



Innovating Business Processes and Focus with SAP[®] Business ByDesign[®]



StepStone GmbH
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Industry
Professional services

Products and Services
Online recruitment and career Web sites

Employees
2,500

SAP[®] Solutions
SAP[®] Business ByDesign[®] solution

More than 120,000 companies use StepStone job boards successfully for the recruitment of qualified specialists and executive staff. StepStone deployed SAP Business ByDesign and has seen increased sales efficiency and conversion within one year.

Before: Challenges and Opportunities

- Secure leadership position after years of strong growth with the right underlying business solution
- Implement findings from a customer-focus group to make StepStone even more attractive for future customers
- Improve data integrity and quality
- Reduce administrative overhead
- Strengthen and speed up connections between all work divisions

Why SAP

- Integrated, packaged solution, which is quick to implement and integrate
- User-centric design of the solution, with the ability to scale as requirements evolve

After: Value-Driven Results

- Implemented the solution in seven different organizations in five different countries
- Switched from an activity based working mode in sales to a clear focus on leads and opportunities
- Increased sales efficiency, with the ability to make 80 to 100 calls per day
- Increased the amount of sales calls by 50% and the opportunity conversion by 20% within one year
- Innovated the work of salespeople with call boosters where all information required is on one screen
- Launched a platform for a multichannel sales strategy

“With SAP Business ByDesign we managed to switch from a heterogeneous solution landscape to a unified solution in the cloud and improve our business performance while innovating the way people work.”

Bie Nijs, Functional Analyst, StepStone GmbH

50%

Increase of sales calls within one year

20%

Opportunity conversion improvement within one year

Up to 100

Sales calls per day due to increased sales efficiency