

LOGISTA DELIVERS CUSTOMER SATISFACTION WITH A GLOBAL CONTACT CENTER BASED ON SAP® CRM 7.0



Inspiring Trust. Globally.

About Logista

Logista is the leading distributor of products and services in southern Europe, serving roughly 300,000 points of sale in Spain, Portugal, France, Italy and wholesalers in Poland. The company, which has more than 5,000 employees on staff, distributes a wide variety of products including tobacco, convenience items, pharmaceuticals, electronic top-ups, books and publications. Plus, it has a comprehensive, modern transport division with its Nacex, Integra2 and Logesta networks.

Executive summary

To address its evolving business needs, Logista decided to upgrade its CRM application and integrate it with their more advanced SAP® systems, thereby increasing their ability to service customers' promptly and accurately. To address its evolving business needs, Logista decided to upgrade its CRM application and integrate it with their more advanced SAP® systems, thereby increasing their ability to service customers' promptly and accurately. The project involved several lines of business spread across four different countries.

This new solution has transformed the way Logista operators interact with their clients and significantly boosted efficiency the management of orders and possible incidents.

The quality and speed with which this project was executed were recognized by SAP®, earning the **SAP® Gold Quality Award** in the **Fast Delivery** category.



Challenges

Logista had the vision of unifying all its business areas across countries on one integrated solution for incidents management in an effort to boost their global customer satisfaction. While SAP® Hybris® was the preferred platform, their current system (SAP CRM 4.0) would not allow them to achieve this goal due to its inability to integrate with more advanced SAP systems.

Logista would need to upgrade and integrate several backend systems before moving to the platform of choice, an ambitious project with an even more ambitious project plan that would require the teams to move quickly toward achieving their goal.

The complexities of this project include the **wide variety of backends** and the necessity to address the unique needs of the several **business areas** and **countries** involved.

In order to tackle the **reengineering of processes** within the framework of the project timeline, Logista turned to Techedge for its experience with highly complex projects focused in Customer Engagement and its ability to understand the challenges of their business, identify opportunities and propose a solution that would allow them to move into the future seamlessly.



The solution

To achieve Logista's goal, an **integrated solution** centralizing all the call center activities associated with managing the company's sales and services was required. This would allow Logista to make its processes more efficient and improve management of orders and incidents, boosting customer satisfaction.

The first phase of the project kicked off with a comprehensive analysis of the needs and requirements of customers in different countries, requesting continuous feedback to various stakeholders, with the main objective of designing a unique solution adapted for the entire Logista Group. This initial phase involved more than 400 users from Spain and Portugal in the areas of Tobacco Distribution, Convenience Products, Distribution of Pharmaceuticals, Electronic Recharge and Distribution to large group accounts.

The solution incorporates a contact center that integrates customer complaints and the management of orders collected in different channels: fax, telephone, mail and web portals. Based on SAP® CRM 7.0, it manages the data

provided by three different backend systems and provides contact center managers with greater control over the customer lifecycle through integration with the SAP® Hybris® ecommerce platform.

This transformation project has substantially changed the way Logista operators in Spain and Portugal relate to their customers. In just 6 months, Logista is experiencing excellent results in terms of efficiency, performance improvement and cost reduction.

Techedge managed the upgrade of systems from SAP® CRM 4.0 to SAP CRM 7.0, as well as the integration of the backend systems and the re-engineering of processes. To fit the project timeline, a best practice approach was used, aligning Logista's business processes to those based in SAP® and crucial change management and training was delivered to Logista business users at various levels in the organization.

COMMUNICATION AND **CHANGE MANAGEMENT**

Communication and change management played an integral role in the success of this project. The key factors can be attributed to:

- ▶ A continuous communication plan with the five areas involved, keeping in cohesive alignment with the main objectives of the project
- ▶ A change management approach that included training workshops at various levels of the organization and continual support in the initial stages of production
- ▶ A combination of Waterfall, ASAP and a customized version of PMI to plan efficiently and avoid deviations from the project plan and scope
- ▶ The experience and commitment of the project team, both Logista and Techedge.

Results, benefits and future plans

The grouping of customer data **on a single screen** has improved the efficiency of agents at the contact center, who are now able to focus on delivering higher quality customer service and generating more sales.

Administrative hours for managing customer incidents has reduced by an estimated 30%, resulting in **savings in operating costs and greater customer satisfaction and loyalty**, thanks to having their issues resolved faster and with less hassle.

As they now have one, standardized solution, the different departments in the company have **greater control and ability to monitor results**, with less effort.

From a technical point of view, **limiting customized development** through standardization not only keeps down costs and time spent maintaining and updating the system, it also reduces the risk of incomplete or defective updates.

The next steps of the project include **extending the solution to other countries** where the group operates (mainly Italy, France and Poland), unification of all the company's call centers, and further **integration with SAP® Hybris® E-commerce**. This integration, which will allow the company to better know its customers with information about their purchasing history and preferences, will result in a **more personalized service** to the customers of Logista.

- ▶ The resolution of claims incidents is simpler and 30% faster.
- ▶ In the second phase, Logista will further its integration with SAP® Hybris, which will allow them to provide more personalized services to their customers.





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At Techedge, our mission is to help companies become more agile by exploiting the value of IT throughout every stage of their business transformation.

We provide business solutions and IT services that combine pragmatic business vision and excellent IT delivery capabilities, with a lean, trust-based approach.

With over 1,500 professionals worldwide, we offer our clients the scalability of a global provider, the flexibility of a local partner, and the competence of a strategic, trusted advisor.

ABOUT THE **AUTHOR**

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José Manuel Romero is a Project Manager at Techedge. He holds more than 8 years of experience in managing SAP® projects where he serves a functional role in assisting organizations in facing the impact of change on their operations.

His experience with projects focused in the implementation of Customer Engagement solutions has afforded him a strategic viewpoint that is key for success.

