

SAP Customer Success Story



Headquartered in Changchun, **FAW-Volkswagen Automotive Company, Ltd.** is a large-scale, joint-venture car manufacturing collaboration between **First Automobile Works of China** and German automakers **Volkswagen and Audi.**



FAW-VOLKSWAGEN IMPLEMENTS mySAP™ CRM IN SIX MONTHS

**TO FORGE DIRECT LINK TO CUSTOMERS
FOR IMPROVED SERVICE**

Established in 1991, FAW-Volkswagen pioneered modern car manufacturing in China and is the only car manufacturer in China to produce a medium- and luxury-class sedan. Now, with the help of mySAP Customer Relationship Management (mySAP CRM), it's leading the way in customer relationship management.

“The major business challenges we wanted to address through mySAP CRM were unresponsive customer service and slow reaction times,” says Wang Qiang, senior manager of management information services. “The IT challenges in support of these business issues were lack of real-time information, incomplete integration of data and processes, and a shortage of IT personnel.”

FAW-Volkswagen sells through regional dealers and was unable to get the direct customer feedback it needed to ensure superior customer service and gather market intelligence. The company implemented mySAP Customer Relationship Management (mySAP CRM) within six months, to improve customer service and gather more crucial knowledge about its customer base.

“With mySAP CRM, we can dramatically strengthen the relationship with our customers and integrate all customer service functions on a single platform, from the contact center through sales, service, and marketing,” says Wang.

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FOCUS ON THE CUSTOMER INTERACTION CENTER

FAW-Volkswagen implemented mySAP CRM Customer Interaction Center (CIC) for sales, service, and marketing. Customers can now reach the company's customer contact center via telephone, fax, e-mail, and the Internet. mySAP CRM is tightly integrated with the core SAP enterprise solution at FAW-Volkswagen to enable communication and information sharing between customers, service representatives, and the entire enterprise.

"We can now access real-time information on products, dealers, and customers through the integration of the mySAP CRM and core SAP enterprise solutions," Wang says. "This allows customer service representatives to get the latest product information and address customer issues at any time, from anywhere. These representatives can make more informed decisions based on first-hand information, as well as monitor and satisfy customer needs through the automatic workflow embedded inside mySAP CRM." This directly supports FAW-Volkswagen's highest business goals.

"mySAP CRM will enable our strategy to communicate better with the customer, improve our service and product, and become the number-one automotive manufacturer in China," Wang says. "It will allow us to improve our key performance indicators: faster reaction to market changes and very high customer satisfaction. mySAP CRM will also enable us to increase our revenue, through the additional customers we expect to win by providing the best customer service."

RAPID IMPLEMENTATION: SIX MONTHS

FAW-Volkswagen considered a number of solutions before choosing mySAP CRM.

"We selected mySAP CRM from among the short-listed CRM solutions we evaluated on the basis of reliability, flexibility, and stability," Wang says. "We also selected mySAP CRM for the

total integration with our existing SAP core enterprise solution. mySAP CRM also provided a good architecture for further development."

FAW-Volkswagen used the AcceleratedSAP implementation methodology to roll out mySAP CRM quickly. The company is running mySAP CRM on Hewlett-Packard business servers in a UNIX environment, using an Oracle database and Windows NT on the clients. mySAP CRM is integrated at the FAW-Volkswagen customer center with computer and telephony solutions from Integrated Voice Response (IVR), Dialogic, and Siemens.

mySAP CRM: DELIVERING COMPETITIVE ADVANTAGE

Ten FAW-Volkswagen agents work in the customer center, handling approximately 800 inbound and outbound calls per day. The mySAP CRM Customer Interaction Center solution provides inbound and outbound call processing, e-mail management, and activity management to track, monitor, and enhance all customer contacts.

FAW-Volkswagen next plans to implement mySAP E-Procurement and Internet capabilities. The company is clear about the benefits it has realized so far.

"mySAP CRM helps us respond to customer requirements quickly and correctly, so that they will be satisfied with our service and be more loyal to our company," Wang says. "mySAP CRM has also helped us streamline our business processes, increase work efficiency, and improve our key performance indicators. mySAP CRM has made FAW-Volkswagen more competitive."