

SAP CRM Enables Alignment of Engen's Customer Service Centre with Sales and Marketing Customer Centricity Strategy

Ann Bennets, Engen

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AGENDA

Brief overview of Engen Petroleum Ltd

Brief overview of Engen Customer Service Centre

Engen Customer Centricity Strategy and Key Drives

CRM upgrade scope and objectives

CRM as an enabler

CRM upgrade benefits

Brief overview of Engen Petroleum Ltd



ENGEN PURPOSE

We are a leading African Oil Company committed to meeting the agreed needs of our customers in order to increase our business share and profit in Africa.

Brief overview of Engen Petroleum Ltd (cont)

Core business

- The refining of crude oil
- Manufacturing of lubricants and greases
- Marketing of primary refined products in Africa
- Provision of convenience services throughout our retail network

Brief overview of Engen Petroleum Ltd (cont)

Ownership

- 80% - Petronas (Malaysia)
- 20% - World Wide

Customers

- Business to Business
- Business to Consumer

Brief overview of Engen Petroleum Ltd (cont)

The Business

Enjoys 20% market share in SA and significant percent in African countries

- Annual turnover 35BR
- Total assets 16 BR
- Convenience turnover 2 BR

Brief overview of Engen Petroleum Ltd (cont)

Infrastructure

- 1280 Retail Sites
- 72 Storage Facilities
- >10 000 Commercial Customers
- State of the art Lube Blend Plant
- 3 Metric tons dead weight tankers
- World class IT infrastructure
- Large transport fleet
- 2 500 Employees

Engen Customer Service Centre



Engen CSC is a support function to Engen's Sales and Marketing Customer Centricity Strategy

Emphasis is placed on meeting defined and agreed customer requirements whilst optimising profit generating opportunities

Engen Customer Service Centre (cont)

CSC Design Principles

- All customer contact points accessible
- All customer contact history stored in CRM
- CSC resolves 90% of queries , 10% escalated
- Specialists are available in and accessible to the CSC
- All Engen staff to follow the query management process
- All customer contact via a single telephone, fax,email, e-business (online)
- CSC owns all queries / complaints until resolution
- The CSC matches all calls to the right person 100% as promised
- CSC available 07h00 – 17h00 and 24x7 for maintenance
- 100% availability of staff to handle call volume

Engen Customer Service Centre (cont)

CSC Interdependencies

- Supply Chain
 - Manufacturing
 - DRP
 - Distribution
 - Sales
 - Marketing Support
- Other
 - IT

Engen Customer Service Centre (cont)

CSC Infrastructure

- 84 seats (inbound & outbound)
- IVR APROPO
- SAP R3 ECC 6
- SAP CRM
- Workforce Management –TOTAL VIEW
- Voice recorder NICE

Engen Customer Service Centre (cont)

CSC Core Services

- Customer Order Fulfilment
 - Order placement
 - Order tracking
 - Query management
- Breakdown Maintenance Management
- Telesales
- Product Technical Management
- Marketing Services

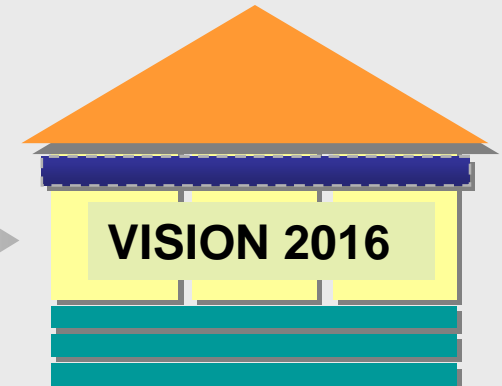
Engen Customer Centricity Strategy

Driving Forces of Change Model

Ambitious 2016 objectives

Tougher operating environment

Need to move beyond
“Operational Excellence”
as competitive
differentiator



Engen Customer Centricity Strategy



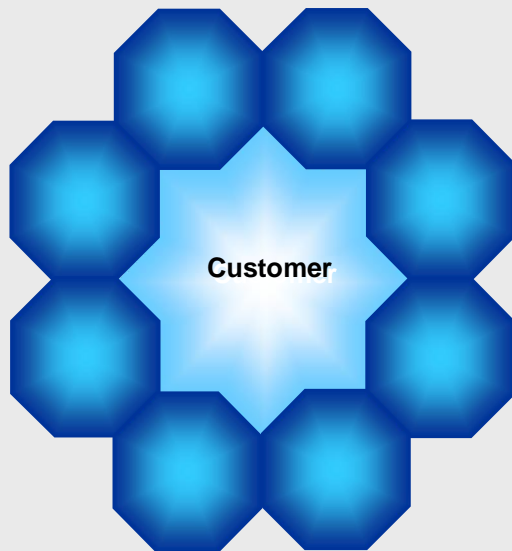
What does this mean?

- It means... forming long-term relationship with our most valuable customers
- It means... interacting with customers over multiple points of contact and integrating the results of these contacts into a consistent company position for the customer
- It means ...segmenting your customers and providing them with appropriate solutions
- It means... expecting key accounts to realise additional growth and contribution to revenue generation

Engen Customer Centricity Strategy

Statement of Intent

To enhance the existing capabilities of ESM as a customer centric organisation towards meeting our long term goals.



- **Innovation & Learning Perspective:**

A deeper understanding of our customers as a driving force for organisational strategies

- **Operational perspective:**

A visible change in the mindset and behaviour of the organisation towards its customer base

- **Customer perspective:**

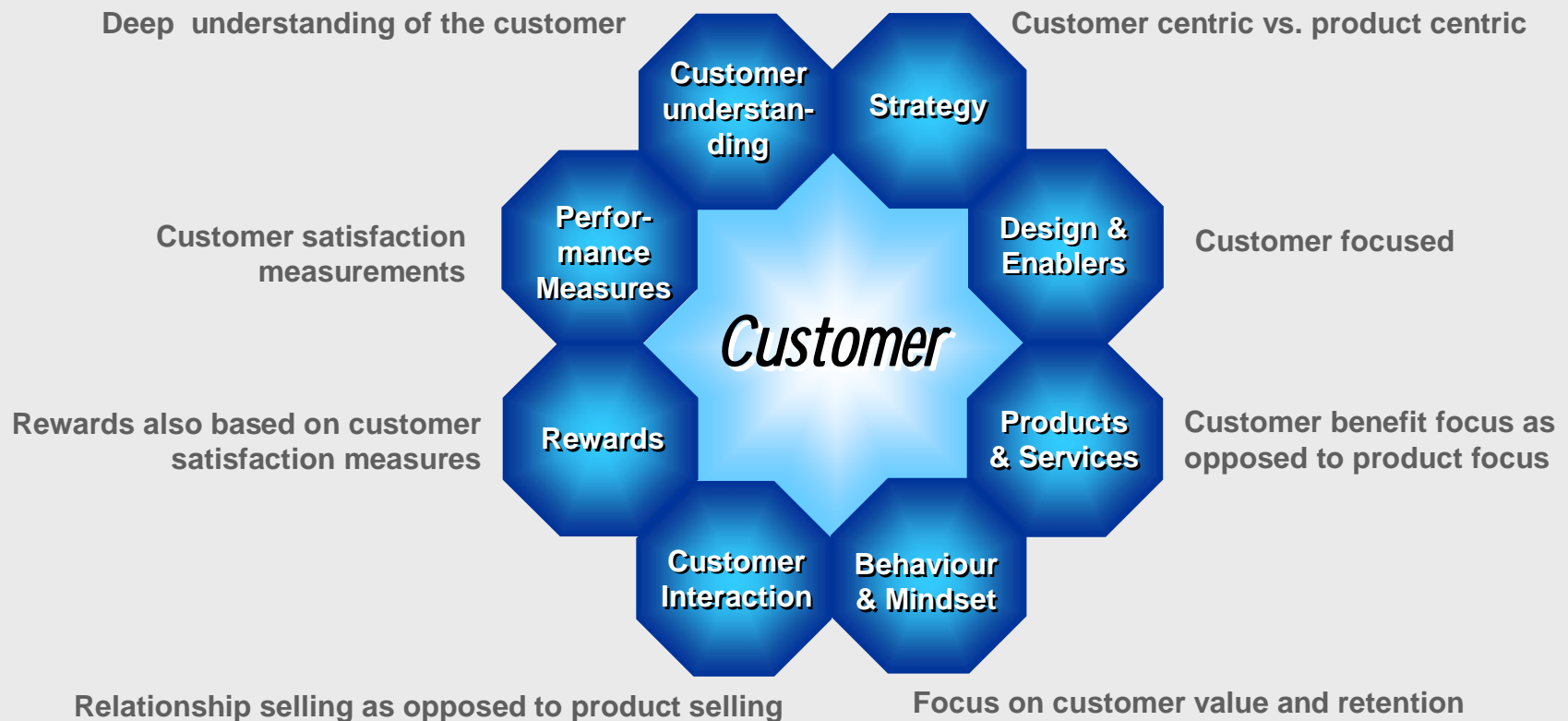
A significant improvement in customer satisfaction related performance measures

- **Financial perspective:**

Increased return on high-value

What we are Aiming For (End State)

Customer Centricity Should be Pervasive and Visible Through all the Layers and Components of the Organisation, and the Broader Scope of this Initiative Must Comprehend all of these Components.



Key Drivers of Customer Centricity

- A deep understanding of customers and the markets they operate in
- Solution focused as opposed to product focus
- Pervasive throughout the organisation and SAP CRM seen as an enabler!
- A supplier that is easy to do business with
- Proactive, transparent communication
- Consistent customer relationship management
- Value added offerings and services
- Identifying and managing key accounts differently

CRM as an enabler -key drivers of CRM upgrade

Project scope

- To prepare the technical platform to support future CRM business goals
- To ensure that Engen's SAP systems remain in mainstream maintenance until 2011
- To enable future exploitation of new/un-used functionality available with Netweaver and ECC 6
to become Unicode compliant
- To minimize the disruption to the business

CRM as an enabler -key drivers of CRM upgrade

Project objectives

- To prepare the technical platform to support future CRM business goals
- To review current pain points and to consider opportunities to refine processes
- To enable SAP standard middleware for data synchronization on the current data sources, between SAP CRM and R3
- To define a framework for future roll-outs of CRM to the business e.g. Sales/Credit

SAP CRM as an enabler.....

Engen's customer service centre manages
+2,500 interactions with customers daily.....

- It is critical from a customer experience perspective that each interaction managed
- provides the level of service and relationship management that the customer expects.

SAP CRM as an enabler

- Requirement -real time customer information
- Design of system has anticipated customer demand
 - 80% of info for all interactions on one screen
 - Simplified search criteria
 - Easy identification of key customers
 - Full customer history of all previous interactions
 - Align of all interaction in CRM (fax, email, E-business, voice)
 - Real time reporting
 - Contact management
 - Templates in CRM

SAP CRM as an enabler (cont)

Requirement –query management system that is easy to use with alerts and tracking capabilities

Previous major pain point !

- Enables real-time tracking and management of queries
- Query process SLA Management -real time alerts to queries outside of SLA's
- All customer history available

SAP CRM as an enabler (cont)

Requirement - Equipment Maintenance Management

- Again real time information
- Intergration with SAP PM enables full view of previous interactions
- Huge positive is the ability to identify real time repeat requests for same equipment failures
 - Reduced costs
 - Warranties

Overall Benefits to the CSC

Improvement in operational efficiencies

- Staff alignment
- Improved productivity
- Improved turn-about times

Customer Impacts

- Improved customer satisfaction
- Improved customer communication
- Interaction with customer made easier as all information is live and available
- Ease of doing business improved
- Key accounts service differentiated

Benefits to the Business

- Enhanced reporting capability and accuracy
- Real time reporting
- Improved communication within the supply chain
- Use of templates ensure accurate data capturing
- Real time alerts and dashboard
- Real time updating customer contact data
- Improvement in communication

Upgrade experience

- Specialist advice to assist with blueprint
- High level of development skills
- Minimum impact on the business



Thank you