

# How Do You Do Good for Customers, the Community, and Your Business?

For 20 years, customers have looked to CG Computers Sdn Bhd for expert, enthusiastic advice on cutting-edge technology and telecommunications equipment. The Malaysian retail reseller has achieved impressive growth and operates 40 retail outlets nationwide that sell world-leading products from Apple Inc., Samsung Group, Huawei, and Xiaomi. CG Computers wants to provide exceptional, personalized service to customers. However, with sales data in numerous separate databases, the retailer experienced difficulty in gaining insights for meaningful, relevant communications.

The retailer needed to better understand customer behavior, previous purchases, and preferences to send targeted offers. A customer who just bought a smartphone may be interested in a discount voucher for accessories, for example. The company also wanted to harness the power of social media to engage more deeply with online audiences. With help from Brightree Solutions, CG Computers now uses the SAP® Hybris® Cloud for Customer solution to consolidate customer data and provide a centralized communications platform. As a result, the retailer has strengthened customer relationships and increased sales.





“We’re not just interested in a quick sale. We want our customers to know we make good on our promises and that they can **trust us in the long term** to provide high-quality advice on their technology needs.”

Peggy Tan, Marketing Director, CG Computers Sdn Bhd

By providing centralized data management and in-depth customer insights, the SAP® Hybris® Cloud for Customer solution enabled CG Computers to communicate with customers in a more targeted and relevant way. This has helped the company to engage with customers more closely and be more in tune with their needs, increasing brand loyalty and helping it on the way to realizing its vision of becoming the leading technology reseller in Asia.



30%  
Annual growth



40  
Retail outlets



250,000  
Personalized customer communications monthly





# Strengthening Customer Relationships with SAP® Hybris® Cloud for Customer



**CG Computers Sdn Bhd**  
Pulau Pinang, Malaysia  
[www.cgcomputers.com](http://www.cgcomputers.com)

**Industry**  
Retail

**Products and Services**  
Electronics and accessories

**Employees**  
450

**Revenue**  
US\$116.36 million

**SAP® Solutions**  
SAP® Hybris® Cloud for  
Customer solution

Retailer CG Computers Sdn Bhd consolidated its customer data using the SAP® Hybris® Cloud for Customer solution. Now, thanks to improved customer insights, the IT and telecommunications reseller can target communications more effectively and build closer, longer-lasting customer relationships.

## Before: Challenges and Opportunities

- Consolidate and enrich 200,000 data records by incorporating up-to-date sales information
- Increase insight into customer buying patterns
- Improve ease of management of omnichannel marketing communications

## Why SAP and Brighttree Solutions

- SAP platinum partner with specialist customer engagement expertise and a proven track record in SAP Hybris solutions
- Consolidated view of customer history, including product ownership, brand preference, and buying behavior
- Centralized customer engagement platform, enabling quick and efficient management of social media posts
- Detailed segmentation of different target audiences, enabling the pinpointing of relevant offers and discount vouchers

## After: Value-Driven Results

- Better targeted communications, leading to increased sales
- Higher e-mail opening rate from 7% to 9%
- Deeper engagement with customers, with increased interactions by e-mail and on social media
- Improved customer satisfaction, resulting in more repeat business

**“We want our customers to come back and to know we are always here, ready to serve them.”**

Peggy Tan, Marketing Director, CG Computers Sdn Bhd

SAP Hybris (v)

Featured Partner



2%

Increase in e-mail opening rate

200,000

Customer data records consolidated

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