KAYSERIGAZ NATURAL GAS DISTRIBUTION MARKETING AND TRADE CO.

SAP® SOFTWARE POWERS CUSTOMER-CENTRIC UTILITY'S CONTACT CENTER

"Kayserigaz is now executing all its business processes on a single, integrated platform. We've accelerated our business processes and increased our service quality."

Kahraman Dinçer, IT Manager, Kayserigaz Natural Gas Distribution Marketing and Trade Co.

QUICK FACTS

Company
- Name: Kayserigaz Natural Gas Distribution Marketing and Trade Co.
- Headquarters: Kayseri, Turkey
- Industry: Utilities
- Products and services: Natural gas sales and distribution
- Employees: 165
- Web site: www.kayserigaz.com.tr
- Implementation partners: BTC Consulting

Challenges and Opportunities
- Strengthen customer focus to compete successfully in deregulated marketplace
- Target marketing campaigns precisely for existing and prospective customers

Objectives
Replace multiple customer interaction platforms and business communication channels with a single, unified solution

SAP® Solutions and Services
- SAP® Customer Relationship Management and Billing for Utilities package
- SAP Business Communications Management software

Implementation Highlights
- Workshop approach to scope, plan, budget, and time-management issues
- Strong support from top management
- On-site and remote support by SAP specialists

Why SAP
- Tight integration with existing SAP software landscape
- Strong functionality for utilities and customer relationship management
- Ability to integrate multichannel communications into customer service processes
- Positive feedback from users with previous experience with SAP software

Benefits
- Ability to execute all business processes on a single, integrated platform
- Acceleration of business processes
- Increase in service quality
- Fast access to reports for management or independent audit groups
- More accurate projections about business

Existing Environment
- Traditional telephony systems
- Microsoft Excel
- A range of SAP business solutions, including the SAP ERP application, the SAP for Utilities solution portfolio, and the SAP NetWeaver® Business Warehouse and SAP NetWeaver Portal components

Third-Party Integration
- Database: Oracle
- Hardware: IBM
- Operating system: Microsoft Windows

KAYSERİGAZ

Kayserigaz Natural Gas Distribution Marketing and Trade Co. thrives as a privatized utility through an unrelenting focus on the customer. With other sources for energy available to clients, and even more competition looming in a deregulated future, the Kayseri, Turkey–based firm differentiates itself through service. To improve the quality and efficiency of its customer service processes, the company deployed the SAP® Business Communications Management software and the SAP Customer Relationship Management and Billing for Utilities package in its contact center.

SAP Business Communications Management provides the communications platform and SAP Customer Relationship Management and Billing for Utilities provides the tools needed for efficient customer data management and interaction handling. The software gives Kayserigaz the tools it needs to service a growing number of more than 300,000 commercial and residential customers.

Customers today can contact Kayserigaz by phone, e-mail, fax, or text message. Telephone callers are prompted through interactive voice response (IVR) to enter their contract or customer number, which automatically routes them to the right agent. Tight integration between SAP Business Communications Management and the customer relationship management (CRM) and billing software for utilities enables agents to immediately identify each client and view entire customer profiles, including contact histories, financial and billing data, open items, work order status, and so forth.

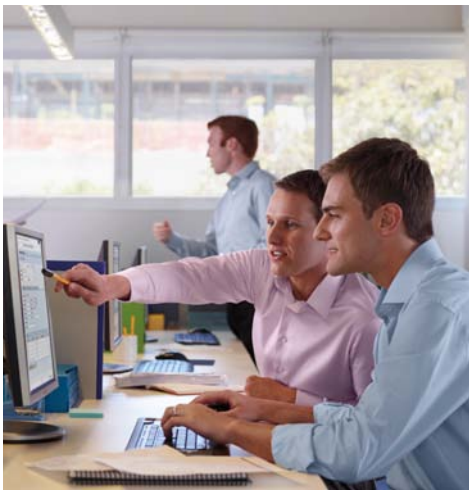
If the agents cannot resolve the customers' issues, they can contact colleagues who have additional expertise using a search function. If needed, managers can join the calls or coach the agents from behind the scenes, without the customers' knowledge. "The agents are now better equipped to offer high-quality service and can address customer issues much faster than before," comments Kahraman Dinçer, IT manager at Kayserigaz. The outbound contact-center functionality of SAP Business Communications Management also enables agents to perform monthly customer satisfaction surveys on service, billing, appointment punctuality, and other topics.

Outside sales staff use SAP Customer Relationship Management and Billing for Utilities to manage opportunities and quotations, create activities, and log customer visits. Inside personnel use the CRM software for marketing and campaign management. Current and potential natural gas subscribers are recorded in the CRM database, which is linked with a geographical information system (GIS). This allows Kayserigaz to analyze sales penetration, asset requirements, and service trends; it also enables the company to market by physical location and delivery point. Sales personnel then use the software for CRM and billing to plan, budget, and monitor the campaigns for effectiveness.

"Kayserigaz is now executing all its business processes on a single, integrated platform," says Dinçer. "We've accelerated our business processes and increased our service quality. We can provide rapid access to reports requested by management or outside auditors. And we are better positioned to use detailed customer and prospect information to launch marketing campaigns that will expand our business."

Eliminating Silos of Information

That wasn't the case before. Kayserigaz managed customer and prospect interactions, marketing, campaigns,



"The tight integration between SAP for Utilities solutions, SAP Customer Relationship Management and Billing for Utilities, and SAP Business Communications Management helps ensure that sales, marketing, and contact center personnel have the same up-to-date view of customer information. This means we can continue to strengthen our customer-centric approach to doing business."

Kahraman Dinçer, IT Manager, Kayserigaz Natural Gas Distribution Marketing and Trade Co.

surveys, contact center services, and the GIS using separate platforms and outdated methods. "The information was stored in various spreadsheets and required extensive manual effort," Dinçer says. "It took far too much time to access data and generate reports."

Dinçer says the selection process for the new CRM solution was straightforward: "Management determined that SAP Customer Relationship Management and Billing for Utilities was the best solution, due to its easy integration with our existing SAP ERP application, SAP for Utilities solution portfolio, and the SAP NetWeaver® Business Warehouse and SAP NetWeaver Portal components. We saw that this would allow sales and contact center agents to access the relevant financial and billing information, increasing the efficiency of our business processes."

Integration with the existing software wasn't the sole selection criterion. "The CRM package also distinguished itself through its stand-alone functionalities," Dinçer says. "Plus, during discussions with SAP, we learned that we'd be able to integrate multichannel communications into our customer service system without costly computer-telephony linkage. This was due to the good integration between SAP Business Communications Management and the SAP Customer Relationship Management and Billing for Utilities package."

Kayserigaz implemented the new SAP software in only seven months. Says Dinçer, "Our implementation partners had completed many successful CRM implementations and provided consultants with strong knowledge. They also had people who were well trained in SAP Business Communications Management. We benefited greatly from this know-how."

"With the comprehensive reporting tools, we can make better business decisions, improve contact center performance, and optimize long-term personnel and process development."

Kahraman Dinçer, IT Manager, Kayserigaz Natural Gas Distribution Marketing and Trade Co.

Improving the Business with Better Reporting

In addition to operating more efficiently, Kayserigaz has enhanced management reporting. SAP Business Communications Management records and stores all communication events, integrating voice, fax, and e-mail in the same database, so users can create one report encompassing all customer contacts. Standard reports are supplied on subjects like contact volumes, response times, conformance with service-level agreements, and agent productivity.

"With the comprehensive reporting tools, we can make better business decisions, improve contact center performance, and optimize long-term personnel and process development," comments Dinçer.

Kayserigaz next plans to take advantage of the market segmentation functionality in the software for CRM and billing to conduct more targeted campaigns. It also wants to use the online chat function in SAP Business Communications Management to give customers the opportunity to make direct contact with call-center agents via the Web.

"This will allow us to deepen our interaction with customers even further," Dinçer says. "The tight integration between SAP for Utilities solutions, SAP Customer Relationship Management and Billing for Utilities, and SAP Business Communications Management helps ensure that sales, marketing, and contact center personnel have the same up-to-date view of customer information. This means we can continue to strengthen our customer-centric approach to doing business."

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