

SAP Customer Success Story



The **DirectGroup Bertelsmann** is developing the systematic management of its customer relations with the help of the **Interaction Center (IC)**. Data on book and music club members is processed using **SAP® Business Information Warehouse (SAP BW)**, the proven information warehouse solution within **mySAP Business Intelligence (mySAP BI)**, and translated into greater business success using the **Interaction Center of SAP**.

DER CLUB
BUCH UND MEDIEN



EFFICIENT CUSTOMER RELATIONS THANKS TO A PERSONALIZED SERVICE

More than 40 million members of the Bertelsmann book and music clubs in 22 countries around the world place several tens of thousands of orders every hour. 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 Christoph Lüchow, the coordinator 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. 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. "Effective customer relationship management is our goal, and mySAP BI and the Interaction Center are two crucial tools with which we achieve it," says Lüchow. The Bertelsmann Clubs chose SAP partly because of the simple integration of the SAP enterprise solution. The promise of rapid implementation, particularly of the SAP Business Information Warehouse, was a further factor, particu-

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larly as the implementation of the SAP data warehouse solution was simplified by preconfiguration. This cut out time-consuming and complex content set up of features like report and analysis options.

FOCUS ON INDIVIDUALIZED CUSTOMER SUPPORT

The main aim of the project at Bertelsmann Clubs is to use available information about customers to make marketing more personal, with the help of SAP BW and IC. 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 contacts with customers per member can be configured, personalized and controlled annually.

AN EAGLE-EYE VIEW

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 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 in the Interaction Center 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 face-to-face support on the customer's doorstep.

TELEPHONY INTEGRATION

The Interaction Center 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.

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 at Bertelsmann AG in a difficult environment,” says Dr. Klaus Eierhoff, member of the executive board at Bertelsmann AG, explaining the significance of the project. The integrated and highly-automated solution from SAP and its associated process improvements will allow Bertelsmann to lead the way in terms of 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.

As consultant and implementation partners, Bertelsmann chose its internal IT service provider Bertelsmann mediaSystems GmbH, SAP development partner syskoplan AG and CM4 GmbH & Co. KG, a syskoplan and Bertelsmann joint venture. The first step is the installation of the Interaction Center and mySAP Business Intelligence in the five biggest clubs, which account for around 70% of sales revenue: they are based in the Netherlands, Germany, U.K., U.S. and France.

