

DIGITALL

CONTITECH REFERENCE



HARMONIZATION & IMPLEMENTATION OF GLOBAL SALES PROCESSES ACROSS BUSINESS UNITS AND REGIONS

“We were looking for a state-of-the-art CRM solution to map the complex customer journeys in the automotive supplier business. With DIGITALL (formerly ec4u expert consulting ag) as a partner, we have adapted the already strong Salesforce.com Sales Cloud solution to our needs. In addition to a great understanding of the automotive supplier business and our specific processes, DIGITALL contributed its experience to enrich the tool with intelligent optimizations and to further rationalize the processes to be mapped.”

Nikolai Bradke, Project Manager Sales Digitalization

Oliver Abt, Global Salesforce CRM Project Lead



CHALLENGES

In the past, the different ContiTech segments serving automotive OEM customers had individual solutions to cover the most urgent CRM needs. This led to manual work and a heterogeneous IT landscape. Since ContiTech already used Salesforce and therefore possessed both knowledge of the tool as well as already existing general interfaces, ContiTech decided to map the OEM business-specific processes and functionalities into its existing Salesforce environment.

The first phase of the project focused on the definition and implementation of a global template as an initial step towards a standardized customer-centric platform for ContiTech OEM business by:

- showing the added value of a standardized CRM
- reducing operational costs
- becoming more efficient
- having a positive margin impact.

This new template needed to be seamlessly integrated into the existing complex multi-cloud environment and system landscape and re-use its existing functionalities and interfaces.



SOLUTION

Covering OEM-specific processes and functionalities, ContiTech's requirements for a global template were implemented within seven months using an agile project approach, starting with a kick-off workshop across business units to define the big picture till the go-live of the first business unit.

Basis for the template was the overall OEM business requirements catalogue and the detailed requirements of the Power Transmission Group unit that went live first. The following detailed functionalities and processes have been implemented:

- 360° view on customer and contacts
- Visit reports
- Commercial sales process based on IATF standards including acquisition, quotation and project status
- A custom user interface that supports the long-term character of the sales process and especially the quantities delivered over multiple years
- Vehicle platforms referencing models and engine types



Automotive



Salesforce Sales Cloud

- IATF STANDARDS BASED
- FULL TRANSPARENCY
- IMPROVING COLLABORATION OF GLOBAL TEAMS
- CLEARLY DEFINED AND FUTURE-PROOF IMPLEMENTATION

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