

How Did Automated CRM and Better Systems Integration Energize Sales for a Major German Utility?

For more than 40 years, REWAG Regensburger Energie- u. Wasserversorgung has provided safe, reliable, high-quality energy and drinking water in and around Regensburg. One of Germany's first utility companies, REWAG is committed to ensuring a world-class customer experience and, to that end, runs SAP for Utilities solutions. But, the company's CRM was not integrated with its larger SAP® software system, resulting in data stored in various places, including in e-mails, spreadsheets, and sometimes just in employees' heads.

REWAG needed a simple-to-implement, user-friendly solution to structure its customer and sales information in one place. Its salespeople also needed mobile online and offline access so they could access and enter data on the go at customer sites. After reviewing software from several competitors, REWAG worked with consulting experts from the SAP Digital Business Services organization to deploy the SAP Hybris® Cloud for Customer solution. Up and running in just 50 days, the new solution gives REWAG a clearer, more utility-focused view of customers, speeding sales and helping REWAG serve its customers better.





Optimizing CRM with SAP® Digital Business Services and SAP Hybris® Cloud for Customer



REWAG Regensburger Energie- u. Wasserversorgung AG & Co. KG
Regensburg, Germany
www.rewag.de (German)

Industry
Utilities

Products and Services
Regional energy and water supply – electricity, natural gas, heat, and drinking water

Employees
400

Revenue
€340 million

SAP® Solutions and Services
SAP® Hybris® Cloud for Customer solution and SAP Consulting services, including the starter implementation service for SAP Hybris Cloud for Customer

REWAG wanted to streamline its CRM by moving it to the cloud, so it enlisted SAP Consulting services to deploy SAP Hybris Cloud for Customer. The result is major time savings for the REWAG sales team.

Before: Challenges and Opportunities

- Need for sales teams to work online and offline to access and update customer data from customer sites
- Lack of CRM automation and integration with SAP for Utilities solutions – resulting in siloed information across several locations such as e-mails, spreadsheets, and even in employees' heads

Why SAP Hybris Solutions

- SAP Hybris Cloud for Customer – a solution that is simple to implement and use, enabling all customer and sales information to be kept in one place
- Integration of customer data and processes with SAP for Utilities solutions
- SAP Consulting for deployment and integration with accounts, quotes, contacts, activities, appointments, and groupware integration, as well as utility-specific content, such as customer fact sheets, inclusive contract data, and financial and meter information – all part of the starter implementation service for SAP Hybris Cloud for Customer

After: Value-Driven Results

- Direct input of customer and sales data from the customer site
- More effective allocation of business priorities and better customer visit prep, increasing customer satisfaction
- Faster quote to contract thanks to online and offline access, integration with Microsoft Outlook, and streamlined contact and activity management
- Significant time savings for salespeople
- Better data quality thanks to integration with SAP for Utilities and guidance from SAP Consulting on the best automation and integration plan

“SAP Hybris Cloud for Customer is transforming our CRM processes. Our salespeople have the info they need right when they need it. SAP Consulting was a huge help in making this such a successful project.”

Dominik Kastaun, Key Account Manager, REWAG Regensburger Energie- und Wasserversorgung AG & Co KG

SAP Hybris (v)

360-degree

View of customers and sales activities

50 days

From project start to live launch

One-time

Entry of contact and account data – saving time and increasing accuracy and security

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