

Sluyter Logistics, Rotterdam, Netherlands

# OPTIMIZING CRM FOR LOGISTICS WITH SAP<sup>®</sup> HYBRIS CLOUD FOR CUSTOMER



The advantage of an SAP specialist like itelligence\* is that they are a very involved partner. They always help us choose from the many available SAP options.

Desirée Langius, Account Manager, Sluyter Logistics



## Challenges

- Harmonize and streamline sales and marketing processes
- Improve customer relationship management (CRM) processes
- Optimize opportunity management



## Solution

- SAP Hybris Cloud for Customer



## Benefits

- Single, consistent customer approach
- Mobile functionality allows employs to access customer data whenever and wherever
- Time saved on consultation between sales and marketing
- Increased functionality for customer database
- Great potential for further optimization



## Why NTT DATA Business Solutions?

- Experience in SAP implementations for other logistics companies
- Access to industry best practices
- Dedicated partner that offers support from the selection of the best solution to its implementation and beyond
- First-class support at an attractive, fixed price



**Company:** Sluyter Logistics

**Industry:** Transport and logistics

**Products:** Sea and airfreight groupage, distribution transport, warehousing, dedicated transport, and container transport

**Number of employees:** 275 (2015)

**Turnover:** €45m (2014)

**Headquarters:** Rotterdam, Netherlands

**Website:** [www.sluyter-logistics.nl](http://www.sluyter-logistics.nl)

\* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

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## consistent customer approach



### CRM for a Customer-Centric Company

Sluyter Logistics is a full-service logistics provider that aims to build long-term relationships with its clients by offering tailored, cost-efficient solutions for any logistical issue. With 275 employees working across nine locations, Sluyter was looking to streamline the relationship between its marketing and sales processes.

The company's existing ERP solution was specifically designed for the transport and logistics sector; however, it failed to provide optimal support for CRM processes. As Desirée Langius, Account Manager at Sluyter Logistics explains: "The CRM portion did not meet our expectations, so we went looking for an alternative."

That alternative was SAP Hybris Cloud for Customer. The solution represents a complete online CRM package that allows users to view customer data via mobile device – an essential feature for a company whose consultants are often out in the field. For support with the implementation, Sluyter opted to rely on NTT DATA Business Solutions's experience with similar projects for other logistics companies.

### The Right Solution. The Right Partner.

NTT DATA Business Solutions advised Sluyter from the outset, helping the organization settle on the right solution. Once the choice had been made, Sluyter benefitted from NTT DATA Business Solutions's expert support in implementation, based on the expertise they had gained in previous SAP projects in the logistics sector. This resulted in a solution perfectly aligned with the company's specific CRM needs.

### Delivering Opportunities Now and in the Future

The implementation of SAP Hybris Cloud for Customer benefited Sluyter in many ways. "We can now do much more with the customer database we are building," enthuses

Langius. For example, there is a smooth integration with Microsoft Outlook for mailings; managers can update the customer database themselves via iPad; and Excel tables can be edited in real time.

Furthermore, the solution's mobile functionality means that Sluyter employees always have access to live customer information. This enables them to tailor their support to the individual, resulting in higher customer satisfaction and a greater chance of securing new business. The module for opportunity management is also helpful in this regard, allowing the company to better identify its customers' wishes and needs.

SAP Hybris Cloud for Customer has helped Sluyter harmonize sales and marketing processes across the organization. This in turn minimizes consultation time between employees in different locations. And Langius is well aware of the potential for further optimization: "With renowned ERP specialists like SAP and NTT DATA Business Solutions, we have the opportunity to streamline other processes, so the entire organization can benefit from this project in the long term."

**“The flexibility and innovations of SAP and itelligence\* help us to discover potential new customers and further develop our existing relationships.”**

Desirée Langius, Account Manager, Sluyter Logistics

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