

SAP Customer Success Story



TÜV Nord Group, known throughout Germany for the “**TÜV**” seal of approval, provides technical, scientific, and safety certification services through its 2,500 mobile technicians. **TÜV Nord** maintains dual headquarters in Hamburg and Hanover in northern Germany. The company, which was founded in 1869, employs more than 4,000 people and provides services to 250,000 customers.



TÜV NORD GRUPPE



TÜV NORD EQUIPS 2,500 SERVICE PERSONNEL WITH mySAP™ CRM

TÜV Nord implemented mySAP CRM Mobile Sales and Mobile Service to not only make those technicians more efficient, but also to transform them into entrepreneurs, in anticipation of the upcoming liberalization of its marketplace. “Many of our activities are regulated by the state, but we expect the European Community to open up our marketplace,” says Gunnar Thaden, CIO. “We implemented mySAP CRM Mobile Sales and Mobile Service to change our business processes and mindset from those of a monopoly organization to a customer-oriented one. mySAP CRM will enable us to deliver the mobility, flexibility, and customer-centricity we need to build and retain strong customer relationships into the future.”

EXPANDING BUSINESS THROUGH TRUST

TÜV Nord technicians have a very trustworthy reputation with their customers. The company is equipping them with TÜV Mobile Stations – mySAP CRM mobile tools loaded onto laptops and linked to mySAP CRM in the central office – to capitalize on that trust and expand business relationships.

“The technician may come to a site to check a car and discover that the customer is planning a new building,” Thaden says. “mySAP CRM enables the technician to enter that information and have it transmitted to the TÜV group that handles construction. This is a great opportunity for cross-communication and cross-selling throughout our organization.”

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“By capturing valuable customer service information at the source, the TÜV Mobile Station transforms service engineers and technicians into marketing information gatherers. Transmitted directly from this front end to the back end, this information translates into powerful business intelligence.”

mySAP CRM Mobile Sales and Mobile Service are linked tightly with the enterprise SAP® solution at TÜV Nord to enable that cross-sharing of data. That was a key reason for selecting the solution.

“The main reason why sales force automation and mobile technician projects have not been successful in the past is because of the lack of integration between the back-office system and the mobile application,” Thaden says. “mySAP CRM offers this close integration. It also provides the CRM functionality we need and straightforward interfaces to other specialized applications our service people use. And it gives us the capability to tailor a mobile CRM solution for multiple tasks and business processes, in areas as diverse as checking cars, inspecting elevators, and qualifying nuclear plants.”

LONG-STANDING LEADER IN ITS FIELD

TÜV Nord maintains dual headquarters in Hamburg and Hanover in northern Germany. The company, which was founded in 1869, employs more than 4,000 people and provides services to 250,000 customers. TÜV Nord offers its services in more than 200 areas through its state-of-the-art measuring and testing equipment and technical experts.

SAP CONSULTANTS FACILITATE ROLL OUT

SAP Consulting worked closely with TÜV Nord to roll out the system to the first 400 users. “It is always better to have the original developer of the solution work with you during the implementation,” Thaden says.

At A Glance

SAP solution components	– mySAP CRM – mySAP Retail (home office) – mySAP Business Intelligence
Hardware platform	– Armada laptops (field), – Compaq servers
Operating system	Windows 2000
Database	SQL 2000
Number of users	– 2,500 technicians, – 700 back-office personnel

TÜV Nord Mobile Stations incorporate tightly integrated mySAP CRM mobile sales and service functionality for customer and prospect management, contact persons, material masters, and calendar tools. Service engineers now get a comprehensive view of customers, current and historical orders, service contracts, and other relevant information. They also gained the ability to collect crucial customer information about the account.

“This ensures the quality of the data,” Thaden says. “Because information is gathered in person, at the point of service delivery, TÜV Nord is ensured a reliable, usable flow of business intelligence that can be accessed at all customer touch points.”

TÜV Nord is also implementing mySAP Business Intelligence (mySAP BI), to further refine its ability to analyze and make decisions based on customer information.

“SAP has demonstrated to us that it has a strong commitment to customer relationship management, a clear direction for future development, and that CRM is one of the fundamental focus areas of the company,” Thaden says.