

Client: American Standard

Summary: E-commerce and Sales Force Automation for American Standard

American Standard is a leading North American manufacturer of both bath and kitchen products.

In August 2008, American Standard was in the final stages of a SAP CRM implementation for technical support. Prior to their scheduled go-live date, they experienced a major issue and were unable to open the Call Center Application. Their system integrator at the time was unable to identify the problem and they were in danger of missing the go-live date. The CRM Manager at American Standard put a call into SAP for assistance and was referred to iServiceGlobe. Our consultants quickly identified and fixed the call center problem enabling American Standard to stay on course with their original go-live schedule.

Following the successful fix, iServiceGlobe was brought into to assist with strategies to maximize the use of the SAP CRM system. After a series of meetings and workshops, we identified an existing e-commerce issue that could be fixed within CRM.

Customers were able to visit American Standard's website and browse repair parts, but were unable to order those parts from the website. Customers had to use the website to identify the part they needed then go to a local retailer and order the part.

In an effort to enhance the customer experience, American Standard decided to make repair parts available for purchase directly from their corporate website. By implementing an application for E-Commerce, American Standard would be able to sell repair parts directly from their website and enhance the overall customer experience. For the initial roll out, they decided to test the solution and go-live in Mexico.

During the E-Commerce implementation process, we developed a customized solution for American Standard's product catalogs. Prior to their plans to make repair parts available online, American Standard created all of its product catalogs in SAP's Master Data Management System (MDM System). The MDM system is completely separate from the CRM system with no standard integration between the two. We ultimately built a workaround to allow for American Standard's repair parts to be housed in the CRM system. Rather than provide a timely and costly integration between SAP CRM and MDM, we built pdf product sheets for each repair part and housed them within the CRM system.

American Standard also faced two primary issues related to their sales organization. American Standard has sales executives that are constantly in the field. Sales representatives often assist distributors on site to sell American Standard products. The sales team found it difficult to keep track of the interactions in the field. Who they spoke with, results of meetings, and other important notes were often un-documented. A second problem American Standard faced was the constant turn-over in sales

representatives. Rather than being able to solely focus on increasing sales, the VP of Sales had to consistently spend time bringing new sales reps up to speed.

iServiceGlobe conducted a handful of workshops to display how SAP CRM Sales Force Automation tools could address these issues. By providing a central system where sales representatives could remotely log all customer interactions, a more consistent record could be established. Second, by housing the customer interaction history, key sales tools, and marketing information, the CRM system could double as a knowledge base for sales representatives looking for specific information. Rather than have knowledge housed solely within the minds of experienced sales representatives, American Standard could ensure that critical information was accessible to all sales representatives.

Ultimately, American Standard decided to move forward with a North American implementation of the Sales Force Automation application.