

SAP Customer Success Story



Villeroy & Boch's strategy is to provide everything you need for the bathroom and kitchen: a complete range of products to suit your lifestyle. Behind this sales and marketing concept lies SAP's enterprise software and the field sales capabilities of mySAP Customer Relationship Management (mySAP CRM), which the company implemented as part of an innovations campaign to make the internal and external sales forces in Europe even more effective and to ensure service is more customer-centric.



VILLEROY & BOCH OPTIMIZES SALES WITH mySAP™ CRM

PRODUCTS FOR THE FINER ASPECTS OF LIFE

Wall and floor tiles, bathroom and kitchen fittings, crockery and cutlery, and textiles and accessories – those are the products of Villeroy & Boch AG, a public company based in Mettlach in the Saar region of Germany. Its 22 plants produce an extensive range of products that are sold around the world. Through careful management, the company's 10,000 employees bring in annual revenues of over 940 million euros.

NEW ERA IN SALES

Innovation and customer orientation determine how Villeroy & Boch develops products and operates in the marketplace. These attributes, along with a far-reaching campaign to encourage innovation, have helped the company transform itself from a ceramics manufacturer into a corporate brand and lifestyle market force. Implementing mySAP CRM has brought about a new era in sales – mySAP CRM gave the sales force at Villeroy & Boch a consistent customer database and a stable infrastructure that enhanced communication between the internal and external sales team.



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UNIFORM SALES PROCESSES WITH mySAP CRM

In the past, support for sales was through a software solution developed by Villeroy & Boch that, “as a stand-alone solution, no longer met our growing requirements,” explains Reinhold Jacoby, project leader for sales support. This led to the decision to implement the field sales capabilities of mySAP CRM. “This solution’s particular strengths were state-of-the-art technology, a wide range of functions, and browser-based interfaces. Furthermore, seamless integration to the existing SAP enterprise software ensured uniform sales processes,” says Joachim Deitz, IT project leader at Villeroy & Boch. Positive experiences working with SAP® software and the mySAP CRM consultants also played an important role in the decision.

HIGHER QUALITY ADVICE AND SERVICE FOR CUSTOMERS

The main reason for implementing mySAP CRM was to improve the overall quality of customer service. “Our priority is the highest quality advice and service for our customers,” says Reinhold Jacoby. A consistent database was essential, which was provided

“mySAP CRM enables us to improve customer service and increase productivity and revenues.”

Reinhold Jacoby, Project Leader, Sales Support

by the seamless integration between mySAP CRM and the company’s SAP enterprise software. As a result, external sales employees can access all customer and project information, status reports, activities, and data for bid invitations using laptops. They can enter new information directly while visiting customers. Communication between the internal and external sales forces now takes place using rapid electronic channels, where both parties benefit from a consistent view of customer and market information.

At A Glance

SAP solution components	mySAP CRM
Hardware platform	Toshiba laptops HP server
Operating system	Windows NT HP-UX
Database	Oracle Microsoft SQL for the laptops
Number of users	eventually around 200

“mySAP CRM enables us to answer queries faster and with absolute reliability,” says Reinhold Jacoby. “We can standardize our sales processes and map them throughout the solution. This improves customer service and increases productivity and revenues. Moreover, mySAP CRM opens up opportunities for stronger market penetration and for more efficient support in gaining new customers.”

THE NEXT STAGES

Villeroy & Boch plans to implement mySAP CRM in Germany first, followed by the other European export markets, and then France. “The solution’s multilingual capabilities form a good basis for this,” says IT project leader Joachim Deitz. The company also plans to use the sales and service scenarios from mySAP CRM’s contact center function and to implement mySAP CRM in its tiles business.

To support the improvements in sales on the logistics and analysis side, Villeroy & Boch began implementing mySAP Supply Chain Management and mySAP Business Intelligence.