Customer Relationship Management (CRM)

Trends and Concepts of Business Application Architecture

Michael Perscheid, Ralf Teusner, Stefan Halfpap, Werner Sinzig

Enterprise Platform and Integration Concepts

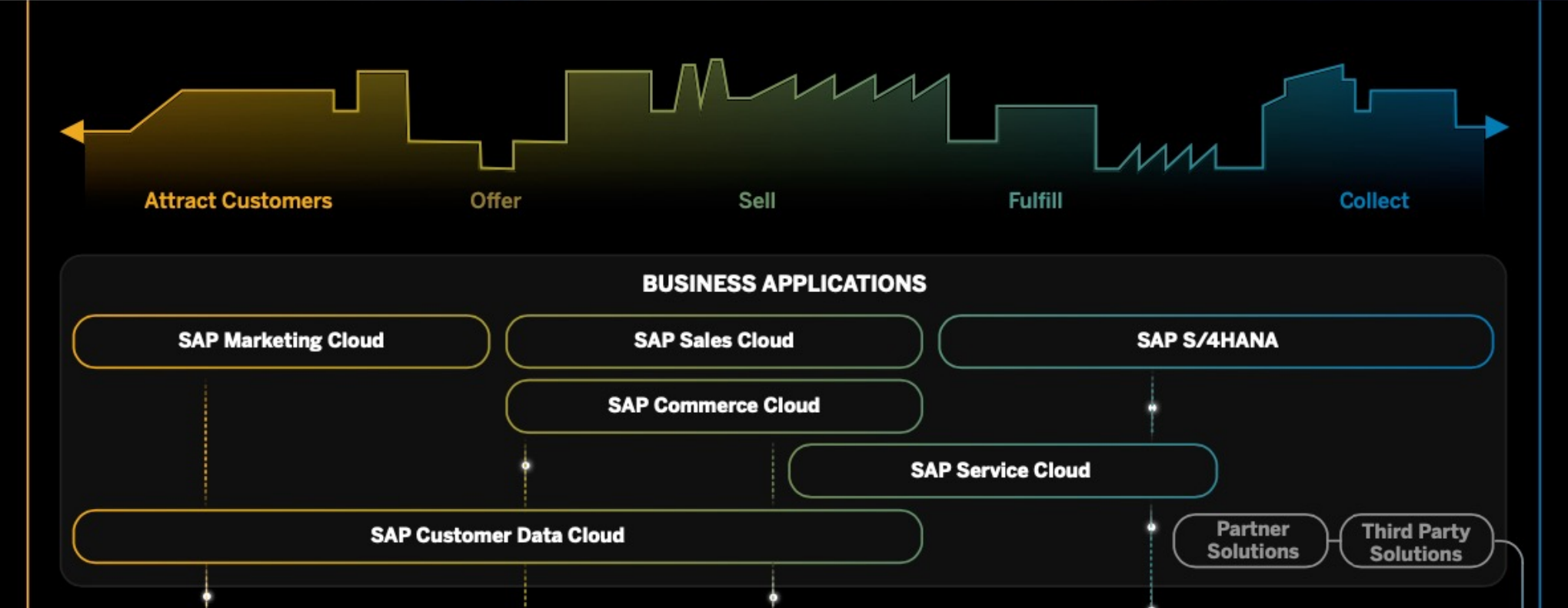Hasso-Plattner-Institut

Course Overview
Trends and Concepts of Business Application Architecture

- Digitalization of Business Processes

- Enterprise Resource Planning
    - Sales and Distribution
    - Finance, Accounting, and Controlling
    - Human Resources
    - Material Management and Production Planning
- In-Memory Databases for Business Applications

- **Customer Relationship Management**

- Enterprise Cloud Platforms for Integration and Extensions

- Block Week: Architecture Deep Dives

Lead to Cash

Manage all aspects of the customer experience, from the initial interaction to order fulfillment and service delivery. Drive and realize revenue along the customer journey.

Attract Customers   Offer   Sell   Fulfill   Collect

BUSINESS APPLICATIONS

SAP Marketing Cloud	SAP Sales Cloud	SAP S/4HANA
	SAP Commerce Cloud	
		SAP Service Cloud

| SAP Customer Data Cloud | | Partner Solutions | Third Party Solutions |

General Procurement

SAP Ariba

Customer Relationship Management

SAP C/4HANA (CRM)

Travel & Expenses

SAP Concur

The Intelligent Enterprise

SAP SuccessFactors (SFSF)

Human Resources

SAP S/4HANA (ERP)

Enterprise Resource Planning

SAP Fieldglass

Workforce Management

Lead to Cash

Attract Customers — Offer — Sell — Fulfill — Collect

Lead to Opportunity → Opportunity to Quote

Quote to Order

Order to Cash

Create Customer Order → Orchestrate Fulfillment Process → Invoice Customer

Lead to Cash

Attract Customers | Offer | Sell | Fulfill | Collect

Lead to Opportunity

Opportunity to Quote

Quote to Order

Create Customer Order

Invoice Customer

Sales and Distribution (earlier in the course)

Agenda
Customer Relationship Management

- **CRM in general**

- Organisational structure

- Master data

- CRM for Marketing - Marketing to Lead Process

- CRM for Sales - Lead-to-Order Process

- CRM for Service – Sustain to Retain Process

- Summary

CRM Definition

CRM can be understood as a strategic approach, which is used for the complete planning, controlling and execution of all interactive processes with customers. CRM covers the entire company and the entire customer life cycle and includes the Database Marketing and corresponding CRM software as a management tool.*

Database Marketing - target group-oriented marketing based on detailed information about customers. This information is stored in a database. As specific information, the customer database contains master data as well as transactional data (e.g. sales data) on people or companies, i.e. address data, profile data (for specific identification and classification), campaign and reaction data. *

*Translated from : http://wirtschaftslexikon.gabler.de/Definition/customer-relationship-management-crm.html
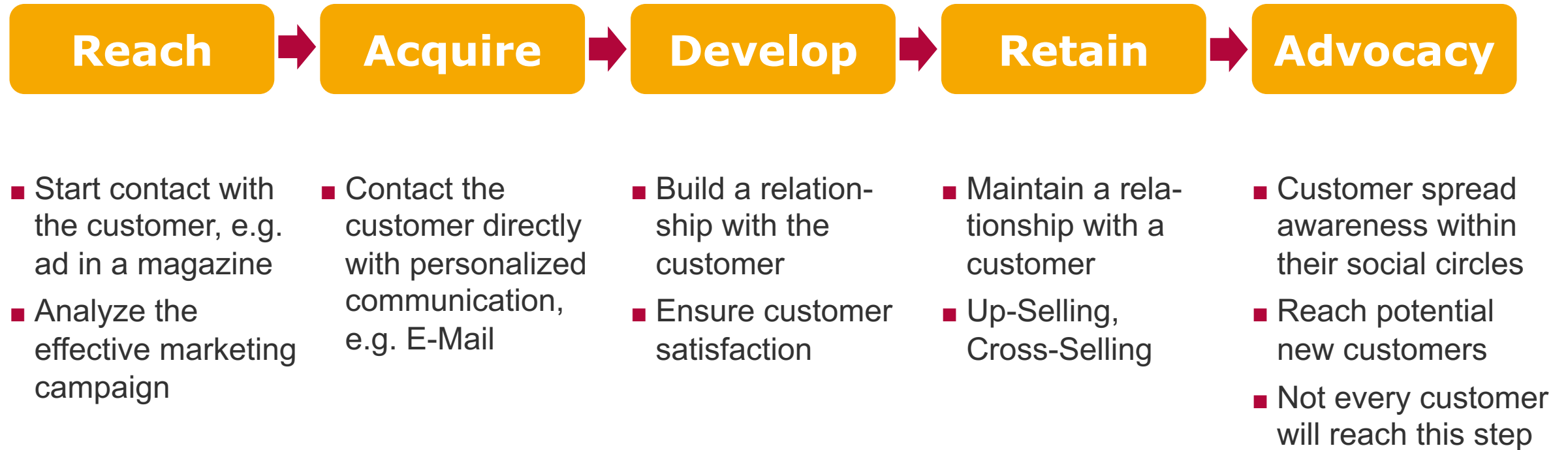
What is customer relationship management?

More than just selling:

CRM is a strategy for your company / business to serve your customers needs

- Gain new customers
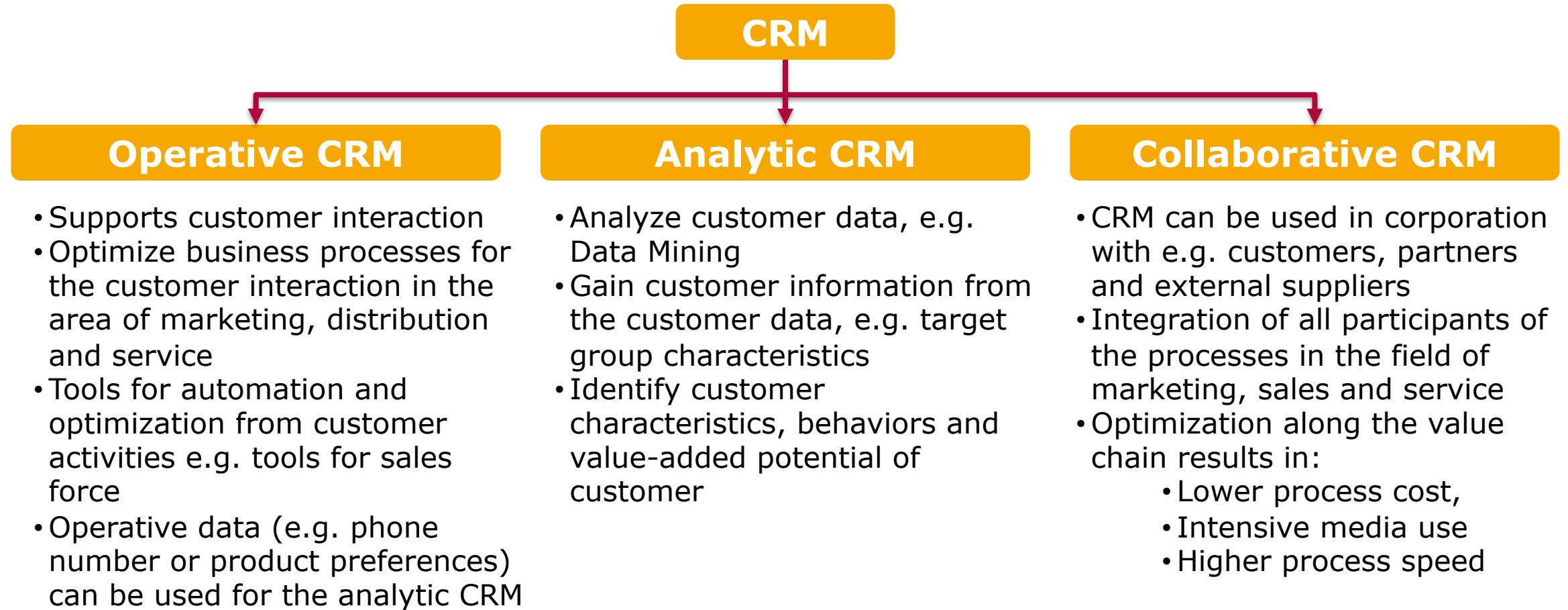- Serve the needs of existing customers

The overall goal is to gain revenue and sell the products and services of your company…

Customer Lifecycle

Customer Lifecycle is a 5-Step Process:

Reach ➡ **Acquire** ➡ **Develop** ➡ **Retain** ➡ **Advocacy**

- Start contact with the customer, e.g. ad in a magazine
- Analyze the effective marketing campaign

- Contact the customer directly with personalized communication, e.g. E-Mail

- Build a relationship with the customer
- Ensure customer satisfaction

- Maintain a relationship with a customer
- Up-Selling, Cross-Selling

- Customer spread awareness within their social circles
- Reach potential new customers
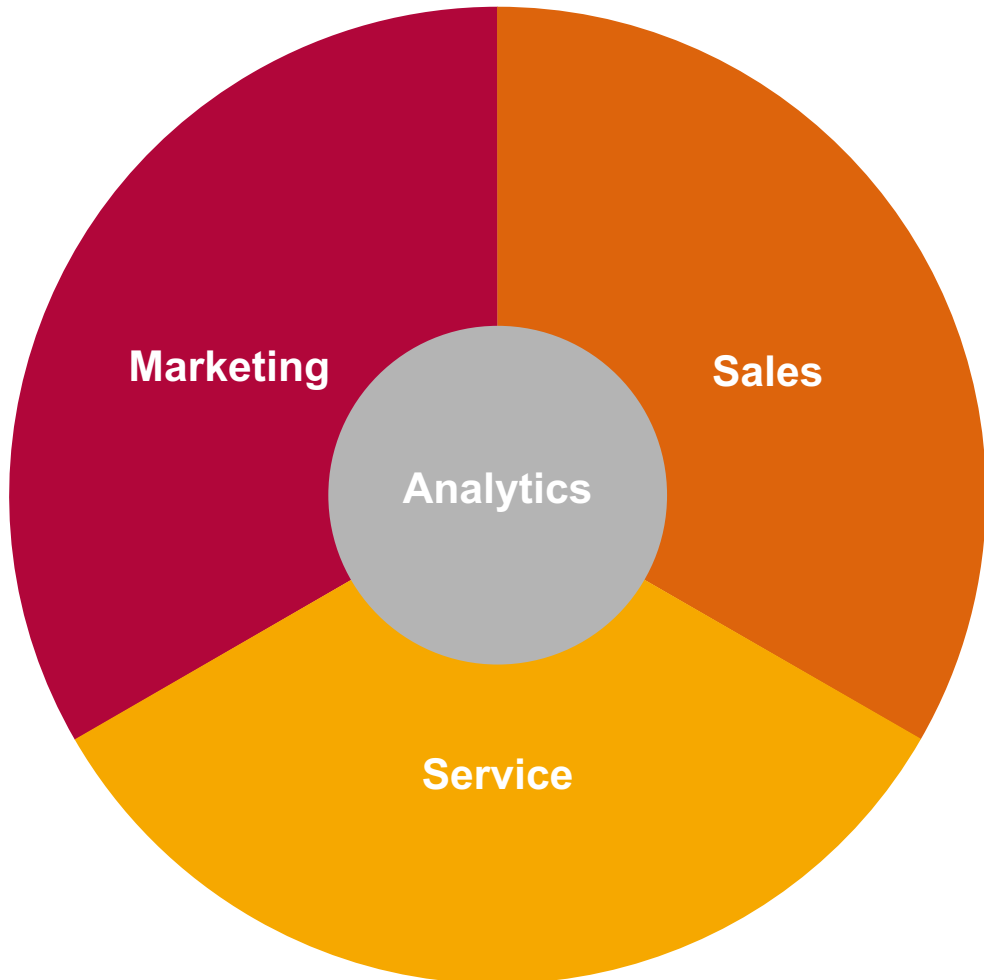- Not every customer will reach this step

CRM from the IT perspective

A CRM Tool is the software that enables users to perform the tasks within the area of CRM:

- Central tool for all activities with customer interaction
- Connected and integrated to other systems within the solution landscape of a company and (if necessary) its partners
- Covers the whole customer lifecycle
- Interface to customers
- Analysis of customers to provide best fitting offer to a specific customer

Types of CRM

```
                              CRM
        ┌──────────────────────┼──────────────────────┐
        ▼                      ▼                      ▼
 Operative CRM          Analytic CRM         Collaborative CRM
```

Operative CRM

- Supports customer interaction
- Optimize business processes for the customer interaction in the area of marketing, distribution and service
- Tools for automation and optimization from customer activities e.g. tools for sales force
- Operative data (e.g. phone number or product preferences) can be used for the analytic CRM

Analytic CRM

- Analyze customer data, e.g. Data Mining
- Gain customer information from the customer data, e.g. target group characteristics
- Identify customer characteristics, behaviors and value-added potential of customer

Collaborative CRM

- CRM can be used in corporation with e.g. customers, partners and external suppliers
- Integration of all participants of the processes in the field of marketing, sales and service
- Optimization along the value chain results in:
  - Lower process cost,
  - Intensive media use
  - Higher process speed

Typically modern CRM Systems combine all three!

CRM Key Functions

- Functionalities divided into different subprocesses
- Chosen extent defines functions in use
- Communication channels connect functionalities with subprocesses

CRM Functions ordered by Key Functions

Marketing	Marketing Planning	Campaign Management	Lead Management	Trade Promotion Management	Segmentation	Personalization
Sales	Sales Planning & Forecasting	Territory Management	Account & Contact Management	Activity Management	Opportunity Management	Quotation & Order Management	Contract Management & Leasing	Incentive & Commission Management
Service	Servie Planning & Forecasting	Customer Services & Support	Resource Planning & Optimization	Service Operations Management	Professional Services
Analytics	Customer Analytics	Product Analytics	Marketing Analytics	Sales Analytics	Service Analytics	Interaction Channel Analytics

Subset of Interacting CRM processes
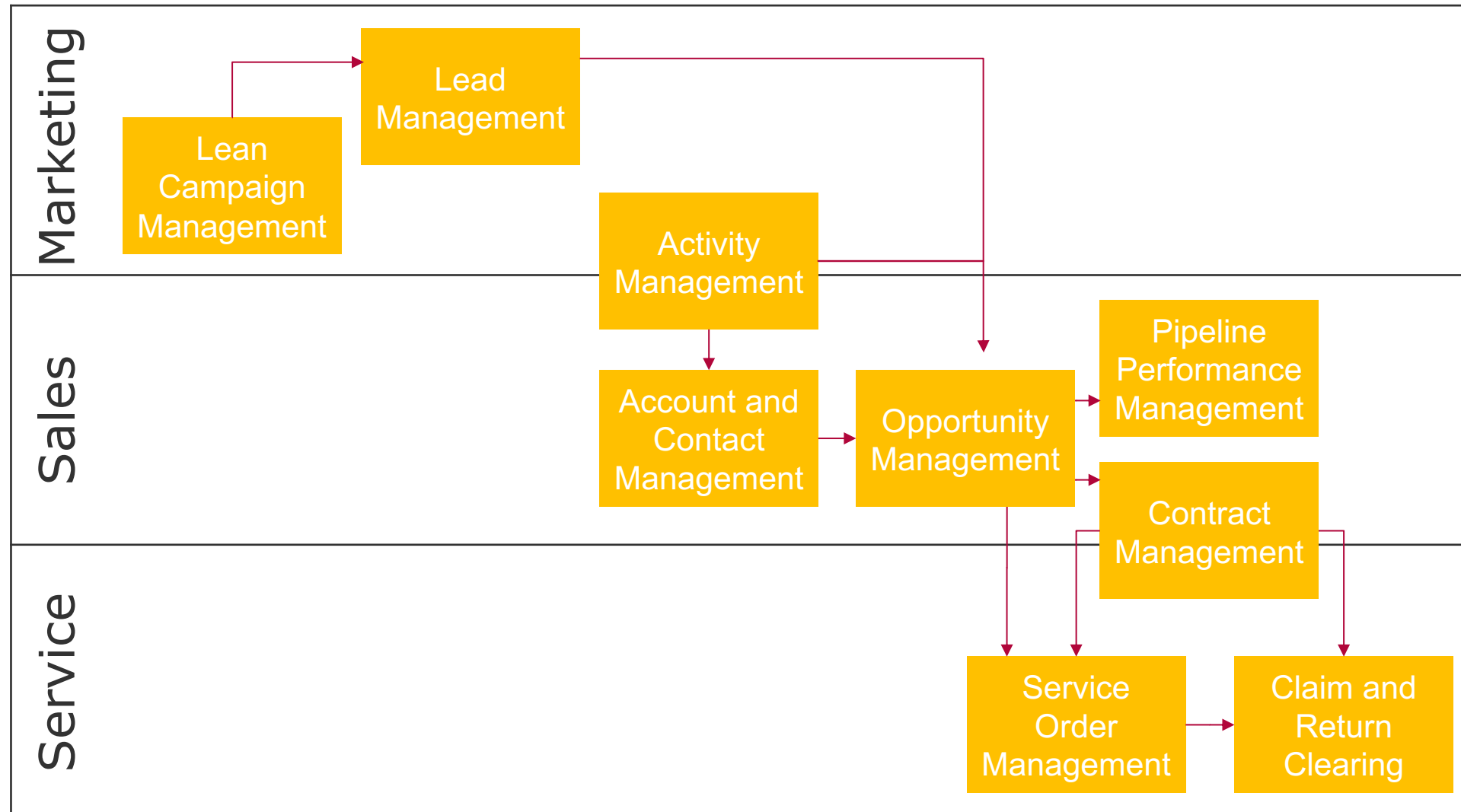
Agenda
Customer Relationship Management

- CRM in general

- **Organisational structure**

- Master data

- CRM for Marketing - Marketing to Lead Process

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Organizational Structure

- Client (Mandant)
  - An independent environment in the system

- Company Code (Buchungskreis)
  - Smallest org unit for which you can maintain a legal set of books

- Marketing Area

- Sales Organization (Verkaufsorganisation)
  - An organizational unit responsible for the sale of certain products or services
  - The responsibility of a sales organization may include legal liability for products and customer claims

- Distribution Channel (Vertriebsweg)
  - The way in which products or services reach the customer
  - Typical examples of distribution channels are wholesale, retail, or direct sales

Organizational Structure

- Division (Sparte)
  - A way of grouping materials, products, or services

- Sales Area (Vertriebsbereich)
  - Combination of Sales Organization, Distribution Channel and Division
  - Determines conditions (i.e. pricing) for sales activities

- Plant (here: Delivering Plant)
  - Plant from which the goods should be delivered to the customer

- Other CRM organization units:
  - Shipping Point
  - Loading Point
  - Sales Office
  - Sales Group
  - Sales Person

Organizational Model

Client

Company Code

Sales / Marketing Organization

Sales Office

Global Bike

Global Bike Inc.

Global Bike Germany GmbH

US West

US East

Germany North

Germany South

Dallas

San Diego

Miami

Hamburg

Heidelberg

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CRM Master Data

- Business Partner
- Business Roles
- Organizational Management
- Marketing Attributes
- Service Agreements
- Products
- Sales Cycle

Business Partner

- Account
  - Individual Account (a person)
  - Corporate Account (legal entity or part thereof e.g., company or department)
  - Group Account (shared living agrrement e.g. married couple or executive board)
- Contact
  - Person
- Employee
  - Person

Customer Master Data

- Customer Master
  - Contains all of the information necessary for processing orders, deliveries, invoices and customer payment as well as marketing attributes, contact information, roles and relationships
  - Every customer MUST have a master record
    - But you can have one-time customers

- Created by Sales Area
  - Sales Organization
  - Distribution Channel
  - Division

- The customer master information is divided into 3 areas:
  - General Data (Name, address, communication)
  - Company Code Data (Accounts, bank)
  - Sales Area Data (Sales office, currency)

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CRM for Marketing

- CRM for Marketing supports complex customer relationships within the total marketing process. It aims to

    - strengthen customer loyalty through better segmentation, personalized offers and efficient marketing campaigns

    - help using the marketing budget in the most efficient way.

Benefits:

- better transparency

- stronger relationship to customers

- rentable marketing investments

- lean processes

- loyal customers

Top 3 Marketing Goals:
1. Generate demand
2. Create Brand Awareness
3. Build long-term profitable relationships

CRM Functions ordered by Key Functions

Plan all marketing activities centrally and implement them across the enterprise

Enable sales professionals to use the CRM for gathering, qualifying, and distributing leads

Create personalized product proposals

Marketing	Marketing Planning	Campaign Management	Lead Management	Trade Promotion Management	Segmentation	Personalization
Sales	Sales Planning & Forecasting		...ty ...gement	Opportunity Management		...ive & ...ission ...ement
Service	Servie Planning & Forecasting	Customer Services & Support	Resource Planning & Optimization	Service Operations Management		Professional Services
Analytics	Customer Analytics	Product Analytics	Marketing Analytics	Sales Analytics	Service Analytics	Interaction Channel Analytics

Control the complete marketing campaign process, including design, execution, coordination, optimization, and monitoring

Allow business users to create highly targeted segments at the customer, partner, organizational, prospect, and group levels

Analyze customer behavior, segments, competitors, products, market channels, trends, profitability, and third-party market data
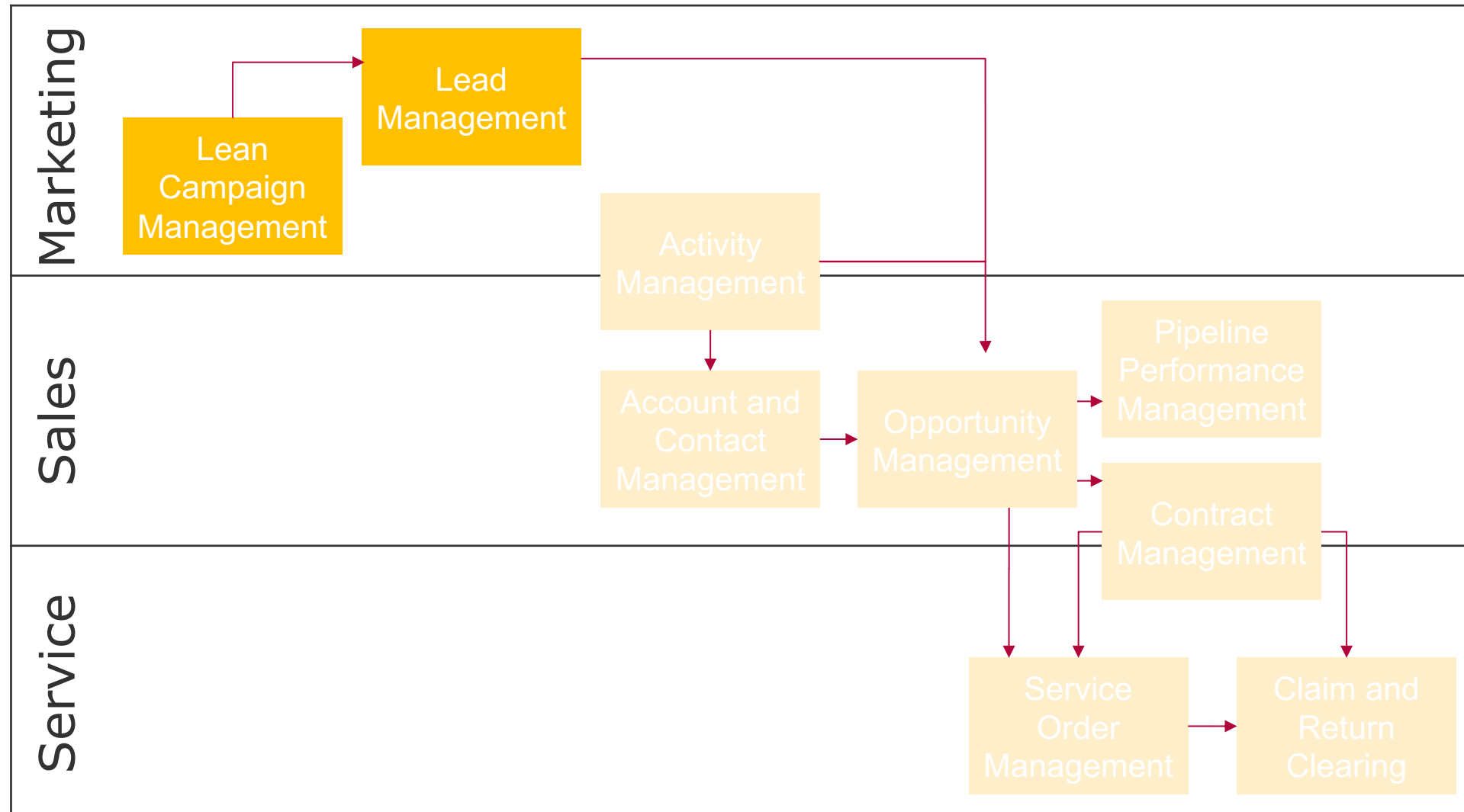
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Interacting CRM Subprocesses

Agenda
Customer Relationship Management

- CRM for Marketing - Marketing to Lead Process

  - *General Marketing Functionality*

  - *Lean Campaign Management*

  - *Lead Management*

External List Management (ELM)

External Lists contain information about new prospects and can be created and maintained using external data.

- Beneficial for transferring new prospects on a **huge scale** into your CRM System

- Can be obtainted from external providers

- formats like .csv or Excel spreadsheets

External data can contain:
- Name and address of business partners and marketing prospects
- Marketing attributes
- Information about business processes, activities and leads
- Survey details

External list management includes:
- Data procurement
- Defining mapping formats
- Maintaining and actualizing data
- Creation of business partners and marketing prospects and their usage in campaigns
- Analysis of used methods (Reporting)

Segmentation and Target Groups

- Define exact business partners for selective marketing

- combine business partners in **Target Groups** by similar marketing attributes

- used for customer oriented Campaigns

- estimate customers with most potential / value
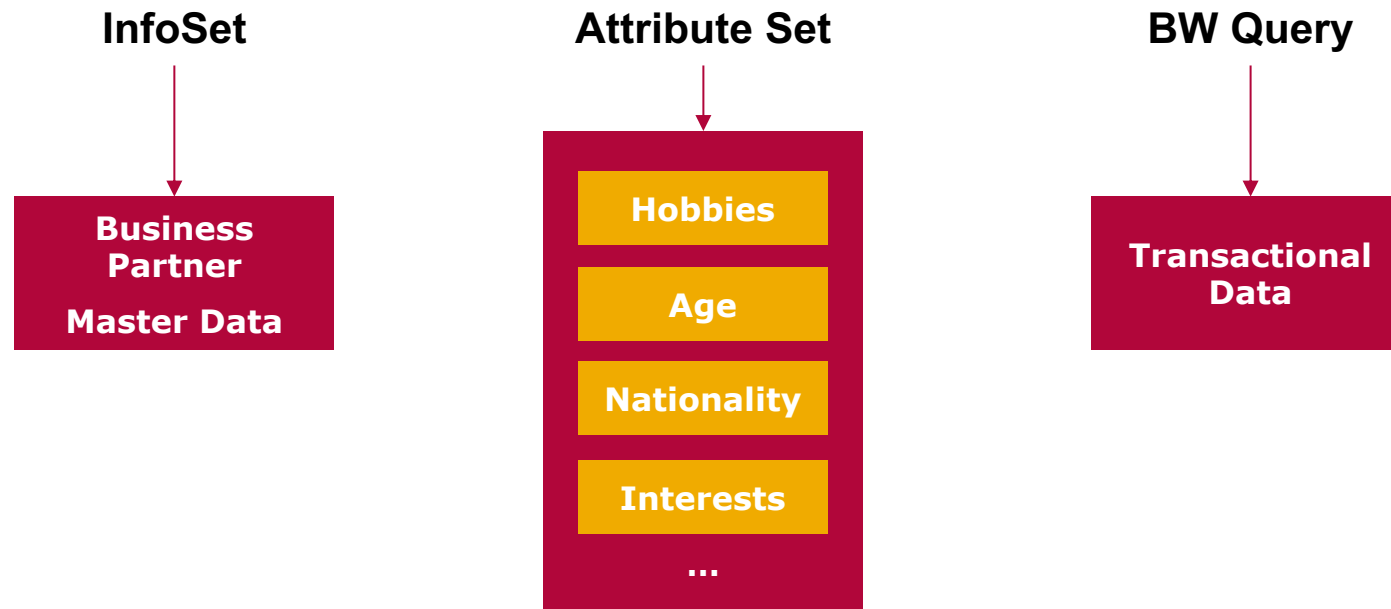
- Target Group is created using Customer Segmentation

Segmentation and Target Groups

- **Segmentation** in enterprises is used to better **manage and collect information about customers** in groups
  - Better and more complete information about customers increase the market value respectively
  - For executing **selective marketing** procedures you assign common marketing attributes and other general attributes of customers to **target groups**
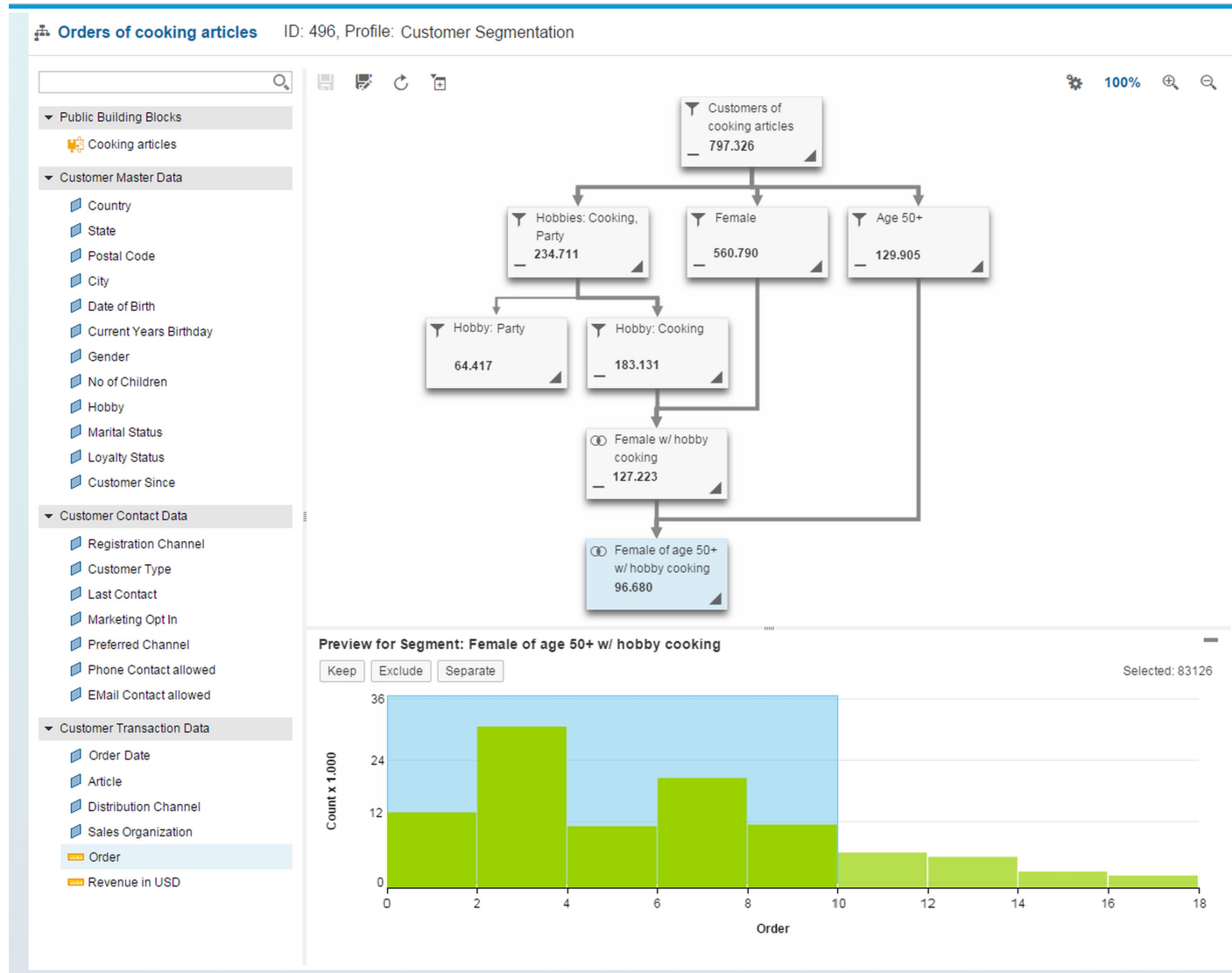 - Segmentation itself consists of several process steps

| Define Marketing Master Data | ➡ | Define Profile Sets / Targe Groups | ➡ | Assign Target Groups |

- There is no specific "Marketing Master Data" object

- Different Business Objects can be Selected for Marketing Master Data

InfoSet

Attribute Set

BW Query

Business Partner

Master Data

Hobbies

Age

Nationality

Interests

...

Transactional Data

Customer Segmentation - UI

Agenda
Customer Relationship Management

- **CRM for Marketing – Marketing to Lead Process**

  - *General Marketing Functionality*

  - ***Lean Campaign Management***

  - *Lead Management*

Lean Campaign Management
Definitions

A **Marketing Campaign** represents **a specific marketing operation** – a way in which business partners in a target group are contacted through a communication channel.

The **target group** represents a **specific section of the market** (see Segmentation).

The **communication channel** represents the **way by which the business partners are contacted**, e.g. E-mails, letters, phone calls, activities etc.

Marketing Campaigns form the operative basis in marketing planning and are **used to plan, perform and analyze marketing operations** efficiently.

Lean Campaign Management describes the **process of planning executing and analyzing** these campaigns

Marketing Leader

| Create Overall Marketing Plan | → | Plan Campaign | → | Execute Campaign | → | Monitor Campaign | → | Analyze Campaign |

Marketing Plan and Marketing Plan Elements are created in the CRM system

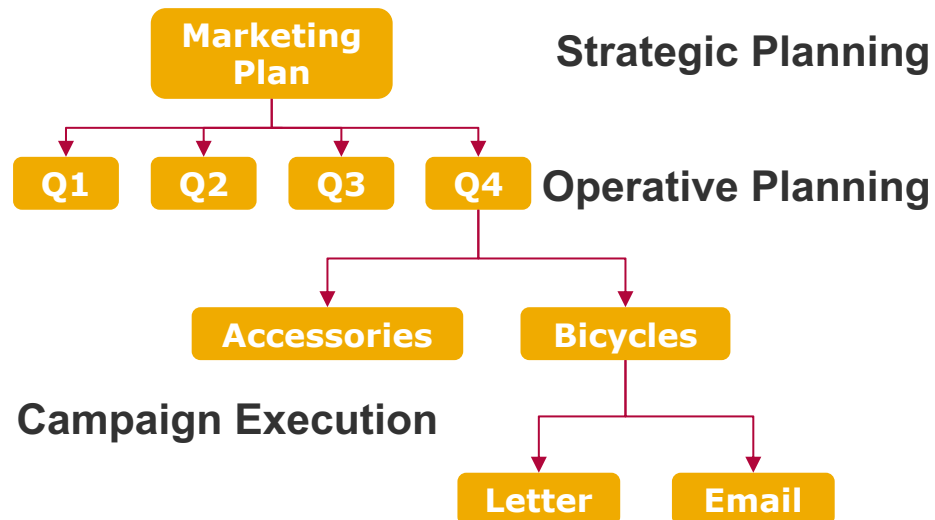Marketing Campaign is created in the Marketing Calendar and relates to the Marketing Plan Elements

Campaign Execution via multiple Communication Channels

Lean Campaign Management
I. Marketing Planning

- A Marketing Plan is used to get an overview about the planned campaign steps

- create, delete or edit single marketing plan elements

- a hierarchy of marketing plan elements can be displayed

Marketing Plan Hierarchy

Strategic Planning

Operative Planning

Campaign Execution

Lean Campaign Management
II. Campaign Planning

- Marketing Campaign is created in the Marketing Calendar and relates to the Marketing Plan Elements

- General Data such as:
  - Objective
  - Tactic
  - Priority
  - Type
  - Currency etc.

Campaign: CAMP000-5, Trade Show Campaign (Letter)   ← Back

Save | Cancel | New | 🗑 | 📄 | Show Hierarchy | Campaign Automation | Start | More ▾

⌄ Campaign Details   Edit

General Data

ID:	CAMP000-5
Description:	Trade Show Campaign (Letter) English
Type:	Product Promotion
Objective:	Brand Awareness
Tactic:	Trade Show
Priority:	High
Employee Responsible:	gbi-000 gbi-000
Marketing Organization:	US West Marketing
Currency:	USD
Parent:	
Authorization Group:	

Dates

Planned Start Date:	01.02.2018
Planned End Date:	28.02.2018

Status

Current Status:	Released
New Status:	

Channel

Communication Medium:	Lead Generation
Lead Template:	

Lean Campaign Management
II. Campaign Planning

Campaign Planning is a 4 step process:

- Define product groups
  - Which products shall be offered to customers?
  - Bicycles, air pumps, other accessories etc.?
- Find target groups
  - Which customers shall be informed about your products via communication channel?
  - Setting filters to find meaningful target groups
- Decide for communication channel
- Resource planning

Personalized Email is used to send Mails to target groups or to provide lists of marketing prospects with marketing information that are designed especially for these people.

- Mail formulas are used to create personalized mails

- Badge processes send out emails to assigned Target Group

Agenda
Customer Relationship Management

- **CRM for Marketing – Marketing to Lead Process**

  - *General Marketing Functionality*

  - *Lean Campaign Management*

  - ***Lead Management***

Lead Management
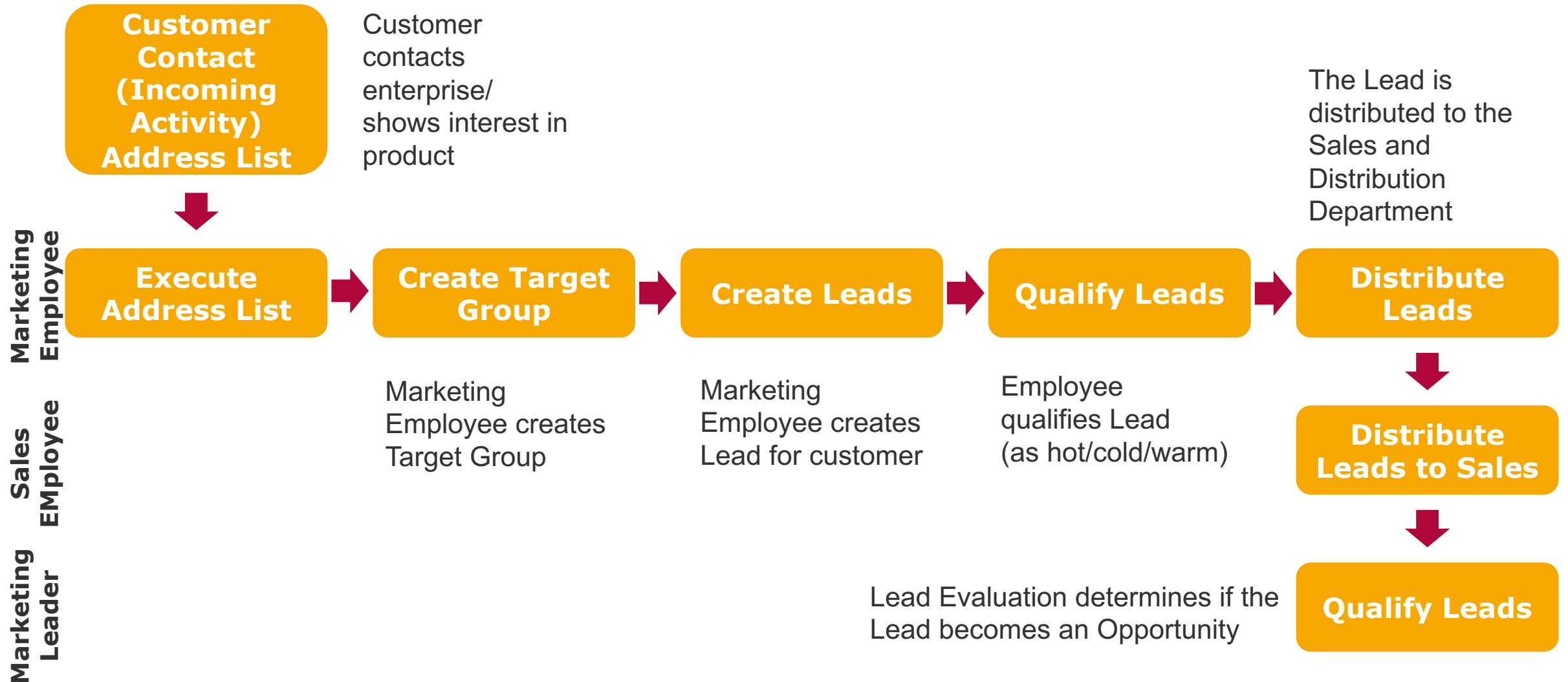## Definitions

A **Lead** represents

- a new potential business

- the basic interest in a product or service through a specific person or organization.

A **lead is a connection between marketing and sales**. Marketing can attract and increase the interest of a (new customer). The lead captures data for validation and prioritization of their interest. Once the interest is high enough the lead is handed over to sales and becomes an opportunity.

Lead Management is the process of collecting, updating and managing the interest of a business partner over time.
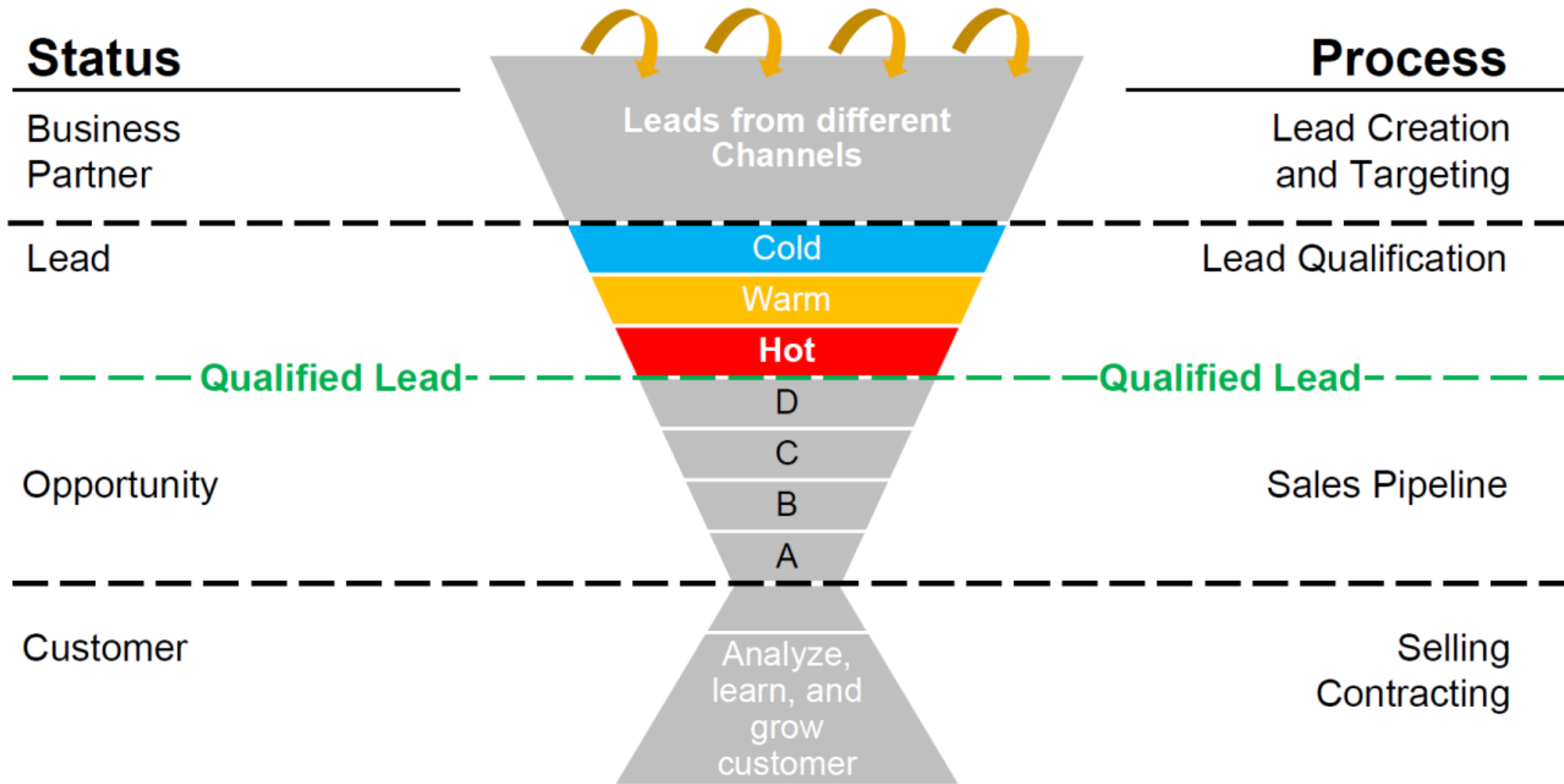
Lead Management
Process and Workflow

Customer Contact (Incoming Activity) Address List

Customer contacts enterprise/ shows interest in product

The Lead is distributed to the Sales and Distribution Department

Marketing Employee

Execute Address List	Create Target Group	Create Leads	Qualify Leads	Distribute Leads

Marketing Employee creates Target Group

Marketing Employee creates Lead for customer

Employee qualifies Lead (as hot/cold/warm)

Sales EMployee

Distribute Leads to Sales

Marketing Leader

Lead Evaluation determines if the Lead becomes an Opportunity

Qualify Leads

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Lead Management
Qualification of Leads

Status		Process
Status	Leads from different Channels	**Process**
Business Partner		Lead Creation and Targeting
Lead	Cold / Warm / Hot	Lead Qualification
— Qualified Lead —	D / C / B / A	Qualified Lead
Opportunity		Sales Pipeline
Customer	Analyze, learn, and grow customer	Selling Contracting

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Lead Management
in SAP CRM

- The Marketing person creates a Lead which can be qualified directly within the creation

- The campaign type can be added
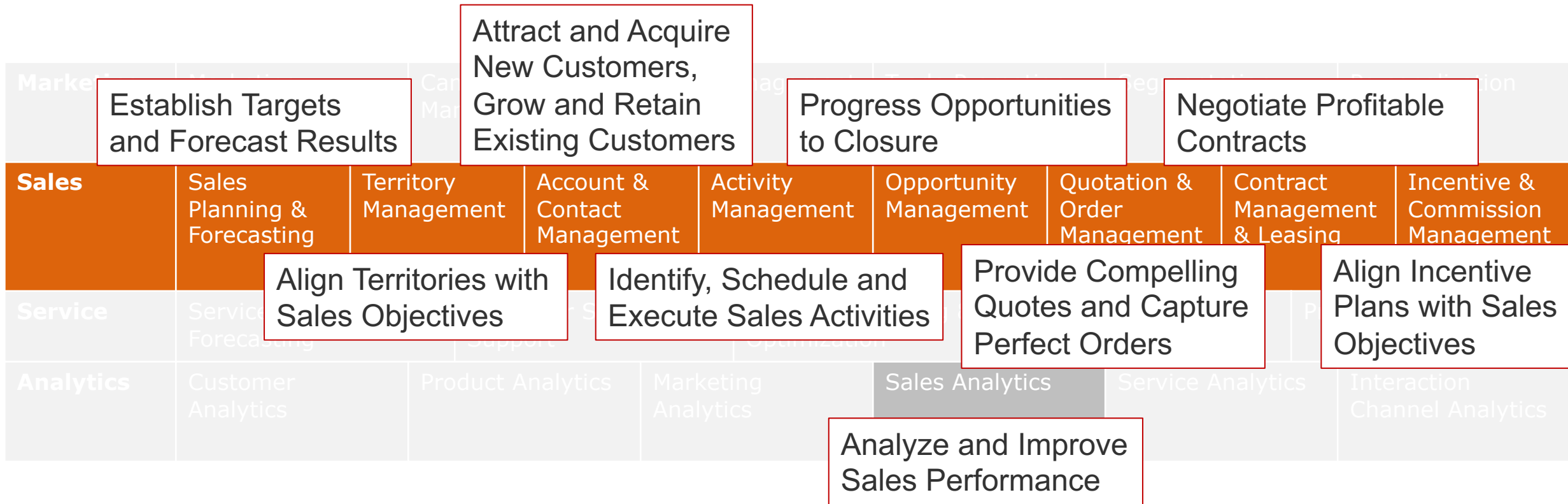
Agenda
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- **CRM for Sales - Lead-to-Order Process**

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- Summary

CRM for Sales

- CRM for Sales covers the planning, managing, execution and analysis of sales activities.
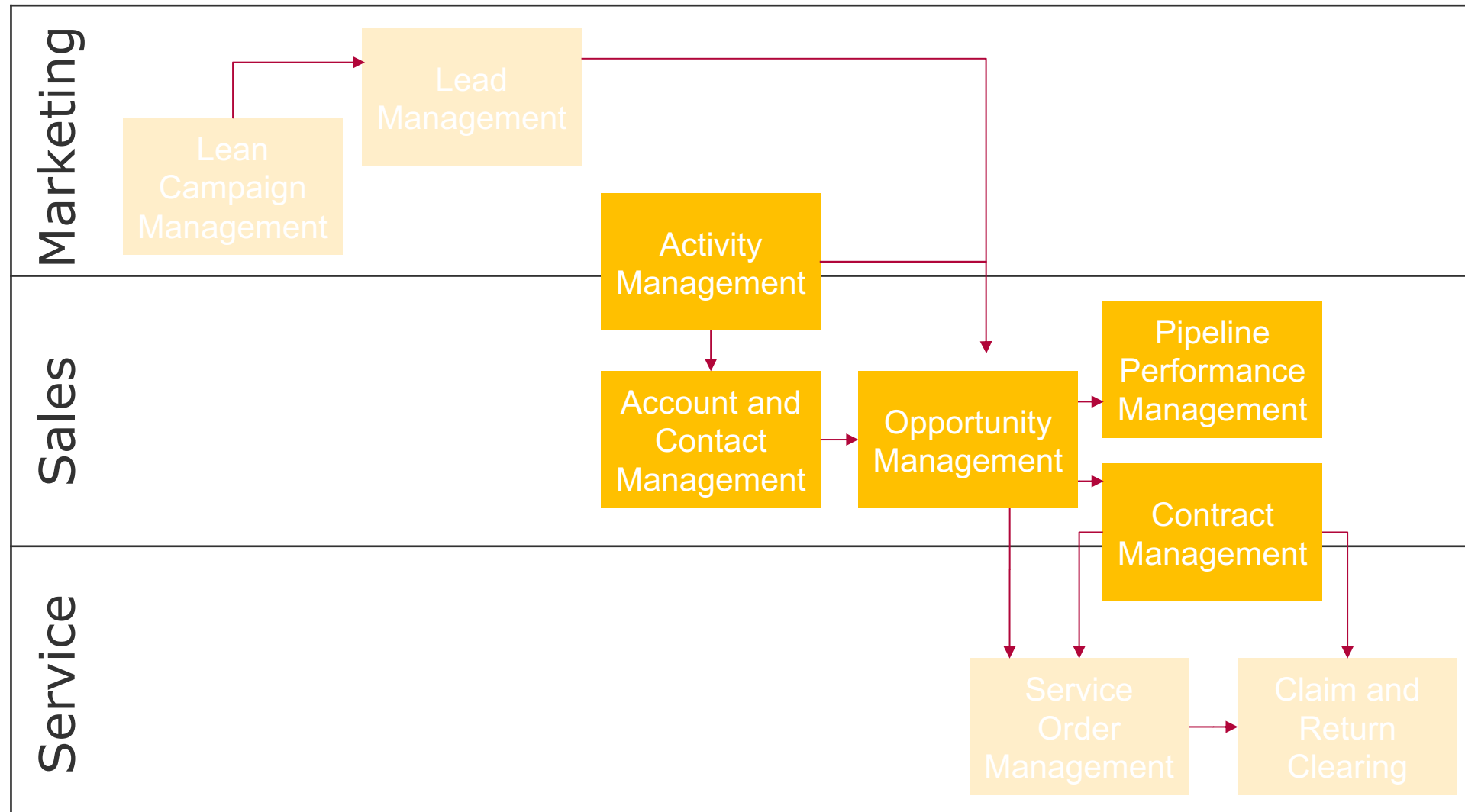
Benefits:

- efficient and goal-oriented Sales Execution and Target-Setting

- overall customer knowledge.

- shorten sales cycles

- increase revenues

- maximize sales team productivity,

- ensure customer loyalty

- and optimize indirect selling channels

CRM Functions ordered by Key Functions

Attract and Acquire New Customers, Grow and Retain Existing Customers

Establish Targets and Forecast Results

Progress Opportunities to Closure

Negotiate Profitable Contracts

Marketing							
Sales	Sales Planning & Forecasting	Territory Management	Account & Contact Management	Activity Management	Opportunity Management	Quotation & Order Management	Contract Management & Leasing	Incentive & Commission Management
Service	Service Forecasting		Support		Optimization			
Analytics	Customer Analytics	Product Analytics	Marketing Analytics		Sales Analytics	Service Analytics	Interaction Channel Analytics

Align Territories with Sales Objectives

Identify, Schedule and Execute Sales Activities

Provide Compelling Quotes and Capture Perfect Orders

Align Incentive Plans with Sales Objectives

Analyze and Improve Sales Performance

Interacting CRM Subprocesses
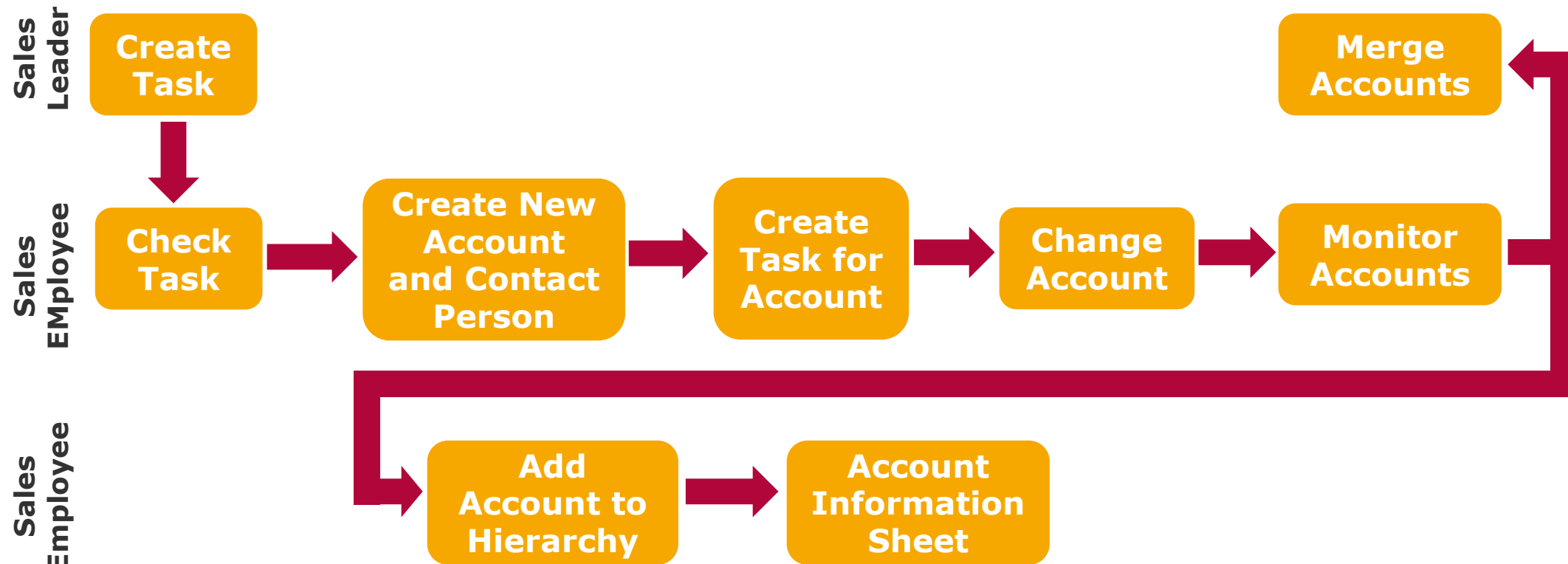
Account and Contact Management
Definitions

- **Account Management** comprises Information about customers, prospects or contact persons in master data, activity information and analysis.
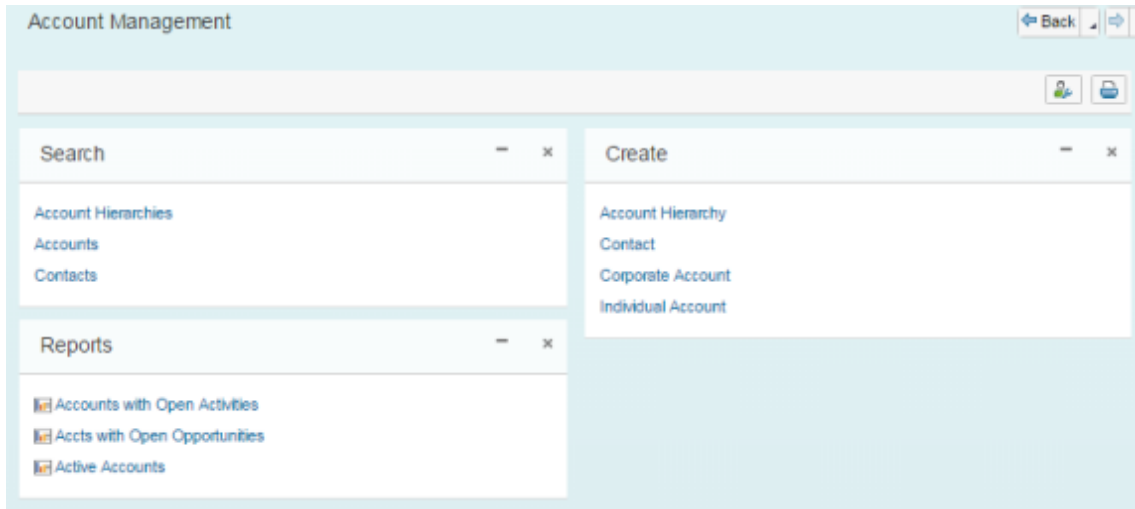
- **Features:**
  - □ Overview
  - □ Accounts
  - □ Information Sheet
  - □ Contact Person
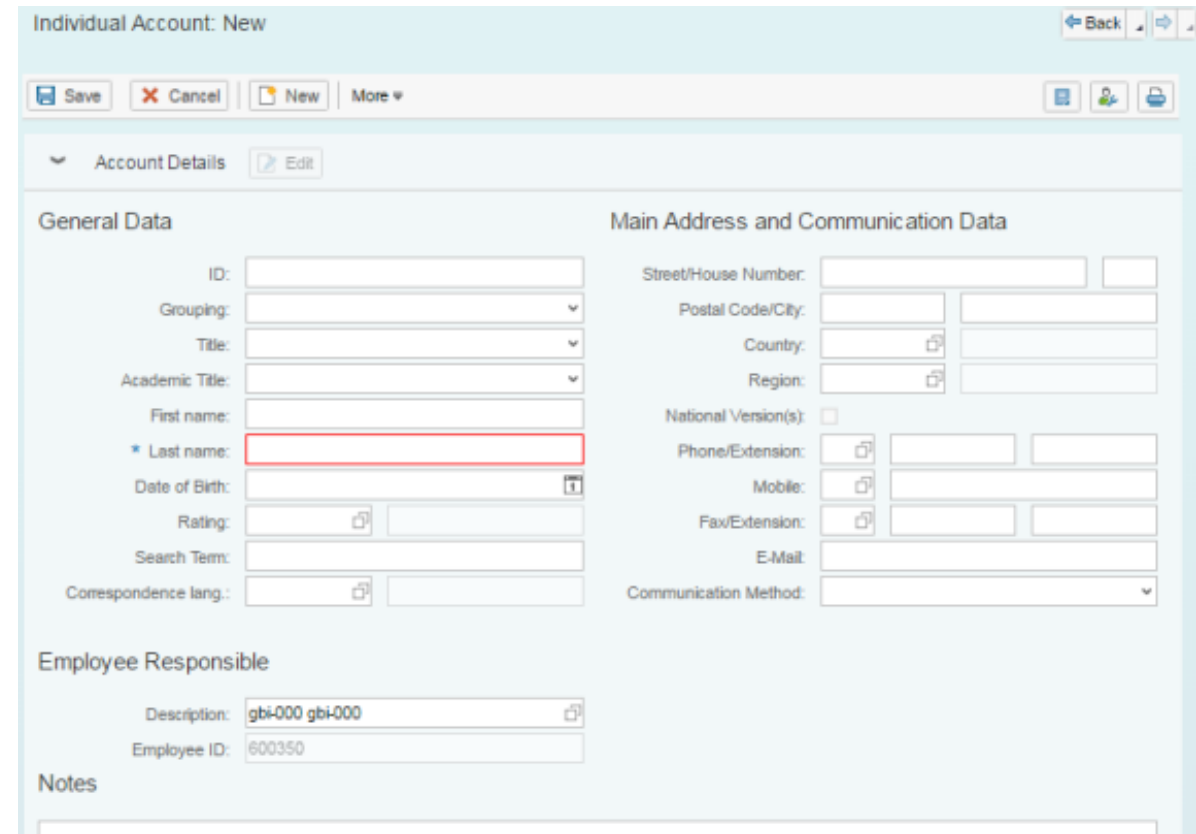 - □ Account Planning
  - □ Price Lists

Account and Contact Management
Process

Account and Contact Management
in SAP CRM

Activity Management
Definitions

- **Activity Management** supports the sales and service process across all phases and **provides information about all activities carried out** to serve the customer.

- Features:

  - Incoming call or e-mail and follow-up visit

  - Preparing visit

  - Customer visit

  - Visit report

  - Activity monitor

  - Opportunity

Activity Management
Process

Activity Management
in SAP CRM

Opportunity Management
Definitions

- The **Opportunity Management** scenario creates a framework for **pursuing sales projects from the start**, as they progress, and provides the basis for a **target-oriented analysis and optimization of your sales processes**.

- Features:

  - Opportunity identification

  - Opportunity qualification

  - Quotation creation

  - Decision

  - Closure

  - Sales Order creation

Opportunity Management
Process

The Opportunity will be closed with the given data and conditions for the Sales Order are constituted

Sales Employee

| Identify Oppor-tunity | → | Qualify Oppor-tunity | → | Create Quotati on | → | Close Oppor-tunity | → | Create Sales Order | → | Analyze Oppor-tunity |

Accept Proposal

Customer

Opportunity can be created:
- manually without preceding receipt
- with reference to an activity, e.g. a customer visit
- as a result of the Lead Management Process

Opportunity qualification validates whether a prospect is likely to purchase.

Quotation is created and converted to Sales Order

Reasons for Success and Failure will be analyzed

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Opportunity Management
in SAP CRM

Quotation and Order Management
Definitions

- **Quotation and Order Management** helps you to offer, sell and deliver products to the customers, mostly serial or bulk products that you procure externally.

- Features:

  - Processing via various communication channels

  - Integrated processes

  - Extensive information

  - Automatic determination procedures

  - Billing takes place in SAP ERP

Quotation and Order Management
Process

Quotation and Order Management were already represented as part of Opportunity Management

Sales Employee

Customer

| Identify Oppor-tunity | → | Qualify Oppor-tunity | → | Create Quotati on | → | Close Oppor-tunity | → | Create Sales Order | → | Analyze Oppor-tunity |

Accept Proposal

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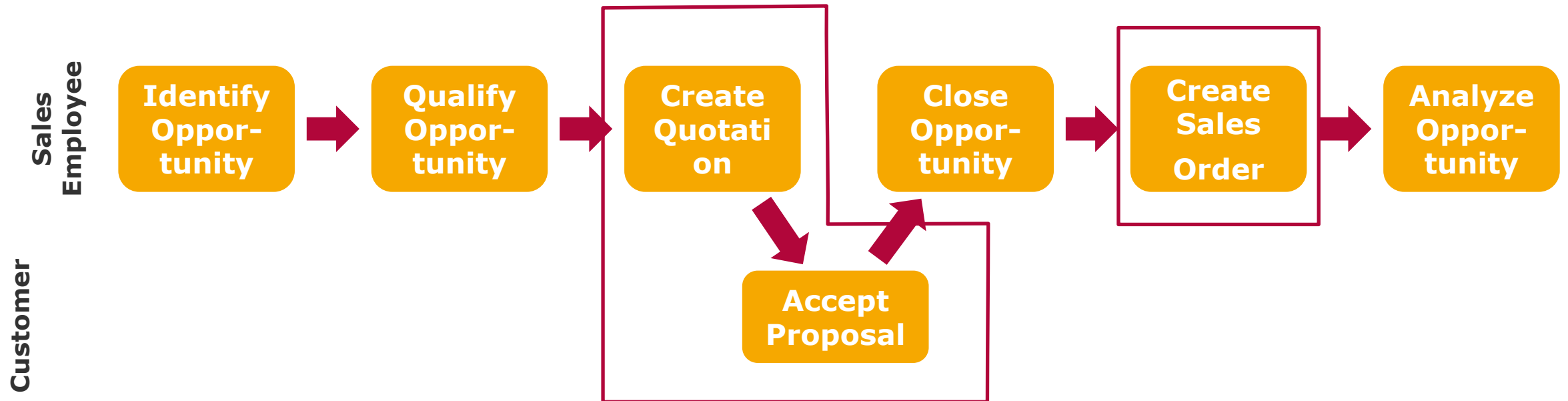
Quotation & Order Management: Quotation Functionalities

Lead to Cash

Attract Customers   Offer   Sell   Fulfill   Collect

Lead to Opportunity

Opportunity to Quote

Quote to Order

Create Customer Order

Sales and Distribution
(earlier in the course)

Invoice Customer

Sales Order Process

Lead to Quote / Lead to Order → **Order to Cash**

Quote to Order

Pre-Sales Activities
- Inquiry
- Quotation

Lead to Opportunity

Opportunity to Quote

Create Sales Order
- Delivery Scheduling
- Shipping & Route Determination
- Availability Check
- Pricing
- Credit Check

Material Provision
- Delivery Creation
- Picking
- Loading and Packing
- Goods Issue

Create Customer Order

Orchestrate Fulfillment Process

Invoice Customer

Pipeline Performance Management
Definitions

- **Pipeline Performance Management** supports Sales Employees when analyzing their Sales Pipeline. The process is using standard sales processes in the CRM System:

  - Opportunity Management

  - Activity Management

  - Account and Contact Management

- Features:

  - Administration of Sales Targets with integrated planning of Sales Rate

  - Identification of critical Opportunities

  - Simulation of Opportunity Changes and What if Scenarios

Pipeline Performance Management
Process

Sales Leader

| Administrate Opportunity Loss Rate | → | Plan Sales Target | → | Analyze Sales Pipeline | → | Analyze Closing Date | → | Monitor / Identify Opportunity Changes |

Sales Employee

Create Opportunities

Complete / Actulaize Opportunities

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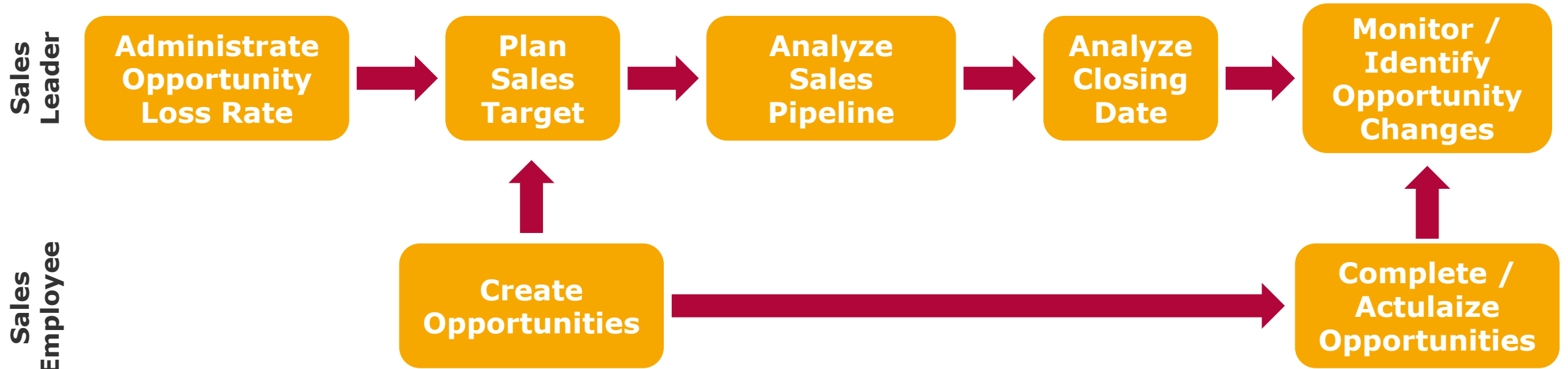
Territory Management
Definitions

- ***Territories*** are market based groupings of customers. They serve criteria that help to manage and control Sales and Marketing operations of an organization. The Main objective is to help establish sales territories

- Territory are Defined in terms of:
  - geographic segments
  - market segments
  - product or product lines
  - size of customer groups
  - specific customers or prospects

- Features
  - Increase Market and Customer Coverage
  - Control Selling Expenses
  - Improve Sales Force Performance Evaluation
  - Improve Customer Relationships
  - Improve Co-Ordination
  - Benefits for Sales People and Companies

Sales Leader designs territory hierarchy and territories

Sales Leader

| Rule Determination | → | Hierarchy Assignment | → | Attribute Assignment | → | Changing Territory Hierarchy | → | Change in Territory |

Sales Employee

Opportunity Design

Contract Management
Definitions

- Contracts are based on the concept of business transactions and contain general data as well as specific product and customer data

- Status possible:

  - Open

  - In Process

  - Released

  - Completed

Contract Management
Process

Sales Employee

Customer

Sales Employee wins an Opportunity out of the Opportunity Management Process

Sales Employee designs a contract for the Customer who agrees to buy the product under contract conditions

Sales Employee renews contract and makes a purchase agreement with the Customer

Winning Opportunity

Contract Creation

Contract Release

Renewing Contract

Negotiations for Buying Product

Contract Accpetance

Order Against Contract

Purchase Agreement

Sales Employee initiates negotiations with the customer concerning the purchase of the product

Customer orders against contract conditions

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Customer Relationship Management

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- **CRM for Service – Sustain to Retain Process**

- Summary

CRM for Service

- **CRM for Service** helps organizations manage the complexities of operating a service business.

- Benefits:
  - consolidated, operational insight enabling service and fulfillment appropriately matched to customer revenue potential
- It provides comprehensive Capabilities to organizations in the following areas:
  - ServiceRequest, ServiceOrder
  - Complaint Management
  - Service Planning and Analytics
  - and more

Different Services Require Different Processes

- General Service Management Processes:
  - Service Marketing, Sales and Contracts follow similar processes to Product Marketing, Sales and Contracts.
  - Service Logistics & Finance
  - Field Service Management

- Specialized Service Management Processes:
  - Installation & Maintenance
  - Customer Service & Support
  - Returns & Depot Repairs
  - Warranty and Claim Management
  - Personnel Services

CRM Functions ordered by Key Functions

Establish Targets and Forecast Results

Attract and Acquire New Customers, Grow and Retain Existing Customers

Progress Opportunities to Closure

Negotiate Profitable Contracts

Marketing							
Sales	Sales Planning & Forecasting	Territory Management	Account & Contact Management	Activity Management	Opportunity Management	Quotation & Order Management	Contract Management & Leasing	Incentive & Commission Management
Service	Service Forecasting		Support		Optimization		
Analytics	Customer Analytics	Product Analytics	Marketing Analytics	Sales Analytics	Service Analytics	Interaction Channel Analytics

Align Territories with Sales Objectives

Identify, Schedule and Execute Sales Activities

Provide Compelling Quotes and Capture Perfect Orders

Align Incentive Plans with Sales Objectives

Analyze and Improve Sales Performance

CRM Functions ordered by Key Functions

Marketing	Marketing Planning	Campaign Management	Lead Management	Trade Promotion Management	Segmentation
Sales	Sales Planning & Forecasting	Territory Management	Activity Management	Opportunity Management	Quotation & Order Management · Contract Management · Commission Management
Service	Servie Planning & Forecasting	Customer Services & Support	Resource Planning & Optimization	Service Operations Management	Professional Services
Analytics	Establish Targets and Forecast Results	Product Analytics	Marketing Analytics		Service Analytics · Interaction Channel Analytics

Manage Knowledge Intensive Services, e.g. Consulting

Manage Service Activities Related to Customer Requests

Manage daily operations of services

Optimization of services regarding human resources, raw materials, tasks, and projects

Analyze and Improve Service Performance

Interacting CRM Subprocesses

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- CRM for Service – Sustain to Retain Process

  - ***Service Order Management***

  - *Claim and Return Clearing*

Service Order Management
Definitions

- Service Order is the equivalent of the Sales Order when selling Services

- Features

    - Preparation of Service Quotations and Printout of Bills

    - Preparation of Service Orders (Creation, Confirmation, Billing)

    - Resource Planning

    - Printout of Billing Documents and other Documents

    - Optional: Evaluation of Service in BW

Service Order Management
Process

Customer

Accept Quotation

After the Customer has accepted the Service Proposal, the Employee converts it into a Service Order

Service Employee creates Service Quotation for a certain Service

Service Employee

Create Quotation

Send Quotation to Customer

Transfer Quotation to Service Order

Create Billing Document

Send Billing Document

Service Manager

Technician Assignment

Assign Service Positions to Service Employees

Service Technician

Create Service Confirmation

Release of Service Positions and Billing

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Agenda
Customer Relationship Management

- CRM for Service – Sustain to Retain Process

  - *Service Order Management*
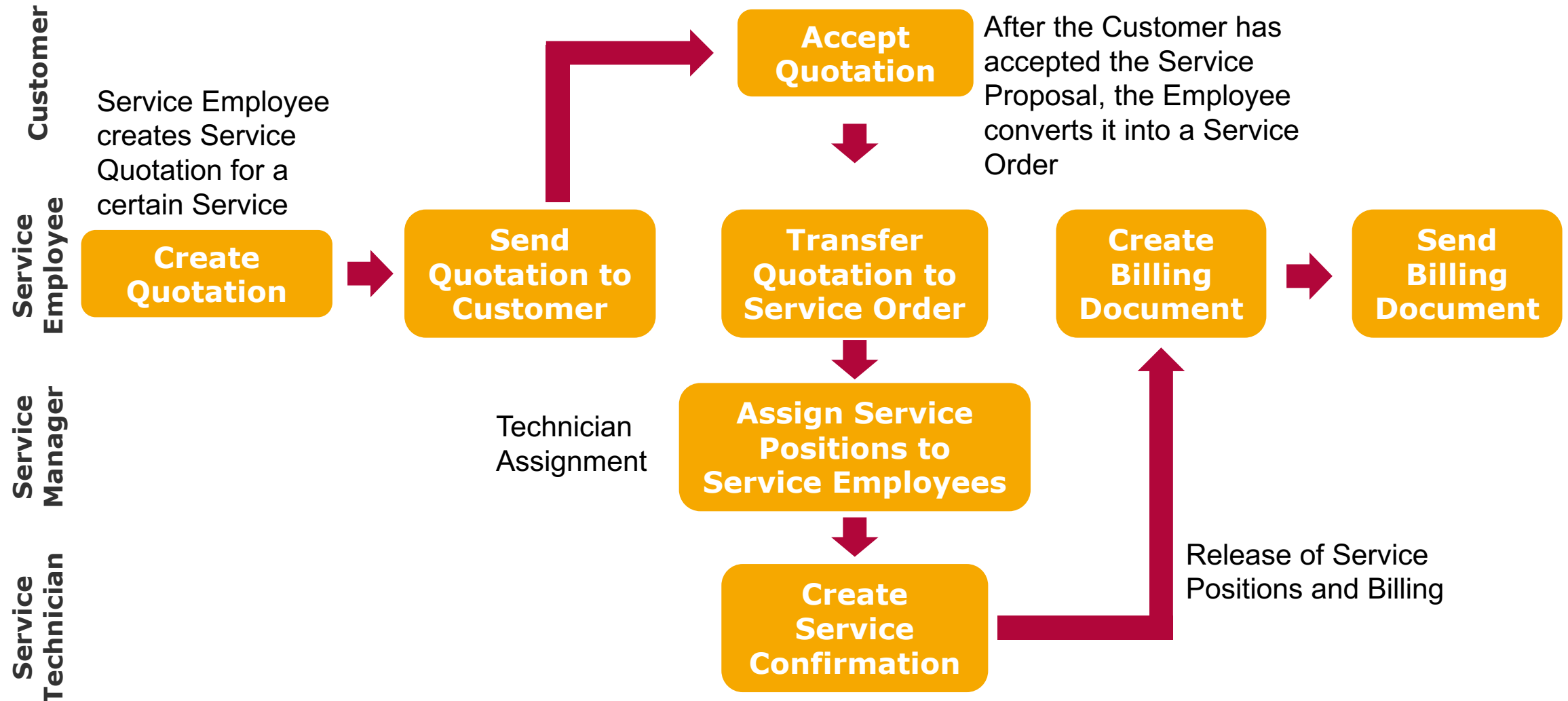
  - ***Claim and Return Clearing***

Claim and Return Clearing
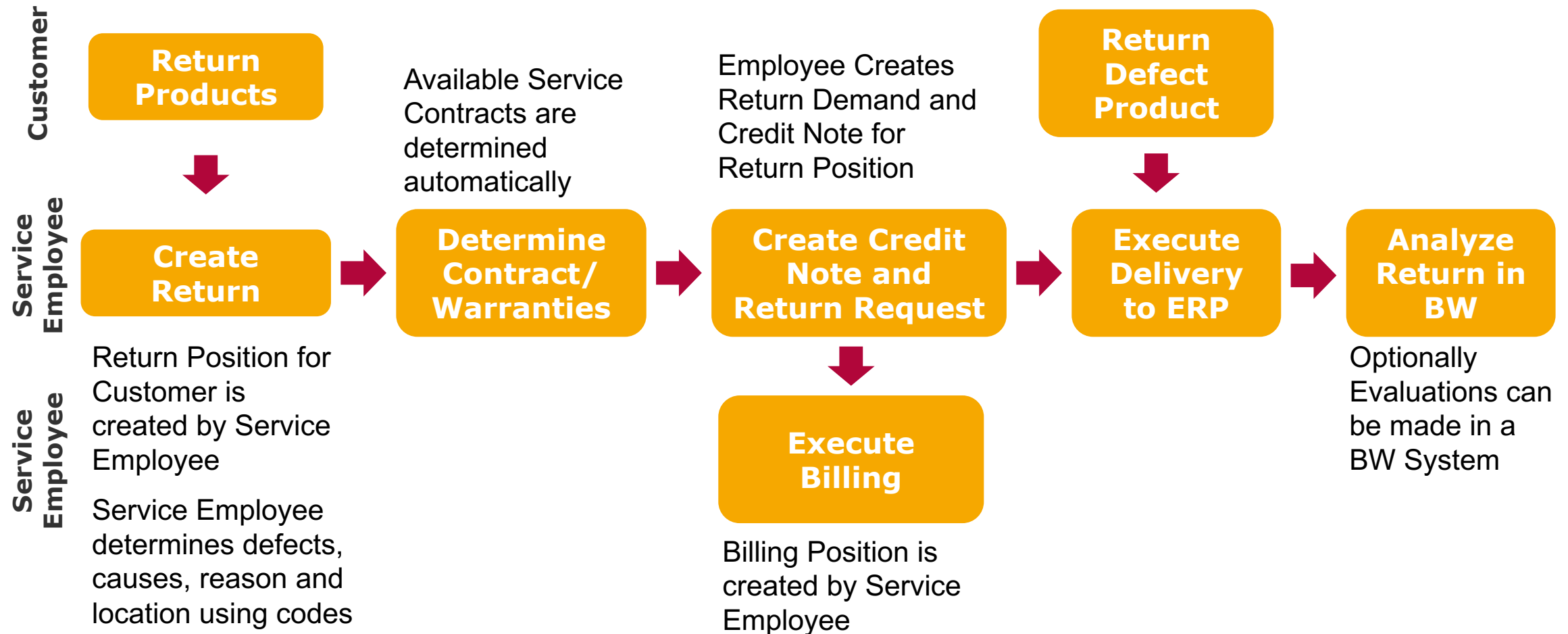## Definitions

- Claims and Returns are a common service when selling any goods.

- Claims – defects on the product, errors in fulfillment or billing, …

- Returns – Returning goods as part of canceling the sale, returning goods to be exchanged for different sizes, …

- Features

  - Execution of Returns in Frontend

  - Preparation of Returns in Backend

  - Optional Evaluation of Returns in BW

Claim and Return Clearing
Process

Customer

Return Products

Available Service Contracts are determined automatically

Employee Creates Return Demand and Credit Note for Return Position

Return Defect Product

Service Employee

Create Return → **Determine Contract/ Warranties** → **Create Credit Note and Return Request** → **Execute Delivery to ERP** → **Analyze Return in BW**

Return Position for Customer is created by Service Employee

Service Employee determines defects, causes, reason and location using codes

Execute Billing

Billing Position is created by Service Employee

Optionally Evaluations can be made in a BW System

Summary

- The CRM system is th central tool for all activities with customer interaction
- It is connected and integrated to other systems
- It supports processes in Marketing, Sales and Service and allows for Analysis in these areas

Marketing	Marketing Planning	Campaign Management		Lead Management		Trade Promotion Management	Segmentation	Personalization
Sales	Sales Planning & Forecasting	Territory Management	Account & Contact Management	Activity Management	Opportunity Management	Quotation & Order Management	Contract Management & Leasing	Incentive & Commission Management
Service	Servie Planning & Forecasting		Customer Services & Support	Resource Planning & Optimization		Service Operations Management		Professional Services
Analytics	Customer Analytics	Product Analytics		Marketing Analytics	Sales Analytics		Service Analytics	Interaction Channel Analytics