

Moen Incorporated, North Olmsted, Ohio, U.S.

MOEN IMPROVES CUSTOMER EXPERIENCE WITH INGENUITY AND SAP CX SOLUTIONS



We would still recommend the team to this day. I feel like they're an extension of us. It's been a great cultural fit, and we have been a well-oiled machine - the methodology works.

Gina Carlson, Vice President Technology, Moen Incorporated



Challenges

- Grow owner-base and build loyalty with enhanced digital capabilities
- Create more opportunities to upsell and cross-sell as customers engage with different touchpoints



Benefits

- New digital revenue streams to increase incrementally over three years
- Ability to track and share information across the organization
- More customer engagement through their loyalty site, call center, and marketing campaigns



Solutions

- SAP Marketing Cloud
- SAP Commerce Cloud
- SAP Sales Cloud Retail Execution
- SAP Customer Data Cloud (forthcoming)



Why NTT DATA Business Solutions?

- Experience and Expertise
- Compatible Culture
- Effective Methodology
- A Complete SAP CX Suite Practice

MOEN[®]

Industry: Consumer Products, Manufacturing

Products: Consumer Durables

Employees: 1,001-5,000

Website: www.moen.com

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Short Introduction

As the #1 faucet brand in North America, Moen offers a diverse selection of kitchen and bath faucets, showerheads, accessories, bath safety products, garbage disposals and kitchen sinks for residential and commercial applications each delivering the best possible combination of meaningful innovation, useful features, and lasting value.

Moen is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), and is a brand within the Fortune Brands Water Innovations division, which also includes several brands under the House of Rohl® including Perrin & Rowe®, ROHL®, Riobel®, Shaws® and Victoria + Albert®. Fortune Brands is part of the S&P 500 Index and a Fortune 500 Company.

Project Overview

The team at Moen set some ambitious goals around increasing their commerce capabilities, particularly as it relates to the new revenue stream that they intended to generate. But they had a vision and were clear about where they were headed. The plan was to build a digital ecosystem that would allow them to create and capture sales opportunities, while also ensuring that they were able to track and analyze important data throughout their processes.

Moen began working with NTT DATA Business Solutions in 2019 to develop a roadmap and to date has completed 6 go-lives in 2 years, with more implementations to come. Discussions began when Moen was in the process of evaluating a few SAP solutions and deciding which to prioritize based on their mission.

At that time, they had already implemented SAP Sales Cloud and SAP Service Cloud, and they had budget for SAP Marketing Cloud. Their commerce goals led them to prioritize implementing more CX capabilities, with an eye toward upgrading their ERP system to SAP S/4HANA after their CX projects were complete. It was also very important to ensure that all of Moen's systems were fully integrated as each new component got rolled out.



Developing the Roadmap and Putting the Tools in Place

Moen's revenue strategy was to develop commerce capabilities in support of a new consumer loyalty program and strengthen their business-to-business (B2B) commerce. Thus, their roadmap became a two-pronged approach based on these two focus areas.

For the consumer loyalty program, Moen began by setting up their new loyalty site designed specifically for consumers that own Moen product. This new site was built on SAP Commerce Cloud and called Moen Plus. Then they rolled out SAP Marketing Cloud. Combined, these two implementations would help connect with their owner base by creating opportunities to offer discounts, as well as cross-sell or upsell through touchpoints like their marketing campaigns, their B2C website Moen.com, and their call center. These efforts were further facilitated by later improvements made to SAP Commerce Cloud.

Another component would involve a web application developed by Moen, called Faucet Finder. This would be incorporated into Moen.com and allow a product owner to search by photo to identify a specific model and then order whatever they need. It would also allow Moen to identify product owners who could then be directed to their loyalty site, purchase subscriptions for some products, or shop for other items beyond just replacement parts.

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For the B2B focus, Moen wanted to build a customer portal for trade partners to not just manage their orders, but also place orders. This would ultimately be a self-serve option for customers so that they were no longer required to engage a call center representative. This also included the ability to recommend products for cross-sell and upsell opportunities.

In addition, a Sales Cloud Retail Execution was rolled out to help Moen's sales team manage their accounts that included showrooms. Through this solution, the sales team worked with their customers to swap out showroom display products as new products were launched, or they found a need to tailor the selection of a particular location. Additionally, through tight integration with Moen's literature fulfillment vendor, the Sales Cloud enabled salespeople to seamlessly place literature orders on behalf of customers.

Thanks to these projects, Moen now has the ability to track where specific products are on a display wall and how well they are doing in each market. Moen sales staff also have the visibility into a customer's history and know which products to talk to them about during periodic visits, or even collect survey data to send back to marketing.

Upcoming rollouts will include SAP Customer Data Cloud to help with compliance with GDPR and other regulations as well as create more opportunities for customer personalization. Then, Moen will eventually manage their own projects as they roll each CX component out to Canada, Europe, and China. Upgrading their ERP system to SAP S/4HANA will be the final step in Moen's process.

The Payoff

All of these steps combined have helped Moen create a new way to connect with consumers that are loyal to their brand and enable a modern shopping experience. This has been accomplished by leveraging SAP Marketing Cloud to target product owners with personalized campaigns, recommend

accessories or other products, and offer them discounts. Their call center has also been able to direct people to the loyalty site to facilitate more purchases. Even better, their customers have given them a lot of great feedback on their site, saying that it's easy to navigate. The revenue combined with the positive feedback has proven that they are on the right path.

SAP Marketing Cloud has also allowed Moen to retire other resources for a cost savings as they continue to grow their owner base over time. Moen still has more work to do in order to achieve the level of DTC capabilities they intend, but these projects have given them a starting place with revenue that can also grow over time.

On the B2B side, Moen has been able to reduce the cost to serve their customers thanks to the self-serve option that they added. Since people have stopped calling into the call center for smaller orders, the overall call volume has been reduced. Moreover, Moen's sales employees are having better conversations with their customers thanks to having visibility into regional markets and automated visit management. As a result, Moen expects to see more revenue growth from their B2B efforts as each program gains momentum. In fact, they expect that these newly created revenue streams will eventually double.

When asked about working with NTT DATA Business Solutions, Gina Carlson, VP Technology at Moen replied, "We would still recommend the team to this day. I feel like they're an extension of us. It's been a great cultural fit and we have been a well-oiled machine—the methodology works."

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