

Solution by professionals for professionals

BASF Coatings optimises Customer Service
with Call Center Solution from Cycos



BASF Coatings AG belongs to the internationally active Coatings division of the BASF Group. In 2004, the division achieved global sales of around 2 billion euros. The Coatings section develops, produces and markets a high-quality range of innovative vehicle, industrial and automotive refinish coatings and decorative paints and also provides appropriate coating procedures.



Ecologically efficient water-based, powder and high-solid coatings and radiation-curable coatings are particularly significant. In Brazil, the company has established itself as the market leader thanks to several years' success with its decorative paint business. In the Coatings field, BASF has achieved an excellent worldwide position with a strong market share in Europe, North America, South America and the Asia/Pacific region, including its own subsidiaries in Australia, China, India, Japan and the Philippines. You can find BASF Coatings on the internet at.

In Germany, the company has its head office in Münster and is a partner of all the major automotive manufacturers. "Our consistent orientation towards benefits for the customer is a major success factor both in our cooperation directly with the car producers and, on the other hand, with the many workshops that use automotive refinish coatings," said Berthold Eidecker from the Information Management department at BASF Coatings AG as an explanation for the company's market leadership. In terms of customer service, the company relies on a solution from Cycos. Mr Eidecker continued: "Nowadays, efficient IT systems and tools are indispensable, so we searched for a CTI partner to help implement our call centre in Europe, which is based on the Customer Relationship Management (CRM) system from mySAP. On the one hand, the partner needed to be able to offer a standardised solution for our call-centre sites with the various telephone systems and also to allow the perfect integration of the telephone systems into mySAP CRM. With Cycos, we found a professional partner which successfully supported our ambitious project."

one solution for all communications



The so-called Customer Service Centres at BASF Coatings are the core of the project. At these centres, the customers receive the full service package, from order processing right through to commercial issues – all via the telephone. After a successful pilot project in France, the Service Centres are now being launched in seven other European countries and regions: Spain, Austria, Switzerland, Germany, Belgium, the Netherlands and Scandinavia. If a customer calls the Service Centre today, the CRM system uses the integrated Cycos CTI to identify the caller by his/her telephone number. It then displays the most important customer data on the employee's monitor, including the most recent orders placed by the customer. As a result, the employee is perfectly informed even before he/she develops the personal telephone contact, and so is sure to be a competent contact partner. Incoming calls are forwarded according to the qualification, skills and work capacity of the employees, so that the productivity and efficiency of the call centres is optimised. This CRM solution is extremely deeply integrated into the rest of the SAP landscape at BASF Coatings, i.e. all data is available to the employees at the same time and so work is not duplicated. The system optimises the service quality – and so also the customer relations – in all phases, because it guarantees continuous processes. The call-centre solution from Cycos has proved to be a cost-effective choice for taking the communication requirements of smaller business units and the

subsidiaries of BASF Coatings into account and, at the same time, creating professionalism in customer contacts with SAP CRM throughout the company.

"In this international project, we were able to fully exploit our strengths. Within the specified deadline, we implemented a call-centre solution at eight European sites with telecommunication systems from four different manufacturers and various contact partners. The system also features a unique selling point with its natively integrated real-time display in SAPGUI in the SAP CRM system – the so-called "free waiting" function. This proves that our strategy of relying consistently on the multi-PBX capability of our products is absolutely right," said Jan Krüger, the Project Manager at Cycos AG who was responsible for implementing the solution.



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Berthold Eidecker, Information Management at BASF Coatings AG

Cycos AG • Headquarter
Joseph-von-Fraunhofer-Str. 7
52477 Alsdorf / Germany
Tel. +49-(0)2404 - 901-0
Fax +49-(0)2404 - 901-100
www.cycos.de
sales@cycos.de

Cycos France SAS
41, rue de l'Alma
92400 Courbevoie / France
Tel./Fax +33-(0)146 - 35 28 00

Cycos AG • SAP Competence Center
Otto-Hahn-Str. 1c
69190 Walldorf / Germany
Tel. +49-(0)6227 - 605-605
Fax +49-(0)6227 - 605-610

Cycos AG
Wilhelm-Haas-Str. 6
70771 Leinfelden-Echterdingen
Germany
Tel. +49-(0)711 - 3060-0
Fax +49-(0)711 - 3060-140

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