Zeppelin Russland: Creating a Customer-Oriented Culture with SAP® CRM as a Foundation for Growth

In implementing the SAP® Customer Relationship Management (SAP CRM) application, Zeppelin Russland LLC made a first step toward **transforming marketing and sales processes** to align with company business needs and market demands. It is also creating a customer-oriented culture to provide a foundation for profitable long-term relationships with clients and business growth.

ZEPPELIN®

Executive overview

Company
Zeppelin Russland LLC

Headquarters
Moscow, Russia

Industry
Industrial machinery and components

Products and Services
Distribution of machinery and equipment for companies in oil and gas, metals, mining, and construction

Employees
641

Revenue
$239.6 million USD

Web Site
www.zeppelin.ru

Partner
MasterData

BUSINESS TRANSFORMATION

The company's top objectives:
- Understand and organize clients and their needs
- Ensure acquisition and retention of customers
- Evaluate sales department results to align its performance with market benchmarks

The resolution:
- Consolidate all client information into one source
- Build new capabilities: opportunity management, sales funnel function, detailed analysis of lost deals

The key benefits:
- Prompt monitoring and forecasting for different market segments and regions
- Higher level of customer service
- Efficient monitoring of sales department activities and objective assessment of its productivity
- Efficient dialogue with suppliers on price level, shipping time to the client, necessary features set, service level, and so on

"SAP CRM software helped our company start moving toward a customer-oriented culture and processes."

Konstantin Tyupin, Analytics and Research Manager, Zeppelin Russland LLC

TOP BENEFITS ACHIEVED

15%
Growth of customer base

10%
Decrease in sales cycle time

10%
Faster reporting

CMP17915 (12/01)