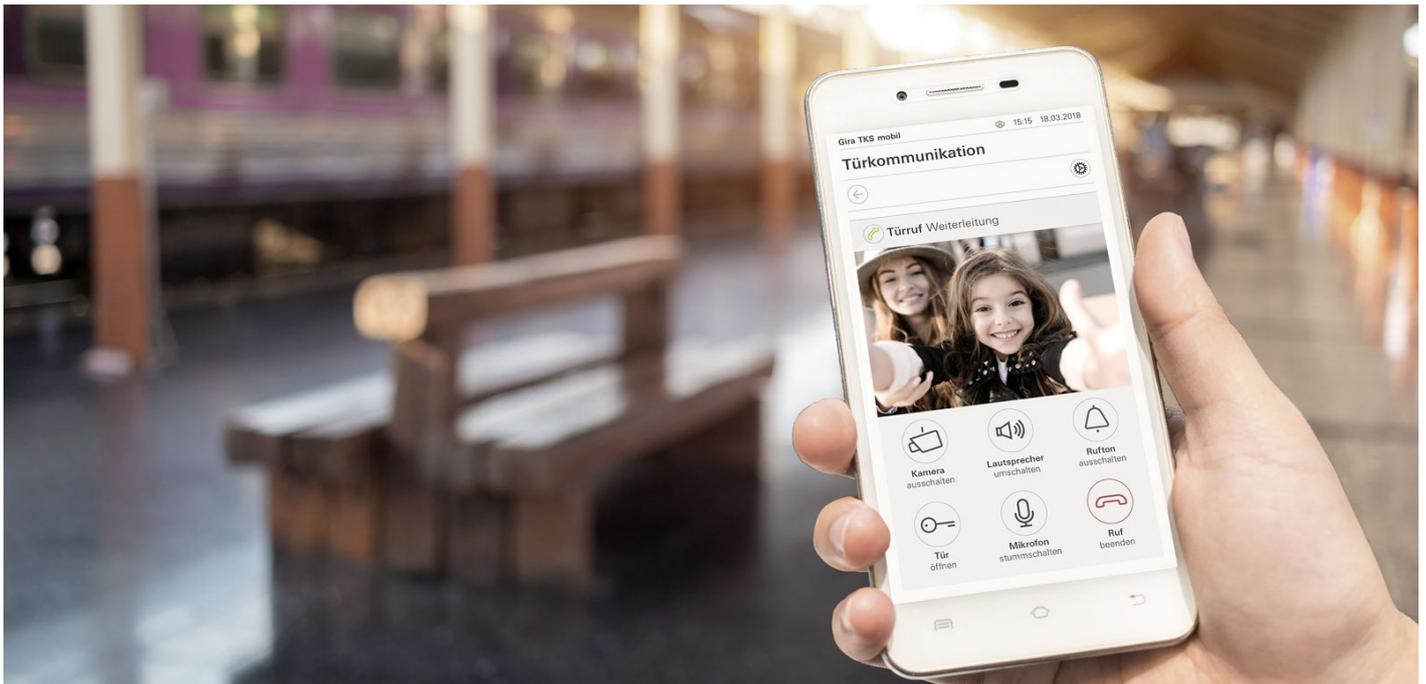
idea was that the new system would provide a standardised and comprehensive view (360° view) of the respective customer for all customer-focused units. This was expected to improve the data quality and resolve media interruptions. This improved data basis allows all customer contacts to be managed and evaluated efficiently and professionally across the individual departments. The reporting function provides Sales with an optimised foundation for annual planning and a transparent sales funnel. Service gains transparency about the processing times of tickets for customer requests and complaints. The increased transparency enables efficient control of the company with regard to an improved customer experience and increased revenues.

Requirements

- Optimisation of the customer-oriented core processes
- Improved data quality
- High user friendliness
- Consistency of processes
- Improved system performance
- Integration into the existing IT landscape
- Use of mobile terminal devices
- Resolution of media interruptions

Technical solution

- Replacement of existing Sales tool on the basis of Lotus Notes
- New integrated system for Sales, Marketing and Service based on SAP Sales Cloud
- Integration with SAP ERP
- CTI integration via Frings adapter
- Groupware integration with Riva
- "Construction object add-on" for construction object management

Quelle: www.gira.de

Result

Numerous positive reactions from the users confirm that the new, integrated system has been widely accepted. Since the CRM system was implemented in January 2018, Gira has recorded around 20,000 opportunities in the database and processed 160,000 tickets. The master data quality has increased dramatically. Customer requests and queries are processed promptly and even employees who were not part of the original customer support can be involved. The SAP Sales & Service Cloud is integrated into the relevant existing systems such as ERP. The additional construction object add-on solution from Sybit allows recording of all information regarding construction objects that is important for processing by the Key Account Management. For the Service department, the new tool means that all contact channels are now covered. Customer requests can be processed centrally. The tool

covers all subsequent process steps, including those that involve different departments. Reporting functions help ensure the ongoing improvement of these customer-oriented processes. Marketing receives all the customer information that it requires for market development. Marketing campaigns are transparent within the system; market results are stored in the system in the form of leads allowing follow-up processes to be initiated seamlessly. For the Sales department, the tool provides the option to align its activities to the Gira customer value model and so tailor them to the customers. Reports provide assistance for efficient and effective sales planning and control. The new intelligence of the system pays off for Gira: greater transparency allows even more successful customer support.

[With the new CRM system, we now have a consistent, homogeneous system landscape without media interruptions and a strategic tool for our company's development. With this, we have laid the foundation for a consistent customer experience at Gira. In Sybit, we found a reliable and flexible partner throughout this process.]

Janina Becker, Director of Marketing Services and Project Manager, Gira Giersiepen GmbH & Co. KG

Gira

Gira Giersiepen GmbH & Co. KG (www.gira.de) is among the world's leading full-service providers of intelligent system solutions for building control. Gira's products are representative of German engineering skills, of quality "made in Germany", of perfection in form and function. The owner-managed company is active in 40 countries across the globe and maintains six national sales operations



Quelle: www.gira.de



Sybit

Sybit is the ideal partner for integral customer experience management. As an SAP Gold Partner and one of the top 20 digital agencies in Germany, Sybit develops solutions that map all end-to-end processes in the customer journey. With its head office in Radolfzell near Lake Constance, Sybit employs over 200 people. Over 300 corporations and globally active medium-sized companies trust in the expertise of the SAP consulting firm.

Do you have further questions? We look forward to your contact enquiry.



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We would be happy to support you from the first steps before launching a project all the way through implementation, integration, training and maintenance. Get in touch with us – for a successful project.



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