



CRM Light

- the SAP® add-on from abat for a cost-efficient use of the most important CRM functions.

The market situation

Customer Relationship Management (CRM) as a comprehensive approach at management for increased customer attachment, loyalty and profitability is a topic with high actuality for many companies – across all branches. In the past mainly big companies have conducted measures to improve customer orientation, so they could thereby counter the rising pressure from competition, globalization and replaceability of products with better service. Medium-sized companies have to face the same developments, although most of them are still of the opinion, that CRM is reasonable for larger companies only – traced back to the fact, that a comprehensive CRM solution is partially associated with enormous costs.

The solution

of this cost problem is called SAP® CAS in conjunction with CRM Light, the add-on from the abat AG. For large-scale companies in need of a comprehensive CRM solution, there is the SAP® standard module CRM, which can be linked with high costs, but also provides extensive functionality.

Today however, the SAP® software is used in medium-sized companies with smaller demands on the CRM system as well. In many cases a simple lead-management, combined with a comfortable and transparent evaluation of all data within the system, is sufficient. Starting from this approach, abat created the CRM Light.

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The offer

A simple lead-management can be displayed with the standard SD module CAS from SAP®. All companies using SAP® software have this license already, included in their contracts, thus only the project costs for customizing will be considered for this area.

More important than the lead-management for the recovery of new customers is the covering of regular customers, since they are the basis for a company. Therefore a comprehensive overview over all customer-related data within the SAP® system is necessary. However, this data is already displayable with various different transactions and evaluations in the standard system – but who has the time to select 10 different transactions, when a customer wants information regarding a delivery, bill or his conditions via phone? Or think of distribution office work or phone sales – to have all relevant data like orders, unpaid items, deliveries, status of orders/ deliveries available at a look would be desirable.

To solve these tasks abat has developed the **CIC** (Customer Information Center) as a toolbox. With the help of various possibilities of selection (up to the automated call of the data through the displayed phone number of the caller), you can display all kinds of customer-related data in one transaction:

- Customers' master data
- Orders
- Deliveries
- Transports
- Bills
- Unpaid items
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abat provides the introduction of the lead-management via SAP® CAS and the powerbrowser CIC in the range of fixed-price projects.



CRM (High) Light (s)

- All customer data at a look with the CIC
- From the displayed data via button into the SAP® standard transactions for data administration
- Lead-management with already existing software
- No expensive licenses – cost-efficient project for a fixed price
- Use of abat's CIC-toolbox
- Expansion of the CIC including special functions, tailored for the customer

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