YASKAWA AMERICA

DRIVING CUSTOMER SATISFACTION THROUGH CALL CENTER EXCELLENCE

QUICK FACTS

Industry
Industrial machinery and components

Revenue
US$295 million

Employees
480

Headquarters
Waukegan, Illinois

Web Site
www.yaskawaamerica.com

SAP® Solutions and Services
SAP® Business Communications Management software

Implementation Partner
SAP Consulting organization

Leveraging SAP Business Communications Management software, Yaskawa America Inc. has transformed its call center into a customer satisfaction center. Call center managers now have better tools that make the centers more efficient. This, in turn, gives managers and representative more time to deliver information that its end customers and distributors require and makes Yaskawa more effective at servicing its customers.

YASKAWA

Key Challenges

- Improve customer intimacy and satisfaction
- Maximize efficiency
- Make call center managers more self-sufficient and less reliant on IT staff
- Integrate call center programs with other customer and company initiatives
- Reduce IT constraints in collecting and sharing customer information
- Minimize downtime

Why SAP Was Selected

- Voice-over IP software to support multisite contact center operations
- Prebuilt integration with SAP Customer Relationship Management application
- Comprehensive monitoring and reporting tools for better visibility in daily operations
- Ability to combine call center data with other business data
- High-availability tools to enhance reliability

Implementation Best Practices

- Adapted call-center organization, management, and processes prior to implementation
- Encouraged collaboration among all project stakeholders
- Ran initial pilot program with 20 users
- Used the SAP® Consulting organization as needed for blueprinting, design, and going live

Low Total Cost of Ownership

- Cut call center IT support costs
- Reduced internal and external IT costs for application development and enhancement
- Reduced internal and external costs for computer-telephone integration due to native CRM integration
- Cut hardware maintenance cost by $300,000
- Reduced downtime costs

Financial and Strategic Benefits

- Greater customer insight
- Greater customer and distributor satisfaction
- Greater autonomy and flexibility for call center managers
- Better resource utilization across all locations
- More time for focusing on customers and their use of Yaskawa America products

Operational Benefits

Key Performance Indicator	Impact
Operational costs	-50%
Revenue	+10%
Abandoned call rate	2.2%
Call wait time	-50%
Calls answered in 30 seconds	94.3%

SAP®

"Our call center is a critical touch point with customers and distributors. SAP Business Communications Management software helps us meet customer and distributor needs and compete in a global market."

Maricel Cabahug, Chief Information Officer, Yaskawa America Inc.

www.sap.com/contactsap

Yaskawa America Inc. is a wholly owned subsidiary of Japan-based Yaskawa Electric Corporation – the world's largest manufacturer of alternate current inverter drives, motion control products, and industrial robots. With SAP® Business Communications Management software, the company has significantly improved customer service and reduced risk and operating costs.

Improving Customer Support

Strong customer and distributor support is key to Yaskawa America's business strategy. It has 120 call center agents at different locations who provide free technical help 24x7.

"Previously, we could not trace entire call histories and had insufficient information about calls waiting in our queues," says Maricel Cabahug, chief information officer at Yaskawa America. "Basic changes like adding new users or queues required help from our IT department or third-party consultants. It was very costly and time consuming."

Yaskawa America also needed a cost-effective way to protect against system failure and use its call center to support strategic sales programs and other customer initiatives.

To meet these challenges, Yaskawa America chose SAP Business Communication Management software. The company was attracted to the voice-over IP functionality that could combine customer service operations at multiple locations into a single virtual call center. Integration with the SAP ERP and SAP Customer Relationship Management (SAP CRM) applications was also a plus.

"We wanted complete visibility – from call inception to termination – as well as the ability to have redundant services running on multiple servers," says Cabahug. "We wanted to be sure that, if a component fails, a backup will activate automatically."

To ensure a smooth implementation, Yaskawa America worked with business users and adapted its call center organization, management, and processes in advance. It then ran a pilot program involving 20 users and 4 queues before rolling the software out to 120 users and 24 queues. SAP Consulting helped with blueprinting, design, and going live.

"Our cost for implementing SAP Business Communication Management and integrating it with SAP CRM was about the same as the cost for using CTI [computer telephony integration] alone with our previous solution. Because our previous solution worked only 75% of the time, the advantages of the new solution were clear," says Cabahug.

Enabling the Whole Enterprise

"Today call center managers can quickly assign agents in queues as necessary, without help from the IT department or third-party consultants. This means better service for customers and distributors and more efficient use of company resources," says Cabahug.

Integration of the communications software with SAP CRM gives agents the customer data they need to efficiently handle customer calls. The new system has helped decrease average customer waiting times by 50%. Yaskawa America can answer 94% of the calls within 30 seconds.

"The software's high availability controller tool enables a redundant call center system that is highly reliable and stable," she adds. "If the server stops working, a backup system automatically takes over. As a result, I sleep better at night."

Monitoring and reporting tools give call center managers comprehensive visibility in calls and queues, helping them to run daily operations efficiently. Powerful analytics help the company identify products that cause problems, categorize the problems, track the results of callbacks, and measure the true cost of supporting customers.

"Our call center is helping to close the loop between sales, repair, and service," Cabahug says. "It has become an enabler for the entire company."

Going forward, Yaskawa America plans to use SAP Business Communication Management to facilitate remote, after-hours support from call center agents as well as support for outbound customer campaigns.

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