

# Customer Communication Management for SAP Use Cases with Series M/

## eprimo's customer portal

The challenge:

„More customer. Less costs.“

At eprimo, the guiding principle is: maintain more intensive customer communication and save costs at the same time. And this is not just a fine-sounding slogan, but a serious commitment. Therefore, it was hardly surprising that the introduction of a Customer Communication Management system (CCM) also focused on this corporate goal. But how is this supposed to work - more customer contact at lower costs?

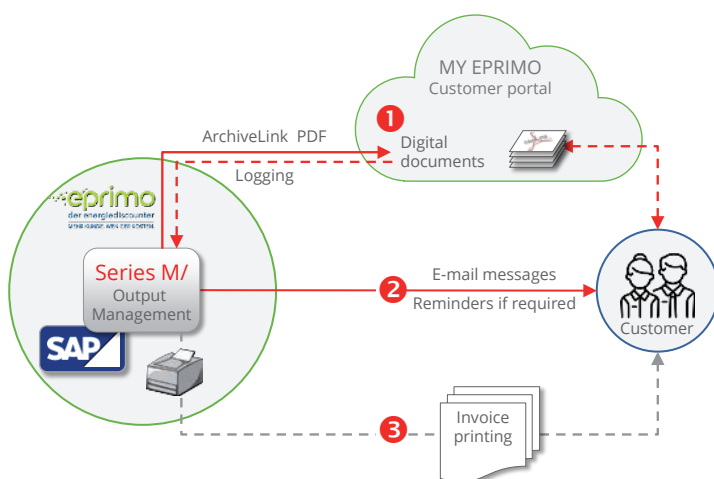
The decision:

The Series M/ should do the trick

In a multi-stage tender and selection process, the Series M/ proved to be the most suitable system. Among other things, because it includes SAP integration as standard, masters all physical and digital output channels, can be integrated into the existing IT landscape according to SOA standards and offers the entire process chain from document creation to output from a single source.

The new CCM offers all the necessary functions and acts as a platform for controlling and evaluating the document processes involved. For example, the flexible customer- or event-related output of documents on digital or physical output media

The result:



- 1 Series M/ creates all documents resulting from the customer relationship (mass printing and individual letters) and stores them in the document archive.
- 2 Customers decide for themselves in which form they would like to receive their documents. For customers who participate in the digital process, Series M/ sends an e-mail notification after successful archiving that new documents are available in the personal eprimo portal. If the customer does not access the documents within 3 days, Series M/ automatically sends a reminder.
- 3 If invoices are not collected within 7 days, the printing process is initiated and the invoice is sent by post.



## The advantages

- Enormous time savings due to elimination of postal routes
- Secure storage and optimal availability in the portal
- Contribution to environmental protection: no printing, no paper, no transport
- Significant cost savings that benefit the customer

The campaign has been so successful that the number of participants has doubled in each of the first two years and continues to rise. As a result, printing and mailing costs have already dropped by about 20%.

## More than just a side effect

With the Series M/, eprimo has gained new design options from SAP. The ambitious energy service provider uses them to improve the quality of its customer communication: Individually appealing, easy-to-understand documents that appear consistently in the company's corporate design - on digital as well as classic channels.

# fileee for kwsoft

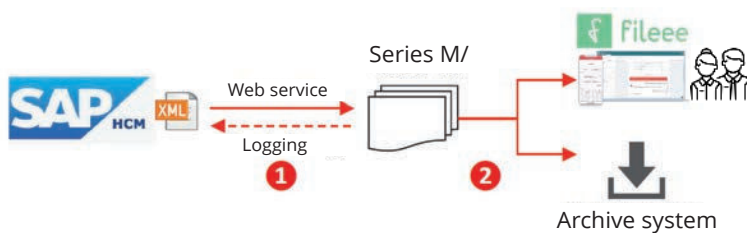


## The idea: sustainable and digital customer communication

A world without paperwork, that is what our partner fileee has written on its banner. And we are now a big step closer to this goal with the „fileee for kwsoft“ solution developed jointly by fileee and kühn & weyh. Because it enables the central maintenance of all company documents and the secure storage of digital documents with the recipient. While Series M/ generates individual and customer-specific documents from raw data, fileee offers the possibility to make them available in a digital mailbox. The fileee for kwsoft solution thus combines the advantages of both systems and offers you the possibility to optimise and digitalise communication with your customers quickly and easily.

## The ideal use case: the (mobile) employee portal

In addition to using fileee for kwsoft as a customer portal, the solution is ideal as a (mobile) employee portal. When communicating with the most important asset of a company, the employee, one document inevitably arises: the payroll. It is characterised by the fact that it must be sent to the employee regularly, securely and as conveniently as possible. In addition, more and more companies are moving away from the traditional postal service towards digital delivery in order to reduce paper consumption, save on printing and postage costs and make delivery more convenient for employees. fileee for kwsoft offers you a process that meets all these requirements:



- 1 The payroll run is started as usual from SAP HCM, but instead of starting the printing process, the raw data is transferred to Series M/ in the form of an XML via the web service interface. Incidental status or control data are reported back to SAP.
- 2 Series M/ subsequently generates the payroll in the design you have specified from the raw data and transfers it to the fileee employee portal, where it is digitally available to the employees. At the same time, the documents are stored securely and automatically in the archive system.

## The advantages

With fileee for kwsoft, you can flexibly design the process according to your wishes:

- Individualise the layout and content of the documents as you wish, without having to rely on SAP templates or complicated customising.
- Send the documents securely and digitally to your employees. For the initial activation of the employee portal, you can choose from different variants such as an e-mail invitation with two-factor authentication or the sending of an activation letter.
- Expand the offer in the employee portal with additional HR documents or a feedback channel to the HR department.

In addition to flexibility, security also plays a decisive role, which is why the highest security and data protection standards are met and 100% DSGVO compliance is guaranteed.

# SmartPDF - Communicate digitally

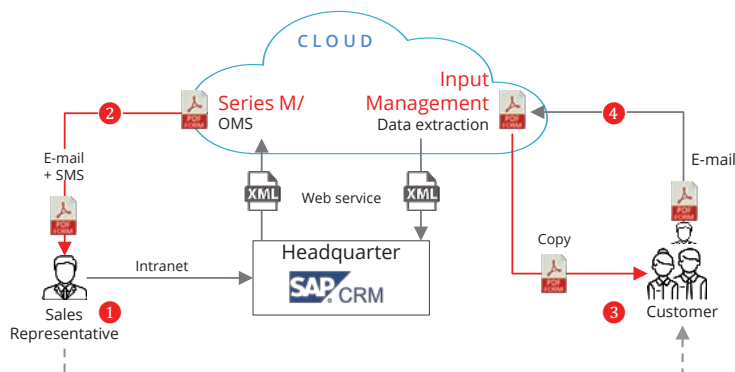
**PREGIS**

## The opportunity: Simplifying the business process with digitalisation

The initial situation: The sales representatives of the internationally active jewellery company Pregis visit their customers, the jewellery retailers, at regular intervals. During the customer visit, data such as orders, forecasts, etc. are recorded and updated. The „Customer Meeting List“ is used to record this data. At the beginning of the visit, it provides the existing customer data from the SAP CRM system, corresponding changes are recorded and then written back to SAP CRM, which starts the necessary follow-up actions. Previously, printed paper lists were used for this purpose, which contained two media breaks - between SAP CRM and the field service and between the customer and SAP CRM. This meant a high susceptibility to manual transmission errors as well as a lot of time, personnel and costs.

## The solution: An end-to-end digital process

Together with the international integration partner Pregis, kühn & weyh developed the appropriate solution for this problem. The small but decisive difference in the newly developed process: the Customer Meeting List is no longer handed over to the field staff in printed and paper form, as before, but is provided digitally in the form of fillable PDFs. The ret-hought process contains the following process steps:



- 1 The sales representative orders the data sheet for the planned customer visit.
- 2 SAP CRM provides the data via web service as XML. The OMS generates a fillable and machine-readable PDF file and sends it to the employee.
- 3 During the customer visit, the sales representative records the current data (orders) and sends the completed PDF form straight back to the head office.
- 4 Input Management extracts the data, updates SAP CRM with it, which starts follow-up actions if necessary. Finally, it creates a read-only PDF copy for the customer.

## Conclusion: Digital is that simple!

On the basis of standard systems for output and input management, an end-to-end digital process has been established. This not only saves time and resources because it does not involve any media discontinuities. It is also much more modern and easier to use than the paper-based process.

## Kontakt



Interested? We have even more information for you. Just get in touch with me.

I am Felix Bosch, your contact for optimising customer communication out of SAP.

kühn & weyh Software GmbH  
Linnéstr. 1 – 3  
79110 Freiburg

www.kwsoft.com  
E-Mail: felix.bosch@kwsoft.com  
Tel.: +49 761 8852 – 235

**kwsoft**