

Customer 360 for Customer Service

Summary

A global Fortune 500 chemical company wanted to improve customer visibility for all parts of the organization involved in directly supporting a customer.

Business Drivers

The company, an industry leader for many years, employs customer service as a key business differentiator. In order to deliver effective service and support, it is critical for all customer-facing teams to have a complete view of the customer.

The company also has a complex sales and customer hierarchy that places unique constraints on data security and visibility.

Technology Drivers

Customer information, which was scattered in the company's various backend systems (SAP ERP, CRM, Oracle data warehouse), had to be consolidated and streamlined for user consumption based on roles and complex organizational hierarchy rules. User experience with UI, integration and system performance were therefore important drivers.

Key challenges

Due to data and business process fragmentation across multiple systems, finding customer information was a time-consuming activity for users. Also, because of complex organizational hierarchy and customer hierarchy rules, providing and managing user access to the right information was a complex task.

Project objectives

- Visually intuitive harmonization of many customer data-related screens, reports and analytics.
- Orchestration of complex security rules
- Integration with SAP CRM, ERP and non-SAP data sources.
- Single Sign-on for users

Solution: Bridge-x Customer 360

The company selected Bridge-x Customer 360 to provide a comprehensive, role-specific view of the customer. The solution was conceived and built using SAP Netweaver CE platform and Service-oriented Architecture.

Customer information provided to the users includes everything from sales transactions to pricing and logistics information, from customer master data to details about sales activities, opportunities and billing.

Instead of searching for customer information or trying to locate an individual within the organization with specific information about the customer, users now access a wealth of customer information from one single application.

Solution implementation highlights

- Collaborative effort between Bridge-x and customer's teams
- Integration with SAP and non-SAP data sources
- Defining the complex customer data model was a key success factor