



CONDAT: Smoothing the Way for Better Customer Interactions and Product Innovation with SAP® Software

How does a leading manufacturer of chemical products improve productivity while better satisfying customer needs? CONDAT did so by deploying the SAP® Customer Relationship Management and SAP Mobile Sales applications to **more easily capture and share information** across the company, boosting product innovation and sales results in the process.

Company CONDAT

Location

Chasse sur Rhône, France

Industry

Chemicals

Products and Services

Lubricants and related products

Employees

430

Revenue

About €100 million (2010)

Web Site

www.condat.fr

Partner

extensi www.extensi.eu



BUSINESS TRANSFORMATION

The company's top objectives

- Capture key customer data and make it available for use throughout the enterprise
- Evolve from a sales strategy based on products into one based on markets
- Improve focus of R & D efforts

The resolution

- Implemented SAP® Customer Relationship Management and SAP Mobile Sales applications
- · Streamlined information access and sharing

The key benefits

- · Enhance sales productivity
- Share more accurate and timely customer information throughout the company
- Improve sales, marketing, and R & D operations by developing greater insight into customer needs
- Enable better forecasts and product innovation

Read more

"Because SAP Mobile Sales enables us to feed customer requirements in real time to our product managers, R & D team, and executives, we are better able to innovate and satisfy market demands."

Guy Chemisky, COO, CONDAT

TOP BENEFITS ACHIEVED

23%

Increase in revenues per sale

50% Reduction in unqualified calls

100% More sales opportunities

See more metrics

Company objectives

Resolution

Business transformation

Future plans

Reduce friction throughout processes

The CONDAT group, headquartered in France and comprising 10 offices worldwide, is a leading manufacturer of thousands of high-tech chemical products. Using its depth of technical knowledge, CONDAT develops custom, high-performance lubricants for many industrial applications, including forging, metalworking, wire drawing, and heat treatment. The group employs 430 people worldwide and achieved revenue of about €100 million in 2010.

With over 155 years of experience in the lubricants industry, CONDAT is constantly developing and improving its products. Because CONDAT works with thousands of clients in a variety of markets, its business generates a flow of extremely important information. However, the information was either not fully captured by sales reps or was trapped in department silos. As a result, sales representatives struggled to adequately prepare for customer visits, and the company lacked confidence in determining its strategic course based on market demands.

To gain more insight into its customers' needs and continue delivering innovative products, the company decided to establish a marketing department. CONDAT wanted to better capture customer data and more smoothly and consistently transfer that information to its R & D department.



Company objectives

Resolution

Business transformation

Future plans

Extending its SAP software footprint

Having already implemented the SAP ERP application, CONDAT chose the SAP Customer Relationship Management (SAP CRM) application to help it maximize the effectiveness of every customer interaction. CONDAT appreciated the support within SAP CRM for fostering efficient collaboration between sales, marketing, and other teams to align efforts on fulfilling customer needs. Moreover, the company liked the support for mobile sales through the SAP Mobile Sales application, since its sales team often visits client sites and needs its data onsite.

Now working with extensi, a systems integrator specializing in SAP CRM, CONDAT rolled out a pilot in 2003. Pleased with the success of the trial run, the company then deployed the solution to its entire sales force in France. A consultant trained CONDAT's power users, who in turn trained other employees on using SAP CRM. Today, 30 employees across marketing, R & D, and executive management use the application, while 40 sales reps use the solution in the field.

"Seamless integration between SAP ERP and SAP CRM allows us to ensure employees are working from the same single set of data."

Guy Chemisky, COO, CONDAT



Company objectives

Resolution

Business transformation

Future plans

Capitalizing on customer information

By using SAP software, CONDAT's sales reps can more easily prepare for client visits, capture customer-related information using mobile devices, and assign tasks to assistants. Marketing can access and analyze up-to-date and accurate information and pass on client and product needs. Armed with these insights, the R & D team can then develop new products that completely satisfy client needs. At the same time, management can better track sales activities, determine the cost of sales, and create trend-based sales forecasts.

An accurate and timely view of each customer's situation enables the sales department to make more targeted contacts, leading to 50% fewer unqualified calls. Moreover, reps are uncovering twice as many opportunities as before and converting up to 85% of them to actual sales. Plus, because sales reps make calls with a strong understanding of client needs – and the products to satisfy them – revenues per sale have increased by 23%.

KEY BENEFITS

23%

Increase in revenues per sale

100%

More sales opportunities

50%

Reduction in unqualified calls

75% to **85**%

Conversion of calls to sales



Company objectives

Resolution

Business transformation

Future plans

Greasing the wheels for future improvements

Committed to continuously improving its processes and strengthening customer relationships, CONDAT plans to further extend its SAP software footprint and enhance the use of mobile technology. It also sees an opportunity to better manage the samples it provides to clients by using SAP software. By better tracking how it made and tested a sample, when it sent the sample to a client, the ROI of each sample, and who within R & D is responsible for the sample (CONDAT can realize more gains from the sample lifecycle. "We feel strongly that SAP software will continue having a measurable impact on our business," concludes Guy Chemisky, COO for CONDAT.



