

Client: Hewlett Packard

Summary: HP utilizes SAP CRM to combine previously separate customer service channels.

Case Study:

Based in Palo Alto, CA, Hewlett Packard (HP) is the world's largest IT company with revenue of over \$114 billion in 2009.

HP's Imaging and Printing Group (IPG) is primarily responsible for the company's printing and scanning hardware and supplies. With customers throughout the globe, HP utilizes multiple channels to provide customer support – phone, email, and online chat.

Before their SAP CRM implementation, IPG utilized three completely separate systems to provide customer support. There was one system for email support, another for phone support and a third for online chat support. Since these systems were from three separate vendors, the communication and syncing capabilities were limited. For example, when customers called in for phone support, the interaction history was not available for other non-phone representatives to access. A customer service representative providing chat support was unable to pull up a customer's call-in or email history. As a result, customer service representatives were not always properly equipped to get a 360 degree view of the interaction details and history of every customer.

In order to provide a better customer service experience, IPG looked for a solution that would seamlessly combine the phone, email and chat channels into system. Ultimately, IPG chose SAP CRM and iServiceGlobe as a vendor to assist the HP business team in the implementation. Though HP internally managed the SAP CRM implementation, they engaged iServiceGlobe to assist with the project because of the company's subject matter expertise.

As a result of HP's global presence and specific needs, a high level of customization was needed for their implementation. HP chose to implement SAP CRM on a single global instance. Rather than having a separate CRM system based on region, we set up a singular system that all HP users across the globe could access. We customized the system based upon the HP representative's location, enabling the application to meet the social, legal and cultural needs of that region. For example, in Hong Kong, each time a service ticket is created, privacy options have to be provided to the customer. In Japan, however, privacy options only have to be given to the customer one time. Since customer interactions from Hong Kong and Japan were both housed in one central CRM system, we had to customize the application so that representatives servicing Hong Kong would know to provide customers' privacy options each time a service ticket was created.

Other customization provided in the implementation process included the creation of specific privacy options that were not initially included in SAP CRM 4.0 (Note: these privacy options were included in the SAP CRM 6.0 release).

Since going live, the SAP CRM implementation with HP has been a success. Now, when any customer contacts IPG via phone, email or chat, the customer service rep knows the complete interaction history of that particular customer. Customer service and call center managers are able to better prioritize customer needs and have a more detailed view about each and every customer. Though it can be attributed to multiple factors, since the implementation of SAP CRM, HP's market share has increased.