

Osborn International GmbH, Burgwald, Germany

ACCESSIBLE TO CUSTOMERS WITH THE IT.MOBILE CUSTOMERFOCUS PRO APP^{ADD}



We have used SAP® CRM for a number of years. Since then, it is our central and accepted tool for all sales activities. Using a mobile CRM solution was therefore the next step toward a modern field staff capable of acting at any time.

Thomas Louzé, Sales Director, Osborn International GmbH



Challenges

- Global customer service
- New market requirements lead to an increased need for mobility



Solution

- it.compact CRM^{ADD}
- CustomerFocus Pro app



Benefits

- Fast processes and simplified data maintenance
- Use of CRM functions online and offline
- Modern and intuitive iOS 7 user interface in portrait and landscape mode
- Increase in customer satisfaction due to improved consultation



Why NTT DATA Business Solutions?

- Successful implementation of CRM
- Short implementation period



Name: Osborn International GmbH Member of Jason Finishing Group

Industry: Surface processing

Products: Technical brushes and surfacing tools

Company size: 2,000 employees

Headquarters: Burgwald, Germany

Website: <http://www.osborn.com/>

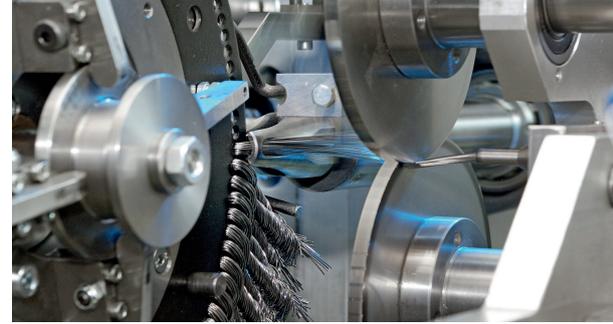
NTT DATA Business Solutions



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5

months project duration



The Future is Digital

As a global market leader in the surface processing industry, Osborn provides its customers with more than 10,000 standard products in more than 120 countries. In accordance with its principle of “To be the first to arrive”, the company places great importance on positive customer relations. In order to further develop this approach, sales will focus on mobile devices and the NTT DATA Business Solutions solution it.mobile CustomerFocus Pro App^{ADD}. As a result, customer data and existing sales processes can be used online as well as offline regardless of location.

Osborn once again proves that by choosing the mobile CRM application not only proprietary products but also the internal IT environment keeps in step with technological developments. At the time the app was implemented, SAP CRM was already established as the central tool for incoming and outgoing sales activities. The CustomerFocus Pro app supports all main CRM functions and thereby enhances the SAP CRM's range of application on mobile devices for sales employees at Osborn. Every employee can download the app via iTunes to the iPad. After successfully installing the app, customer data is synchronized where roles and privileges are based on the SAP permissions check.

Data Maintenance Made Easy

The mobile application displays all relevant customer data in a compact and easily readable way to sales employees and lets them display offers and generate a CRM Customer FactSheet as a consolidated customer overview. Moreover, it is possible to add notes on the outcomes of discussions, attach files, and query and change open activities. The seamless coordination of the app with the on-premise system consequently facilitates an efficient data maintenance process. The consistent digital collection and synchronization of new data reduces transcription errors and improves data quality as a result. In all of the above

activities, the sales employee on-site does not need an internet connection. Instead, the CRM functions are available online and offline.

In close cooperation with NTT DATA Business Solutions Inc. (U.S.), the CustomerFocus Pro app will be rolled out gradually in Europe and North America. The app provides all sales employees a customized, modern, and intuitive iOS user interface, which can be used in portrait or landscape mode in global customer service. Osborn ensures fast response times to customer questions with mobile availability of customer data that is always updated. Consequently, customer satisfaction will increase.

The project team adapted the app to customer requirements in only five months. The app has been in live operation since January 2015. The simple usability on the iPad and the noticeably faster processes have won over sales employees and contributed to the app being quickly accepted. With that, the field staff have the ideal solution to remain quickly available to their customers in the future.

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