



Customer Service & Customer Experience Management

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August 27th 2011



Overview of CRM

Significance of
Customer Experience Management

Overview of SAP CRM
& Key Components

Customer Service Process &
SAP's Offering



Case Study 1 : Customer Service Process
in Real Estate Tenancy Management

Case Study 2 – Customer service process
for After Sales service for Industrial
and Household consumers



Business Partner



Provide a consistent picture of your Business Partners to all employees involved in CRM activities

Product / Service



Access information on your products /services and product catalogs used in CRM processes

Org Model



Manage your CRM Organizational Model exactly the way you set up your organization

Interactions



Manage customer interactions, (sales orders, fulfillment, support services) and provide a complete picture of the CRM relationship history

Campaigns



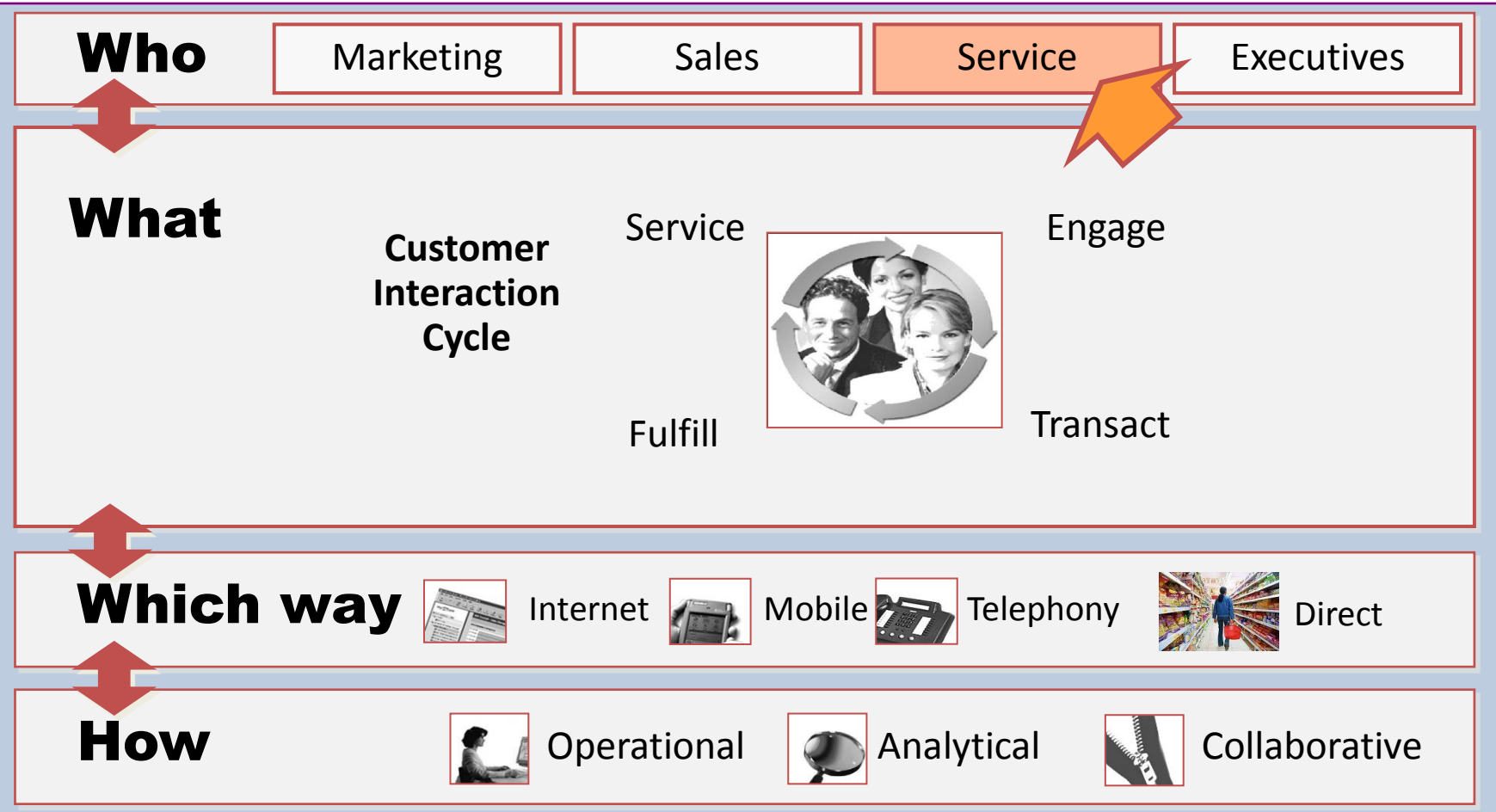
Plan marketing campaigns and execute them through different channels, (E-Mail, Telephone, or Sales Force)

Processes, Methodologies, Tools to manage customer relationships in an organized manner



- **Early 1990s** : First generation applications were introduced, they were better known as sales force automation (SFA) applications
- **Mid-1990s** : Leading CRM software vendors began to offer their customers integrated information systems. Applications for sales and service converged, the software became far more scalable, and applications for marketing were introduced.
- **Around 1998** : CRM technologies took another quantum leap in response to the rise of global ecosystems—networks of customers, partners, suppliers, and employees all connected by the internet.
- CRM software vendors then developed software that would allow companies to provide their customers access to the organization across multiple channels (internet, voice , etc) .
- Today's best CRM solutions have come to address specific vertical industry requirements while integrating end to end business processes

Overview of CRM - Key Functionalities





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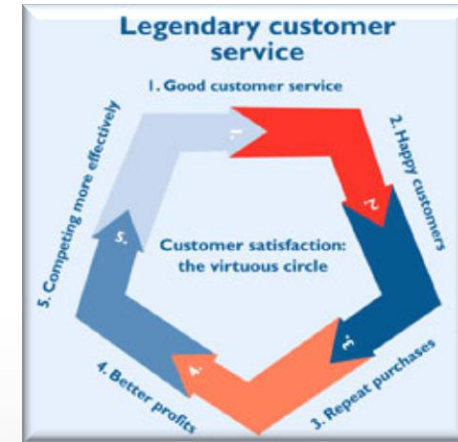
Case Study 2 – Customer service process
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Significance of Customer Experience Management



Excellent Customer Service Experience Enables :-

- In markets where product / service differentiation is not significant it can enable differentiation
- Retain existing customers which is cost effective as it is expensive to win new customers
- Prevents customer flocking to competition
- Command premium for your products / services
- Provide good reference for new customer acquisition



Common Do's Don'ts for Enhancing Customer Service Experience

Do's	Don'ts
Answer communications-emails and voice messages-promptly	Break your promises
Make the information that your customers want easily available	Make things overly complicated for your customer
Treat every customer like a completely precious individual	Make automated systems / websites difficult to use for your customers
Create an environment where each employee takes personal responsibility for customers	Forget that your customers have a strong sense of fair play
Focus on Profitable customer engagements	Forget to say "thank you."



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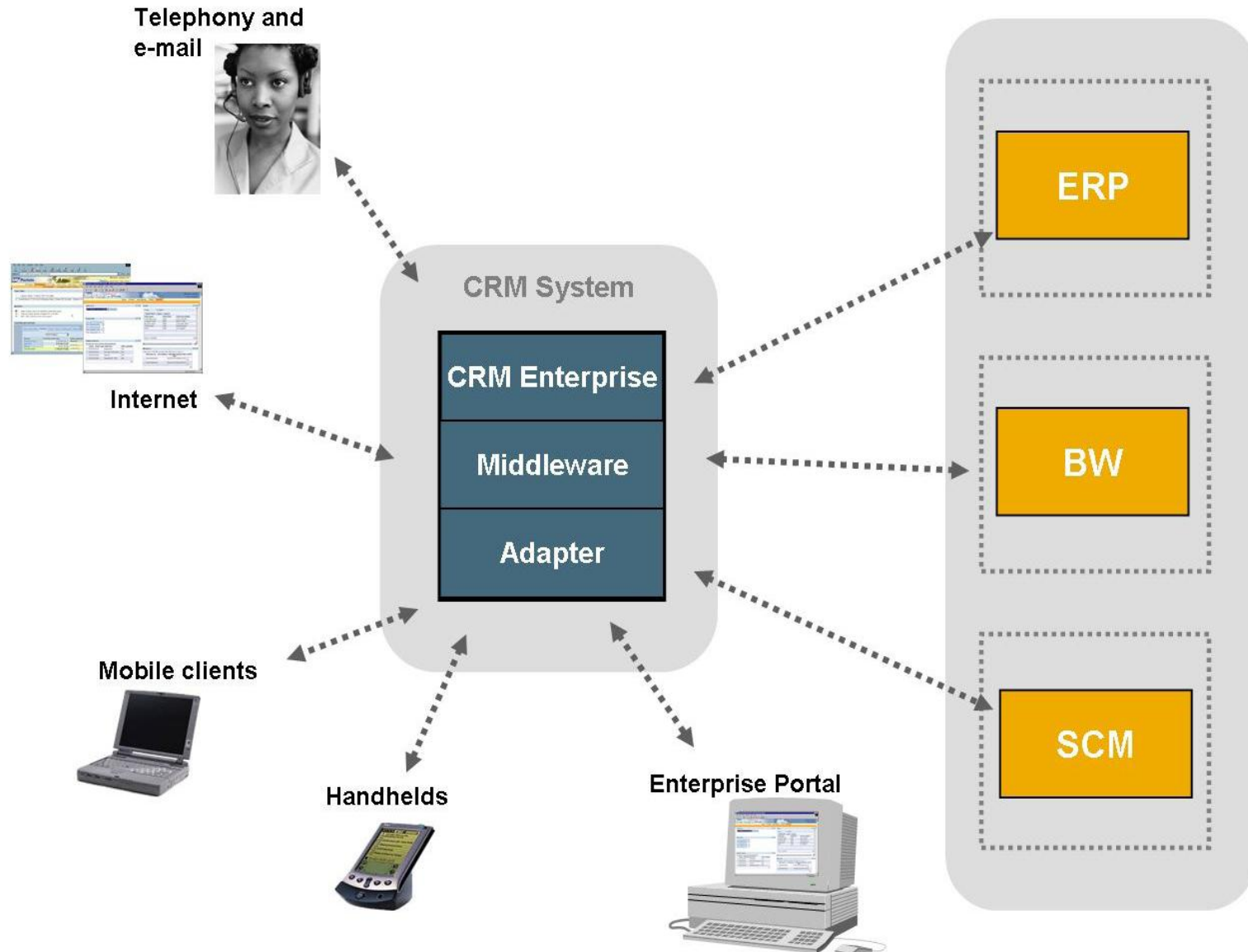
Customer Service Process &
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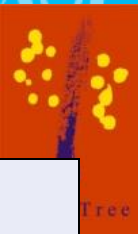
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Overview of SAP CRM



SAP CRM - Key components



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Marketing

Sales

Service

Channel Partners

Field (Sales & Service)

Interaction/Call Center

E-commerce (Internet)

Customer



SAP CRM combines extensive functional capabilities in the core areas of **Marketing, Sales & Services** with analytics that are directly built in to the primary interaction channels used by organizations to interact with their customers.

SAP CUSTOMER RELATIONSHIP MANAGEMENT

SOLUTION MAP

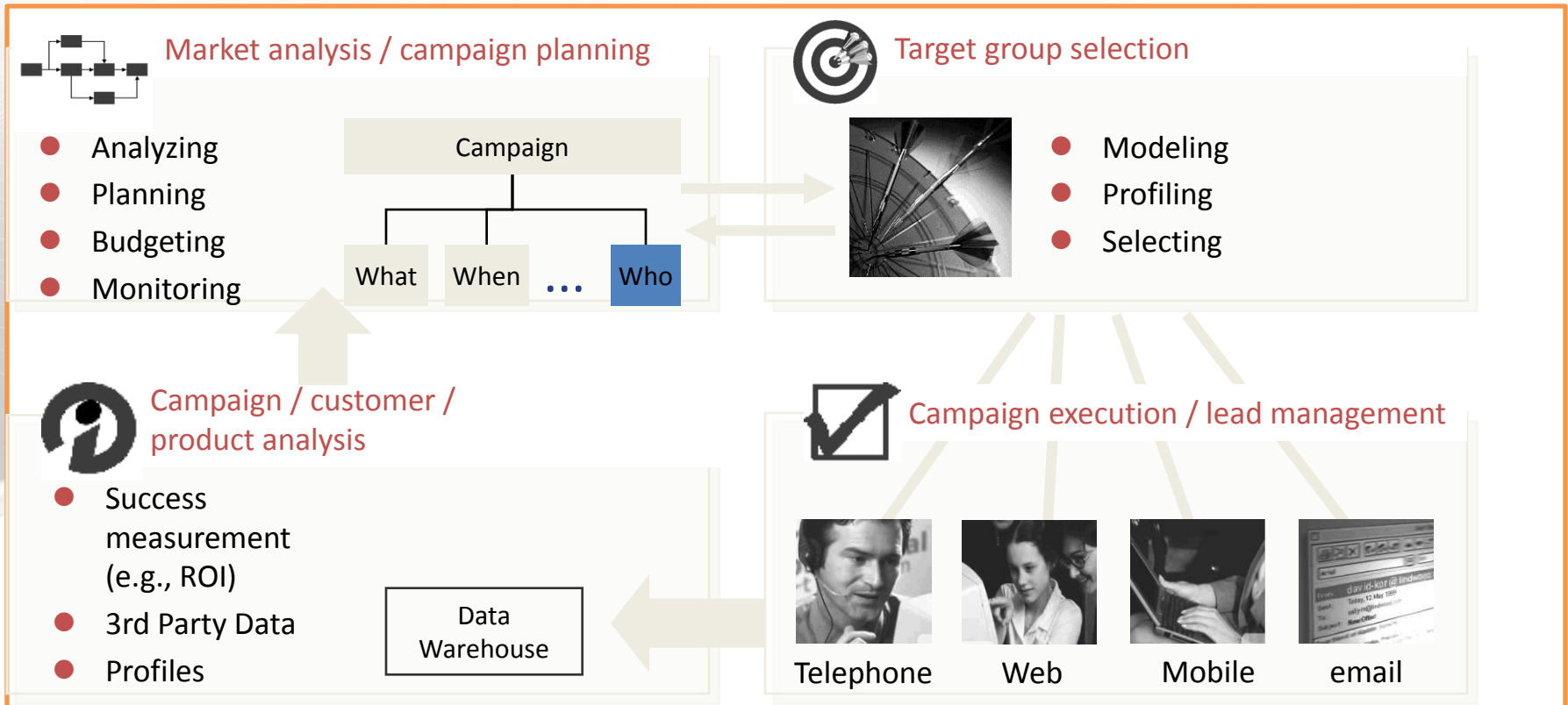
Marketing	Web Channel	Interaction Center	Partner Channel Management	Marketing Resource Management	Segmentation & List Management	Campaign Management	Real-Time Offer Management	Lead Management	Loyalty Management	Trade Promotion Management	Business Communication Management			
Sales				Sales Planning & Forecasting	Sales Performance Management	Territory Management	Accounts & Contacts	Opportunity Management	Quotation & Order Management			Pricing & Contracts	Incentive & Commission Management	Time & Travel
Service				Service Sales & Marketing	Service Contracts & Agreements	Installations & Maintenance	Customer Service & Support	Field Service Management	Returns & Depot Repair			Warranty & Claims Management	Service Logistics & Finance	Service Collaboration, Analytics, Optimization

SAP CRM Marketing

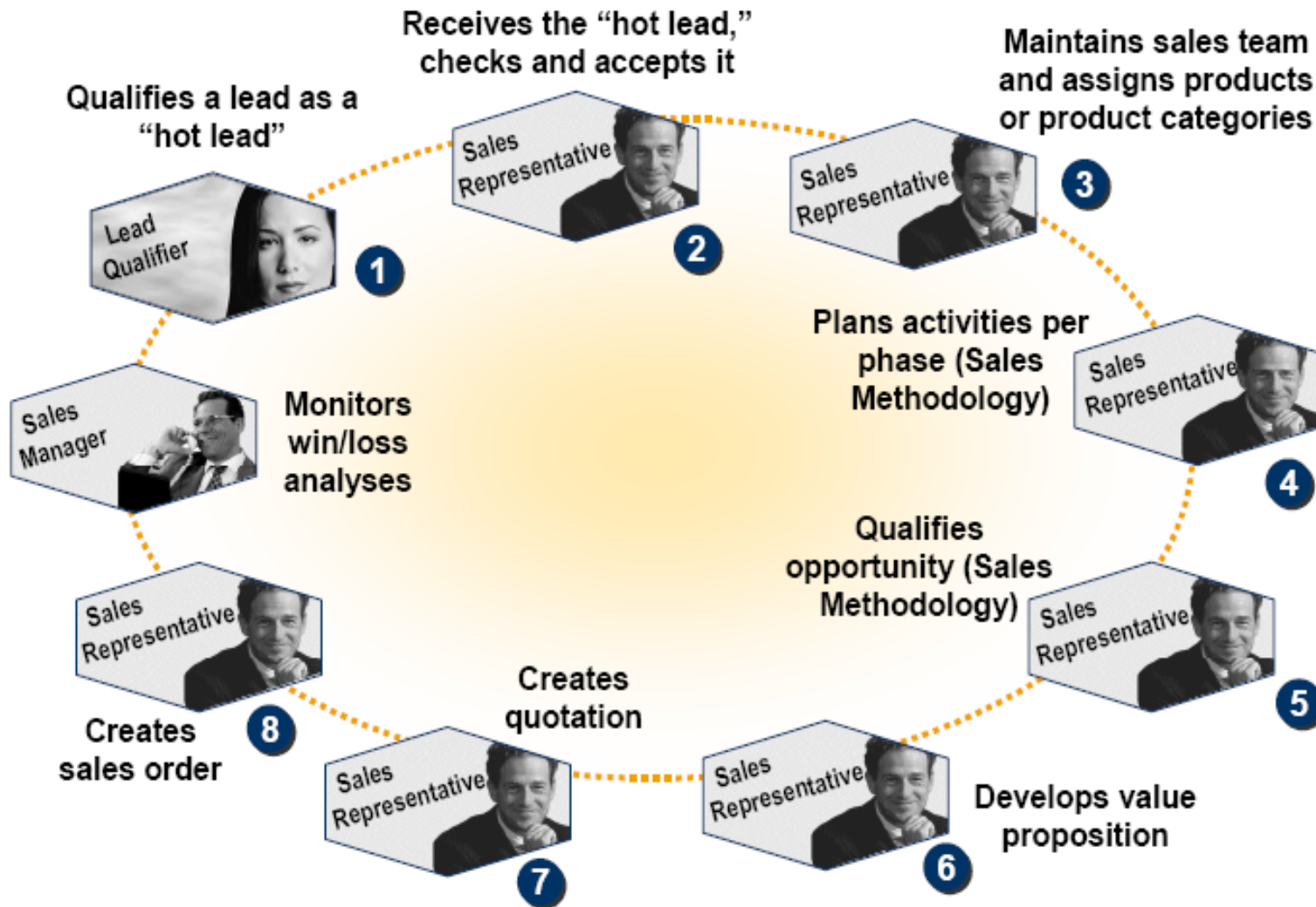


SAP CRM supports critical marketing processes, including:

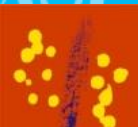
- ❑ Marketing resource and brand management
- ❑ Segment and list management
- ❑ Campaign management
- ❑ Loyalty management
- ❑ Trade promotion management
- ❑ Lead management
- ❑ Marketing analytics



SAP CRM Sales



SAP CRM sales provides enterprises with insight into the entire sales lifecycle -- from identifying a lead, to developing a sales plan that includes necessary tasks and activities, to capturing an order, driving fulfillment and managing billing for products / services delivered.



- Global availability
 - 24 hours a day, 7 days a week
 - Accessible from anywhere in the world
- Customer has full choice of communication channels
 - Customer Care Center, Internet, mobile, online
- Presence of customer and product knowledge
 - High-quality information available at any time
 - Independent of persons or communication channels
- Last, but not least profitable service execution
 - Cost-efficient service
 - Generation of sales





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Types of Customer Service



Customer Services



Customer support
Support center
Quality management
Complaints / Incident
Tickets handling

Technical Services



Installation
Service and support
Repair (RMA)
Upgrades

Professional Services



Intellectual services
Consulting
Training

Financial Services



Leasing
Financing

Customer Service Process



Customer Service Process in SAP CRM



Telephony

Fax and letters

Web Chat

IVR

E-Mail

Interaction Center: capabilities

Telemarketing

- Campaign execution
- Lead management
- Personalization

Telesales

- Account and contact management
- Lead and opportunity management
- Quotation and order management

Customer service

- Customer service and support
- Complaint management
- Help desk

Shared services

- Employee Interaction Center
- Accounting Interaction Center
- IT service desk

Interaction center management

Communication channels

E-mail response management

Process modeling and agent guidance

Interaction center analytics

Communication analytics

Process-based analytics

Blended analytics



Case Study 1

Customer Service Process in Real Estate Tenancy Management

Customer Business and Industry



Customer Business : Asset Management in Real Estate Industry and operates under three Business lines



Property Management

- 20000 leased residential and commercial units
- 5000 industrial land plots



Hospitality Management

- Seven 5-star hotels
- 2 cinemas



Facility Services

- Facility management service for Properties
- Life cycle – Residential & Commercial
- Partly Outsourced

SAP Modules in scope

- SAP ECC6.0 with REFx
- SAP CRM7.0
- SAP SRM7.0

Peak team size of 35 consultants (onsite & offshore)

Average team size of 20 consultants

Scope of Work and Timelines



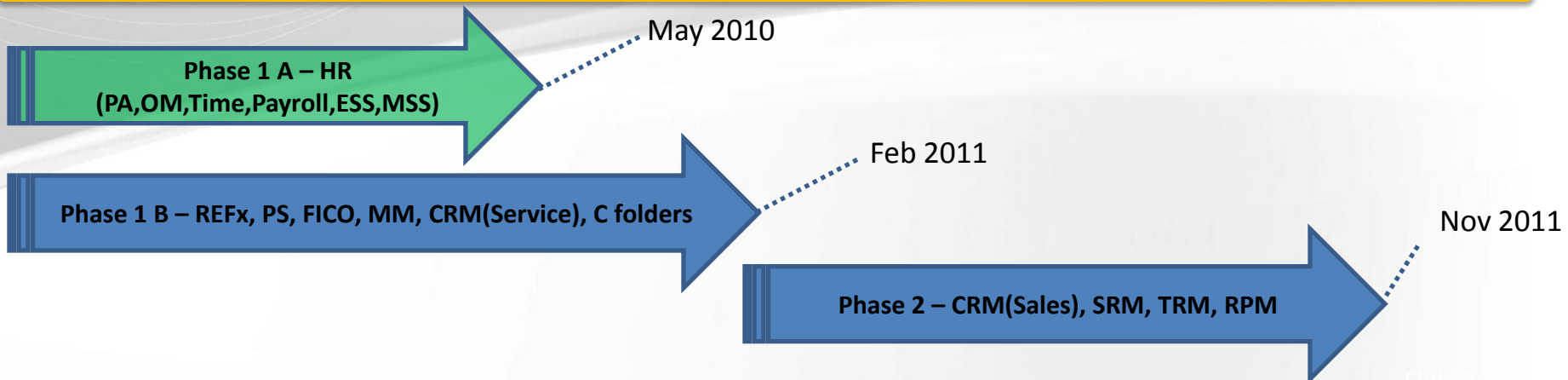
Scope of work

- Business Scope
 - Property, Land, Projects, Facility, Hospitality and Business development
- SAP Scope
 - SAP ECC (Project Systems, Flexible SAP Real Estate (REFx) Management, Logistics , Financials & Human Resources
 - SAP CRM (Service, Sales and Marketing)
 - SAP SRM (Tendering for eProcurement process)

Solution

- Phased implementation approach recommended to
 - provide reasonable time to end users to understand and effectively utilize new application.
 - enable Process , Information & User maturity levels
- Integrated SAP ECC with SAP CRM and SAP SRM to automate all core business processes
- Configured Lease, Tenant, Facility management, Project execution, Customer services processes on SAP

Timeline

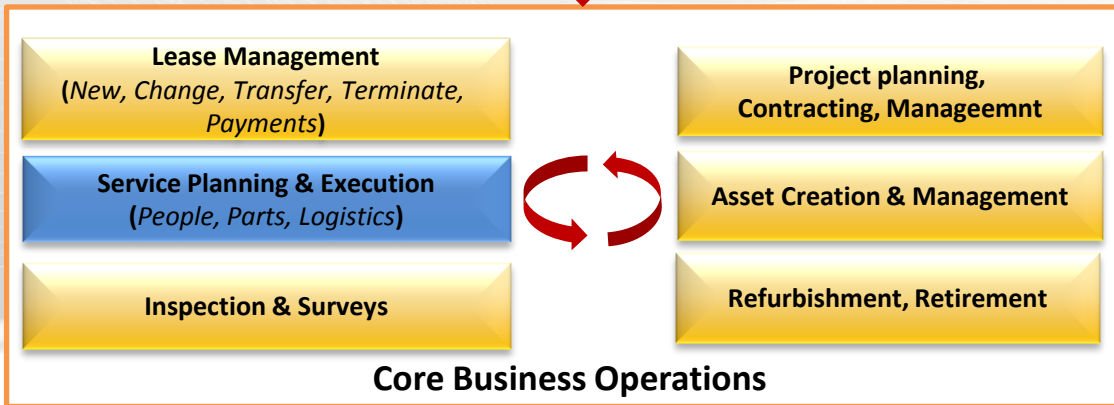
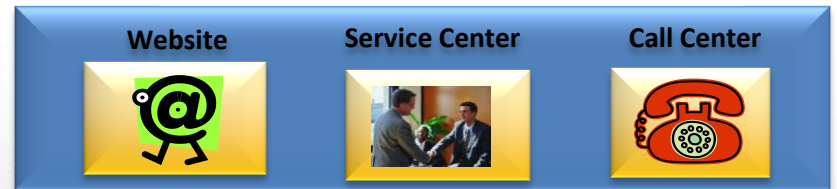


Solution landscape - Integrated Business View



Customer

Multi channel interaction





Request to Resolution



Multi channel customer Interaction

- Customer identification based on Tenant's contact detail, rental unit, Interaction record by multi channel (Telephone, email, Internet)
- Account and Contact Management
- Auto acknowledgement to customer by SMS, email
- Service Request enquiry, follow-up, appointment scheduling

Automatic Service Request Assignment

- Categorization of request and automatic assignment
- SR Assignment based on skill & availability of service technicians

Maintenance Order Execution

- Task list
- Spare parts requirement
- Availability check for spare parts (Mobile van or central stores)
- Automatic Budget check
- Integrated procurement, Finance and Facility Management
- Completion notification
- Service Confirmation
- SLA and Escalation
- Customer Satisfaction

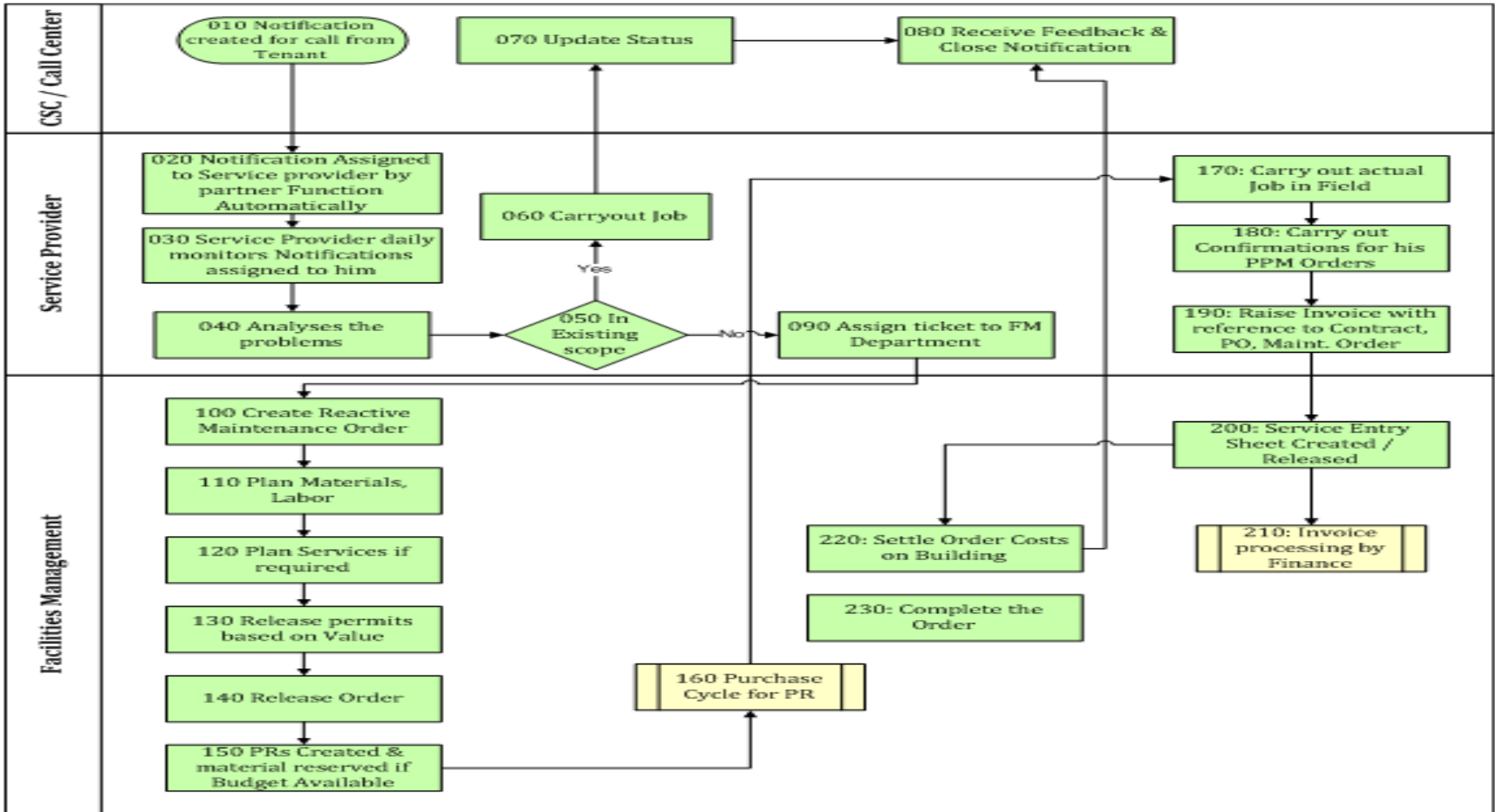
Billing & Analysis

- Invoice posting
- Send debit memo/invoice to owners
- Service costing and analyses

Customer Service Process using CRM & CS



FSBP : Reactive maintenance



Customer Service Process using CRM & CS



Scratch Pad

Alerts

Communication information

Branding Area

Interaction Center

Personalize Help Center System News

CALY ZEHRA ISPAHANI

Account Info

Accept Hold Retrieve Hang Up Transfer Warm Transfer Consult Conference Toggle End Dial Pad Reset CTI Clear Interaction

Ready Not Ready

Toolbar

Saved Searches Go Advanced

01 Maintenance: New

Save Cancel Edit New New from Template More

Service Request Details

Save Button

Service Request Details

Partner Details

Tenant Mrs. CALY ZEHRA ISPAHANI
 Reporter Mrs. CALY ZEHRA ISPAHANI
 Assigned To M/s OPERON MIDDLE EAST LIMITED
 Dept Responsible Div FM Facilities Management
 Mobile No. 971566821224
 Caller No. (start with 971) 971566821224

Maintenance Category

Category 1* Reactive Maintenance
 Category 2* Maintenance - Unit
 Category 3 Electrical
 Category 4 Power sockets are not working (entire premises)

Problem Location

Status & Priority

Status New
 Priority P2

Rental Unit Details

Building-Rental Unit P564-203
 Rental Unit ID* 48328

Note

Type General Description

Text area for notes.

Processing log

Processing Log Notes Contract Details

Function Location	Contract No	Contract Start date	Contract End Date	Tenant ID	Tenant Name	Contract Status	Rental Unit Status
D-PGEN-BL-P564...	0000000022970	09.05.2011	01.05.2012	54118	CALY ZEHRA ISP...	CN Approval Proc...	RU Ready for Lea...

Sunday, July 31, 2011 12:01

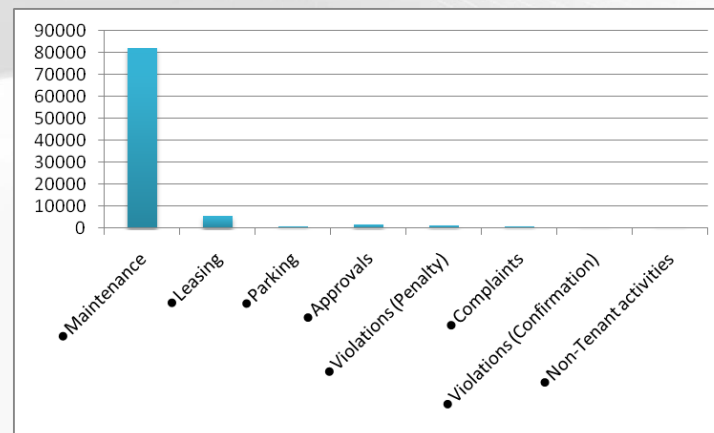
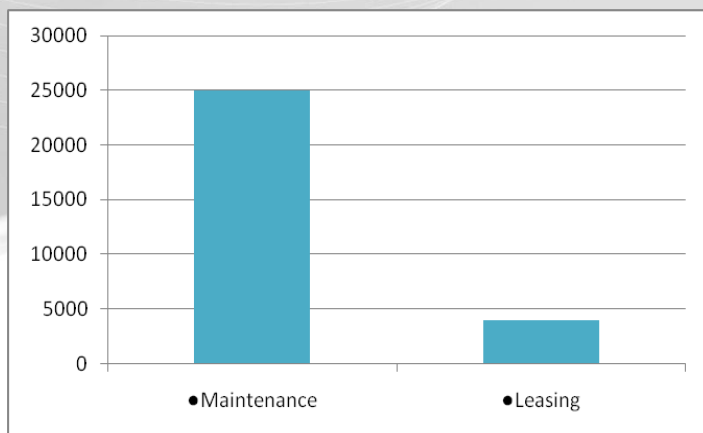
Broadcast Messages

Workspace

Business Benefits - CRM Customer Support statistics



Legacy Data for last one year	No. of Calls	Last 6 months Data	No. of Calls
Maintenance	25000	Maintenance	81938
Leasing	4000	Leasing	5532
Parking	NA	Parking	576
Approvals	NA	Approvals	1439
Violations (Penalty)	NA	Violations (Penalty)	1088
Complaints	NA	Complaints	764
Violations (Confirmation)	NA	Violations (Confirmation)	427
Non-Tenant activities	NA	Non-Tenant activities	230
TOTAL	29000	TOTAL	91994



Service Request Handling increased by more than six times due to SAP CRM



Complete integrated process:

- Service request processing time is reduced thus complaints are resolved in lesser time.
- Accurate assignment of department based on category of SR further reduces the delay in processing.
- Complete customer information available in CRM.
- Monitoring and tracking of Service requests is possible.
- Past Service requests can be viewed to avoid duplicate creation of same request for same customer.

Customer satisfaction monitoring

- Customer satisfaction index (CSI) enables accurate tracking of quality of service being provided to customer.
- Helps in identifying & resolving Top Reasons for Dissatisfaction

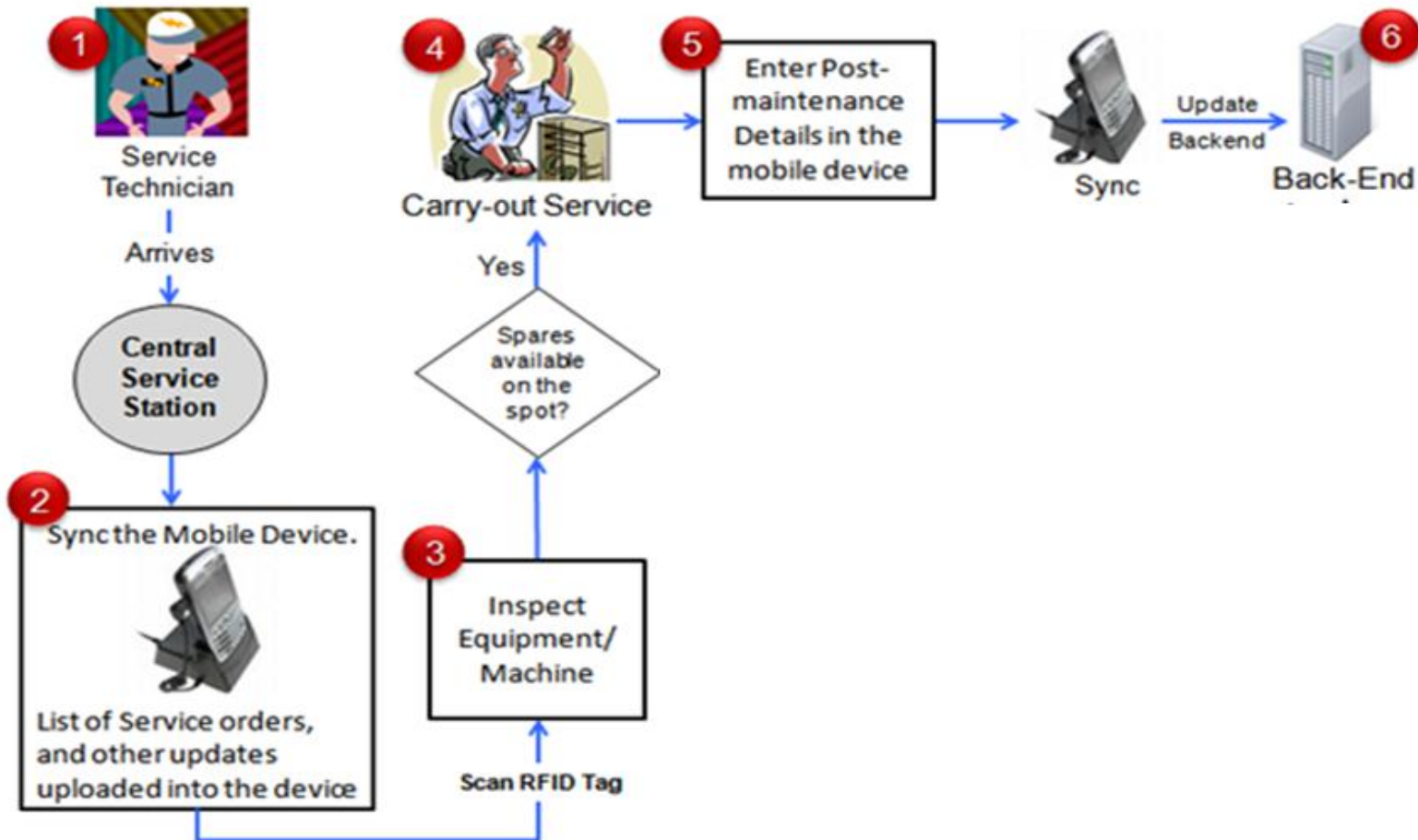
Integration with facility management:

- This integration of service requests (CRM) to service notification (ECC - ERP) happens in real-time. The FM department can proceed with their process as soon as service request is created in CRM.
- All the information is available in both CRM and ECC for processing.

SLA tracking

- SLA is used for reporting performance of employees (service providers) & enabling them to adhere to timelines
- Different SLA can be defined for different categories of service request.
- Intimation to concerned person helps in monitoring the performance and taking appropriate action at right time.

Future Scenarios - Enterprise Mobility in Service Scenario





Case Study 2

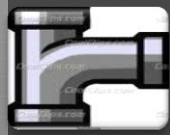
Customer service process for After Sales service for Industrial and Household consumers

Customer Business (Engineering Division)



Customer is in the business of marketing, installation and servicing of Air Conditioning systems, HVAC and Electro Mechanical systems & Technology.

They cater to two broad segments i.e. Residential and Commercial



Contracting (Commercial & Residential)

Commercial

- Central air conditioning
- Plumbing and fire fighting
- Electrical works

Residential

- Air conditioning
- Elevators
- Home automation & lighting

Service

→ Maintenance of the air conditioning systems

- Central
- Split

Commercial/Mechanical products - supply

Commercial Products

→ Lighting & Technology Solutions

Mechanical

- Cooling towers
- Material handling equipment
- Racking solutions to commercial customers

SAP implementation in progress for SAP ECC 6.0, FI,SD,MM,PP, CS,PS & CRM 7.0

Customer Service Order Processing



Customer calls to seek maintenance service.



IC agent responds to customer's call

Company Name	Park Databases (smc)
Customer Name	Jacqueline Park
Address	Po. Box 648
Area	
	High Wycombe
	Bucks
	HP15 7FP
	United Kingdom
Telephone	01494-618976
Fax	
Email	enquires@park-databases.co.uk
Website	www.park-databases.co.uk

Identify the customer and checks details



Creates Service Order to record the services required.



Solution

- Avaya CTI Integration
- CRM 7.0 Interaction Center
- CRM Service
- CRM WebUI
- Marketing and Campaign Management

Based on customer's location, Service Order is assigned to respective service Van by Dispatcher

Vendor gets determined in service confirmation and warranty claim document gets created and sent to the vendor.



Billing based on service confirmation is created

Operator: Joe Black

Action	Start	End	Elapsed	Project	Task/Activity	Desc
Dispatch	02:22 AM	03:30 AM	1:08	Release 2002.2	Designing	
Dispatch	09:30 AM	11:48 AM	2:18	Release 2002.2	Designing	
Total			3:26			

Foreman/ Technician creates service confirmation with reference to service order and enter time spent and spare parts used to provide service



Technician provides the required service to the customer.

Customer Service Order

Service Date: 2008/07/07

Customer PO No: []

Dis Invoice Number: []

Business: []

Product Description: []

Work Order: []

Business Contact: []

Service Order replication in ECC

Customer Service Order Processing



Alerts

Communication information

Branding Area

Account Info

Toolbar

Service Confirmation Details

Navigation Bar

Recent Items

SAP CRM Personalize My Center System M

Save | X Cancel | New | Create Follow-Up | Print PrintPreview | Actions

Service Confirmation Details Edit

General Data	Processing Data
ID	External Reference
Description: Service Confirmation	Status: Open
Sold-To Party: Mr. Rajesh	Net Value: 42,000 KWD
Contact	Canceled Internally
Executing Service Employee: Mr. Shridhar Deshpande	

Reference Objects	Service Contract and Warranty
Installed Base	Service Contract
Component	Warranty ID
Product	

Categoryization
Category 1
Category 2
Category 3
Category 4

Home
Worklist
Calendar
Mail Inbox
Accounts & Products
Resource Planning
Service Orders
Lead
Opportunity
Service Contract Quotation
Recent Items
8000000356
Prasad Maturi
Ehsaan K
Van-03 Van-03
8000000349

Business Benefits

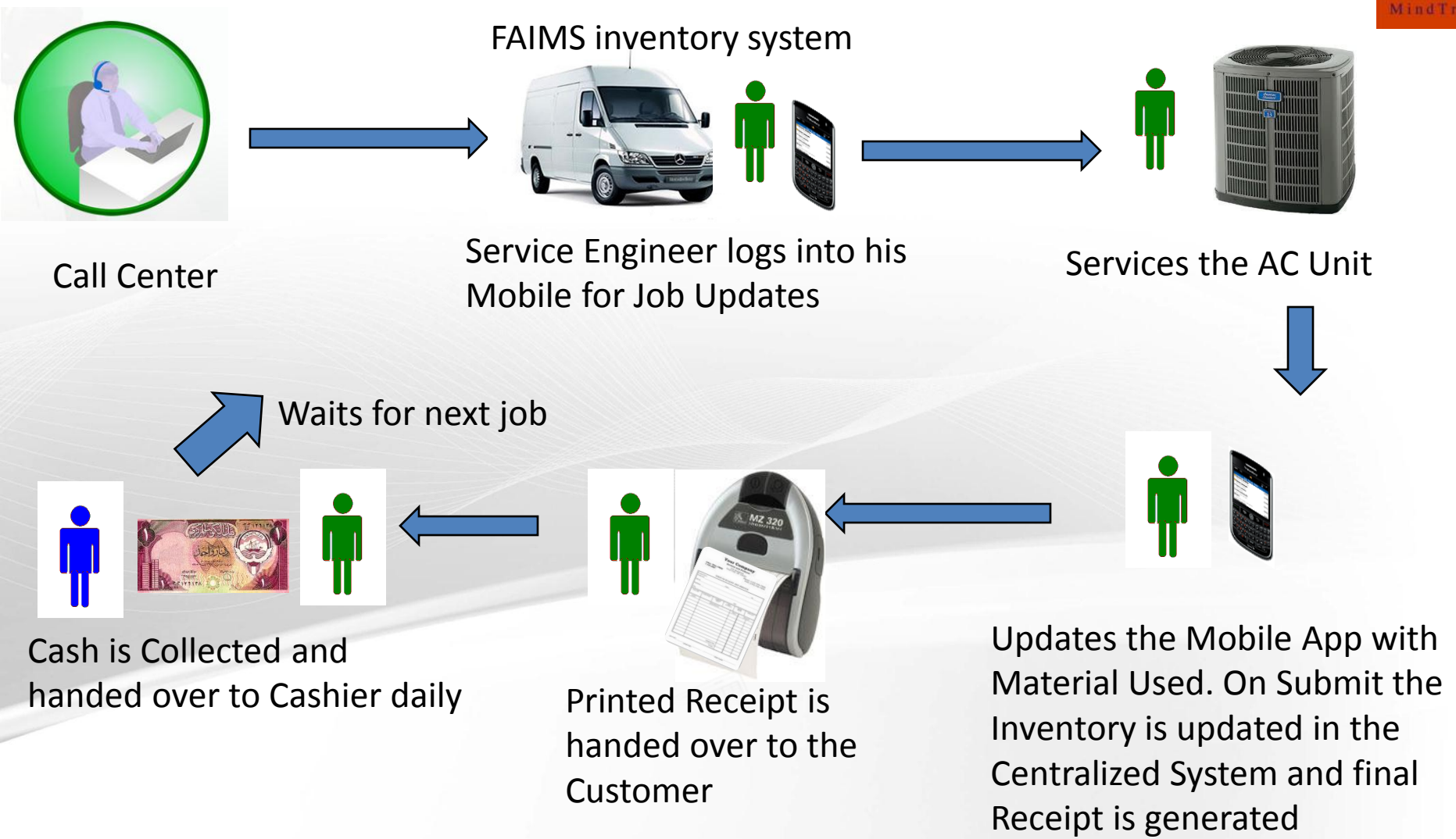


- Drives the organization to more consistent, relevant interactions across all channels
- Enables end-to-end processes within the industry value chain
- Improved customer service
- Personalized access including customer-specific pricing and tailored catalog views
- Increased call coverage
- Activity transparency
- Best in class service – in external benchmarking results
- Activities linked to escalations for prompt completion
- Service Request Handling is projected to increase with current implementation.



Customer receives 1500 calls per day and with current implementation the handling of these call is projected to increase by 25 %.

Future Scenarios : Service Order Processing over mobile devices



MindTree SAP Practice



- Bagged customer for Large SAP Application Maintenance & Support services
- Internal SAP Implementation Go-Live
- Launched MindTree SAP AMS & Implementation Methodologies
- Built capability & Competency on Domain and SAP Technical expertise on SAP EC&O

- Started Supply Chain Practice
- SAP Development & Ramp up Partnership
- Bagged first SAP CRM implementation in Asset Management Industry
- Launched Shared Support Services for SAP
- Won awards for SAP Implementations

- SAP COIL program
- SAP Template for Professional services
- SAP Channel Partner for Professional services
- SAP CRM success story published in SAP press

- 2nd company to Go-Live on SAP CRM
- Mobile Solutions for Real Estate Industry

- Executing Large Multi-country Business Transformation Rollout Program

2006 – 07

100+



Total Environment



Getronics
a KPN company

ArcelorMittal



SONY



cadence™

METRO
Cash & Carry India



CALCOM
CEMENT

Diagonal

ESSAR

OnMobile



NGDMS

Alghanim
INDUSTRIES



2011

600+



2010

500+



2009

340+



2008

250+





Our Mission

Successful Customers

Happy People

Innovative Solutions

Presented By : Amit Banerji

Vice President & Head - ERP Practice (IT Services)

Assisted By : Veena Bharadwaj

Senior Project Manager – ERP Practice(IT Services)

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