

What Makes the Ultimate Digital B2B Sales Team?

Many industrial companies rely on adhesives and sealants from Henkel. As part of its digital transformation, the company's Adhesive Technologies business unit wanted to strengthen customer loyalty and bring individual customers' demands into focus. An extensive online shop, precise data analysis, and smart sales support provide the key.

Henkel implemented innovative solutions in pilot projects with its partner maihiro. Information from SAP® Hybris® Sales Cloud now enables the sales team to achieve better commissions on store visits. Thanks to SAP Retail Execution, sales representatives can check the conversion rate of promotions when visiting retailers and collect information on products in store. In addition, SAP Hybris Commerce provides the basis for an online shop that takes customer needs and habits into account, opening new opportunities for cross- and upselling. Feedback from test customers was overwhelmingly positive.



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“We want to learn everything about new demands and requirements at an early stage.

End-to-end customer data and **continuous analysis** open up exciting opportunities for us.”

Dr. Annette Hamann, Corporate Vice President Integrated Business Solutions, Henkel AG & Co. KGaA

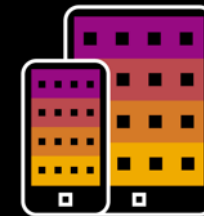
A user-friendly online shop, detailed customer analysis, and pioneering solutions for the sales team: The Adhesive Technologies business unit at Henkel now supports its customers even more effectively with products and services that meet their demands.



Central
source for all customer data



Fast
solution adaption to meet new market demands



Mobile
access on any end device – online or offline



Supporting Customers More Effectively with SAP® Hybris® Solutions



Henkel AG & Co. KGaA
Düsseldorf-Holthausen
www.henkel.com

Industry
Consumer goods

Products and Services
Cleaning products, detergents,
beauty care products,
adhesives, sealants, and
functional coatings

Employees
51,350

Revenue
€18.714 billion

SAP® Solutions
SAP Hybris® Commerce
SAP Hybris Sales Cloud
SAP Retail Execution

The Adhesive Technologies unit at Henkel implemented two groundbreaking SAP® Hybris® solutions together with SAP partner maihiro and took its sales to a whole new level. An online shop and applications for field sales staff reinforce Henkel's position as a leading global company.

Before: Challenges and Opportunities

- Implement digital transformation successfully
- Increase business growth through more effective sales
- Take customer care to a new level
- Obtain end-to-end insights into customer data
- Analyze customer data constantly and utilize the findings instantly

Why SAP and maihiro

- Solution can be flexibly adapted to changing market requirements
- Integration capabilities facilitate future innovations
- Implementation partner maihiro offers the maiTour solution to optimize sales visit planning

After: Value-Driven Results

- Consolidated product and service information in a single system
- Launched a new online shop that perfectly matches real customer demands
- Increased revenue through demand-based cross- and upselling

“The digital transformation of our sales helps us to place customers at the heart of what we do and to become more flexible, agile, and effective in the market.”

Michael Stichnote, Global Head of eCommerce / CRM, Henkel AG & Co. KGaA

SAP Hybris (Y)

Increased

revenue by analyzing customer data and offering exactly the right product or service

Transparent

360-degree view of every customer



How the Henkel sales team streamlines its processes with an innovative app.

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