

A CASE STUDY  
ON  
**MULTI-BRAND CRM AT  
VOLKSWAGEN**



B.Anjan Kumar  
Asst Professor  
DBM.

# Volkswagen Financial Services AG pursues a consistent CRM strategy in customer care.

- Processes and company organisation structure have been organised according to customer groups and aligned to customer requirements.
  - This customer-oriented IT architecture requirement was met with the implementation of SAP CRM for a standard customer care and SAP NetWeaver™ as a systems integration platform.
  - Syskoplan Reply designed and implemented major parts of the overall architecture. Thanks to the intelligent integration using state-of-the-art integration tools and incorporating existing banking systems, a service-orientated platform for innovative customer processes with high investment protection value was created.
- 

# THE CUSTOMER

- As a financial services provider group of Volkswagen, Volkswagen Financial Services AG is a 100% subsidiary of Volkswagen AG.
  - Its product range includes vehicle financing, insurance, corporate financing, Direct Banking and vehicle fleet management.
  - Within the context of a multi-brand strategy, products are offered under various labels, such as Volkswagen Bank, Audi Bank, Volkswagen Bank direct, Volkswagen Versicherungsdienst (Insurance Services) and Europcar Fleet Services.
- 

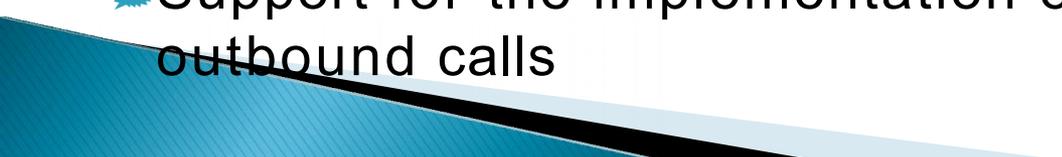
# THE CHALLENGE

- To support this organisational change, an IT structure was required which allows
  - a standard view of customer data,
  - continuous process support from customer contact
  - the integration of the existing transaction-oriented banking system without further extensive conversions.
  - The core applications of the existing IT environment are transaction-oriented banking systems in which customer accounts and contracts can be managed.
  - These systems isolated the various customer-specific data from each other making an integral view much more difficult.
- 

# THE SOLUTION

- This customer-oriented IT architecture requirement was met with the implementation of SAP CRM for a standard customer care and SAP NetWeaver™ as a systems integration platform.
  - Syskoplan Reply designed and implemented major parts of the overall architecture.
- 

## Based on SAP CRM interaction center Syskoplan Reply implemented a solution which included:

- Standard view of customer and contract data
  - Integration of all communication channels
  - Document management and preparation of correspondence
  - Process support for contact and activity management
  - Support for the implementation of campaigns and outbound calls
- 

# THE RESULT

- Successful rollout: Following a smooth rollout to different departments and business units, the system has proved to be very stable and is performing very well. By now more than 2.000 users are working with the solution very successfully, that is being updated to SAP CRM 7.0.
  - Satisfied customers: Customer advisers can now rely on a continuous process support ranging from customer contact (Front Office) to downstream processing and transaction execution (back office). They have a standard view of the customer data, together with the contractual relationships and fast access to all customer-related functions and information.
- 