# Real Customers, Real Data, Real-Time

Todd Schutte, Global Director of eLearning, Bona

Session ID #84256

# About the Speaker

**Todd Schutte**

- Global Director of eLearning, Bona AB (Sweden)
- 28 years @ Bona US (customer service, sales, sales management, product management, senior management, training, legal mitigation, new initiatives, eLearning)
- Part of very large U.S. Schutte clan – over 300 extended relatives in CO, WY and WI!!!

# Key Outcomes/Objectives

1. How does Bona's business environment relate to your own?
2. Understand direct vs. indirect customer data; and the exponential power of utilizing both!
3. Bona SAP system history: BC, Early, Now, Future
4. Communication, Communication, Communication
5. Analytics: Are you tracking the right things?

Bona®
BRINGING OUT
THE BEAUTY IN FLOORS
SINCE 1919

Bona®

- Celebrating 100 years in business (1919)
- Subsidiaries in 17 countries
- Sales in 70+ countries
- Production facilities in Sweden, Germany, USA, and China
- 600+ employees worldwide

CERTIFIED Bona CRAFTSMAN

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# Information - INFORMATION

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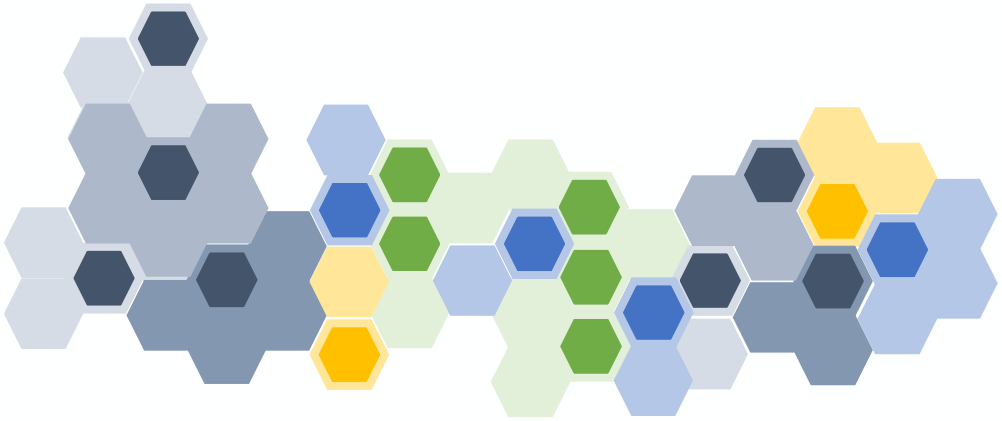
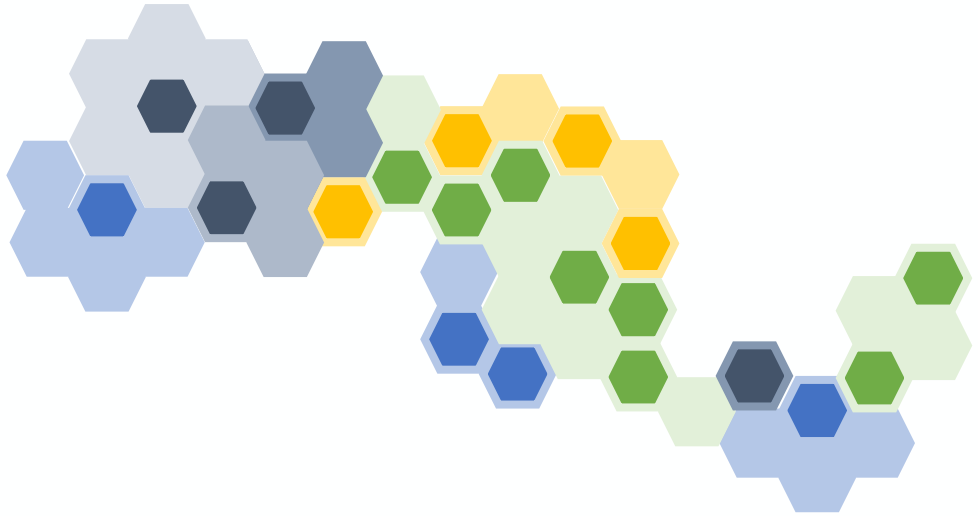
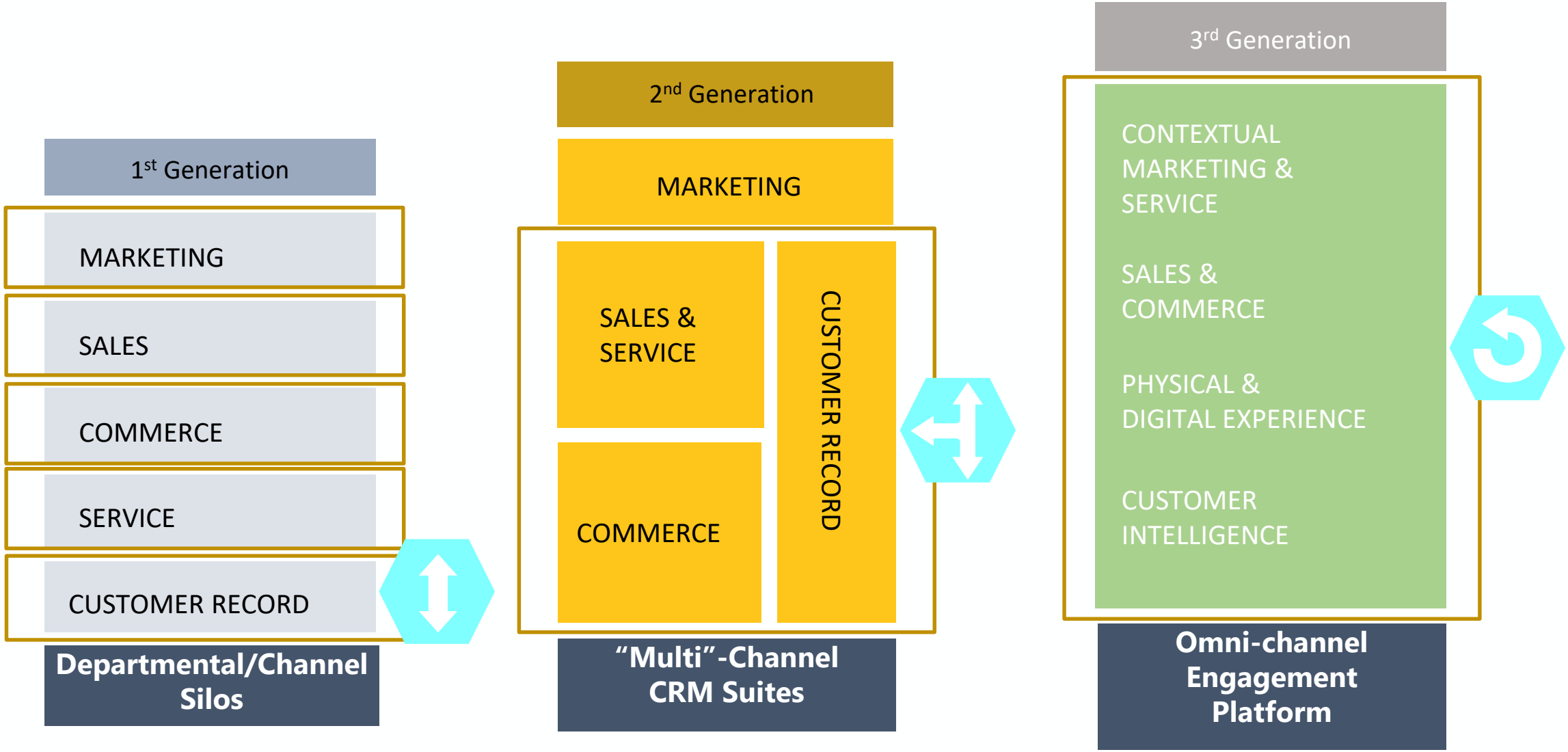
# Information System Silos





# Evolution: From CRM to Customer Engagement



# Omni-Channel Customer Engagement & Commerce

## EVERY TOUCHPOINT. EVERY CHANNEL. GLOBAL. FLEXIBLE.

**INDUSTRIES**

| MARKETING | SALES | SERVICE | COMMERCE |
|---|---|---|---|

**CUSTOMER ENGAGEMENT & COMMERCE PLATFORM**

**SEAMLESS** customer journey across all channels

**SINGLE VIEW** of customer journey across all channels

**INTEGRATED** across sales, service, marketing & commerce

Specific to your **INDUSTRY**

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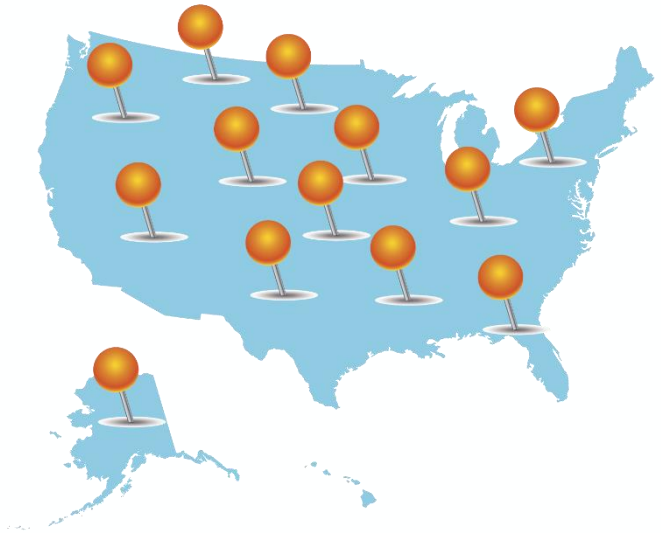
# Bona Sales & Service Channels



***Territory Managers***

***National Acct Managers***

***Field Sales Force***

***Pro Distributors***

***Retail Distributors***

***Bona Certified Craftsmen***

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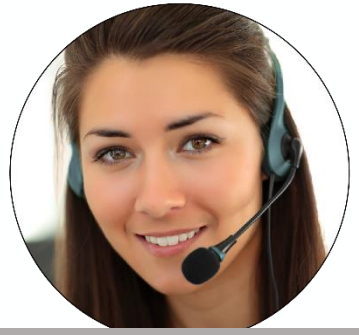
# The Bona “Loop”

*Retailer*

*Contractor*



*Bona Rep*

*Consumer*

*Pro Distributors*

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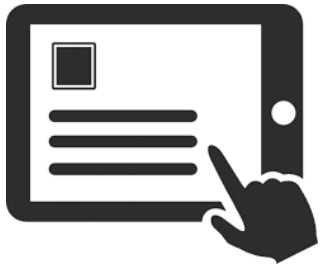
# Service and Data Challenges

**Inefficient Manual Processes**



**Inability to Update Records from Field**

**Lack of Consistent Support Info & Materials for Questions**

**No Historical Caller Views**

**No Reporting to Track Ticket Resolution or Source**

**No Trending/Forecasting Data for Capital Intensive Bona CCP**

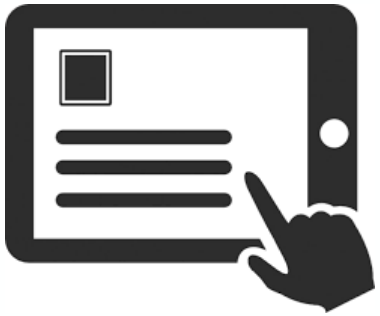
# The Ultimate Sales & Service Environment

**Fully Integrated Call Center, Service, and Sales Processes**

**Standardized Knowledge Base**

**Best of Breed, Multi-Channel Communication Tools**

**Real Time Analytics**



**Mobile Ready & Enabled**

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# Prospect to Promoter

# Backbone: SAP Hybris (Call Center, Service, Sales)

## Multi-channel service

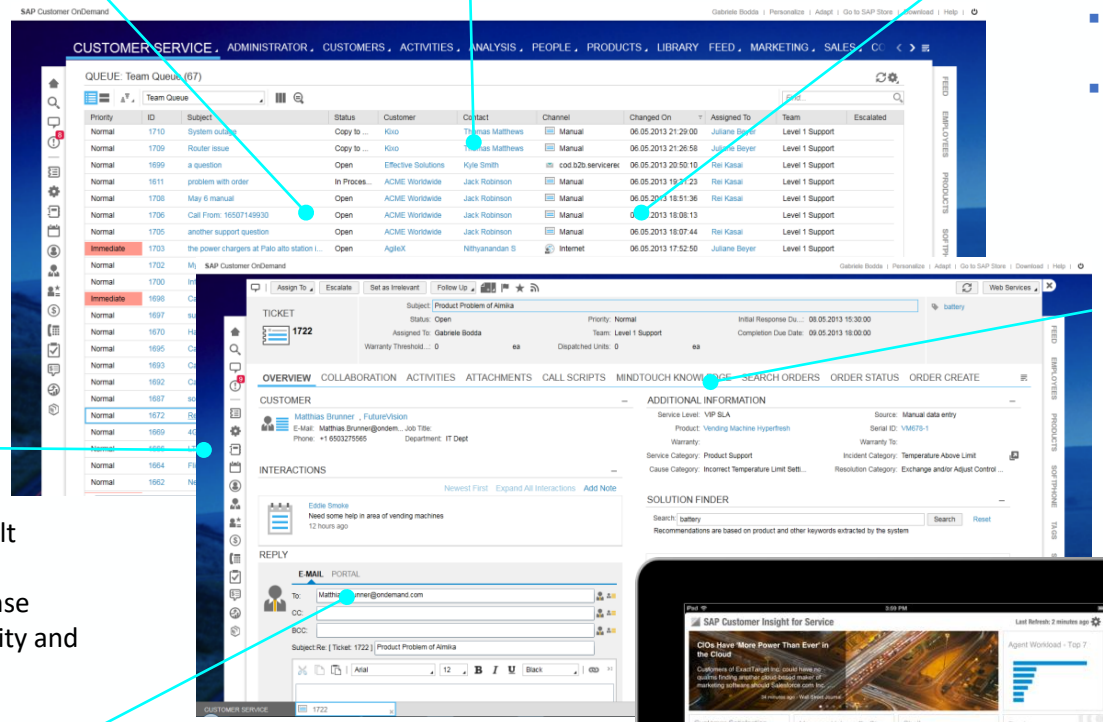
- E-Mail
- Phone (CTI)
- Web self-service portal
- Chat
- Branded communities
- Social Media*
  (Twitter, Facebook)

## Productivity

- E-mail response management
- Routing and escalation rules

## Solution Finder

- Integration with existing knowledge base
- Context-sensitive recommendations
- Easily share content with customers

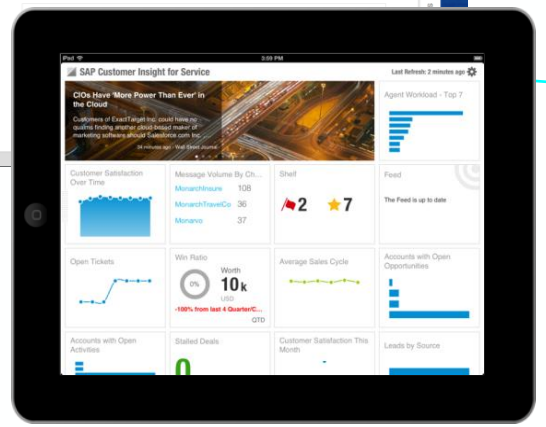



## Collaboration

- Contextual social collaboration with integrated feed

## Analytics

- Real-time service performance with pre-built dashboards
- Embedded reports response times, handle times, priority and escalation trends




## Mobility

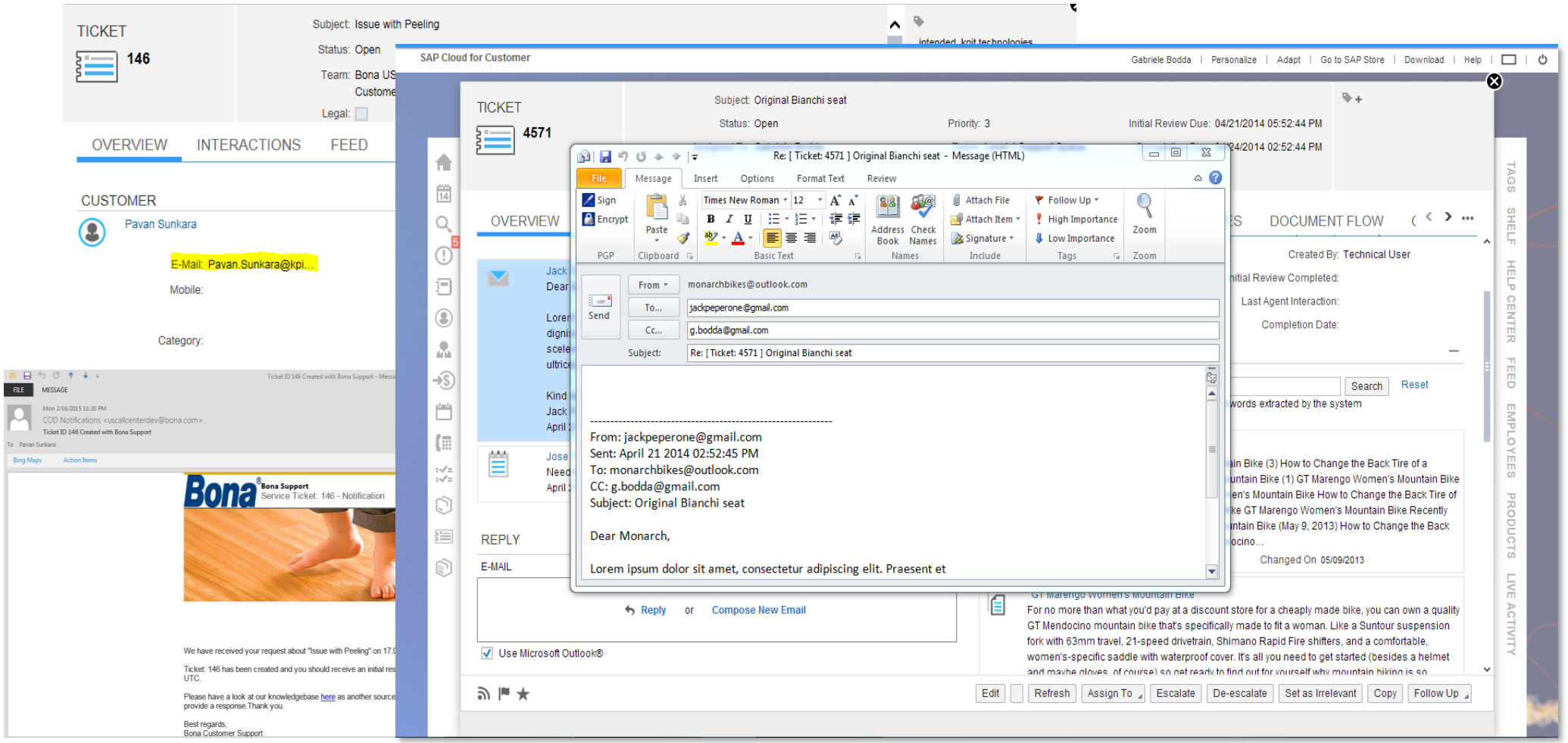
- Manage service requests on iPad – anytime, anywhere

## Integration

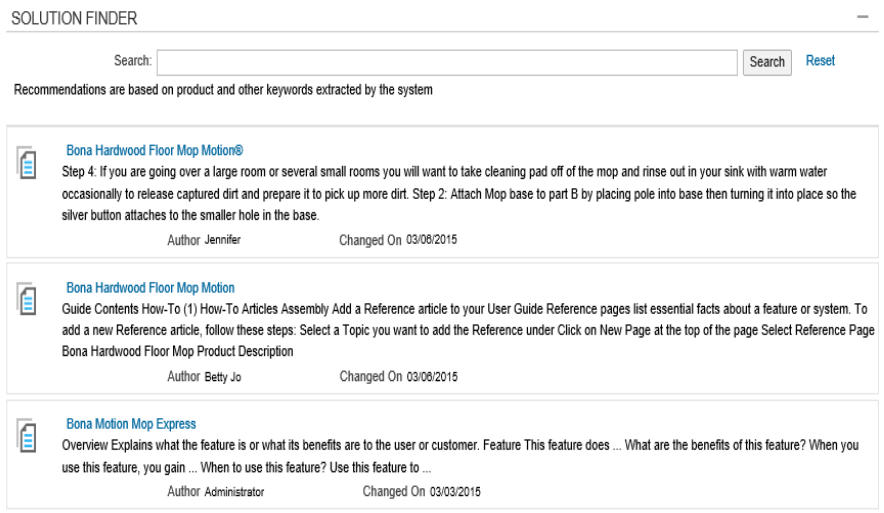
- Native integration with SAP ERP and SAP CRM
- Open API

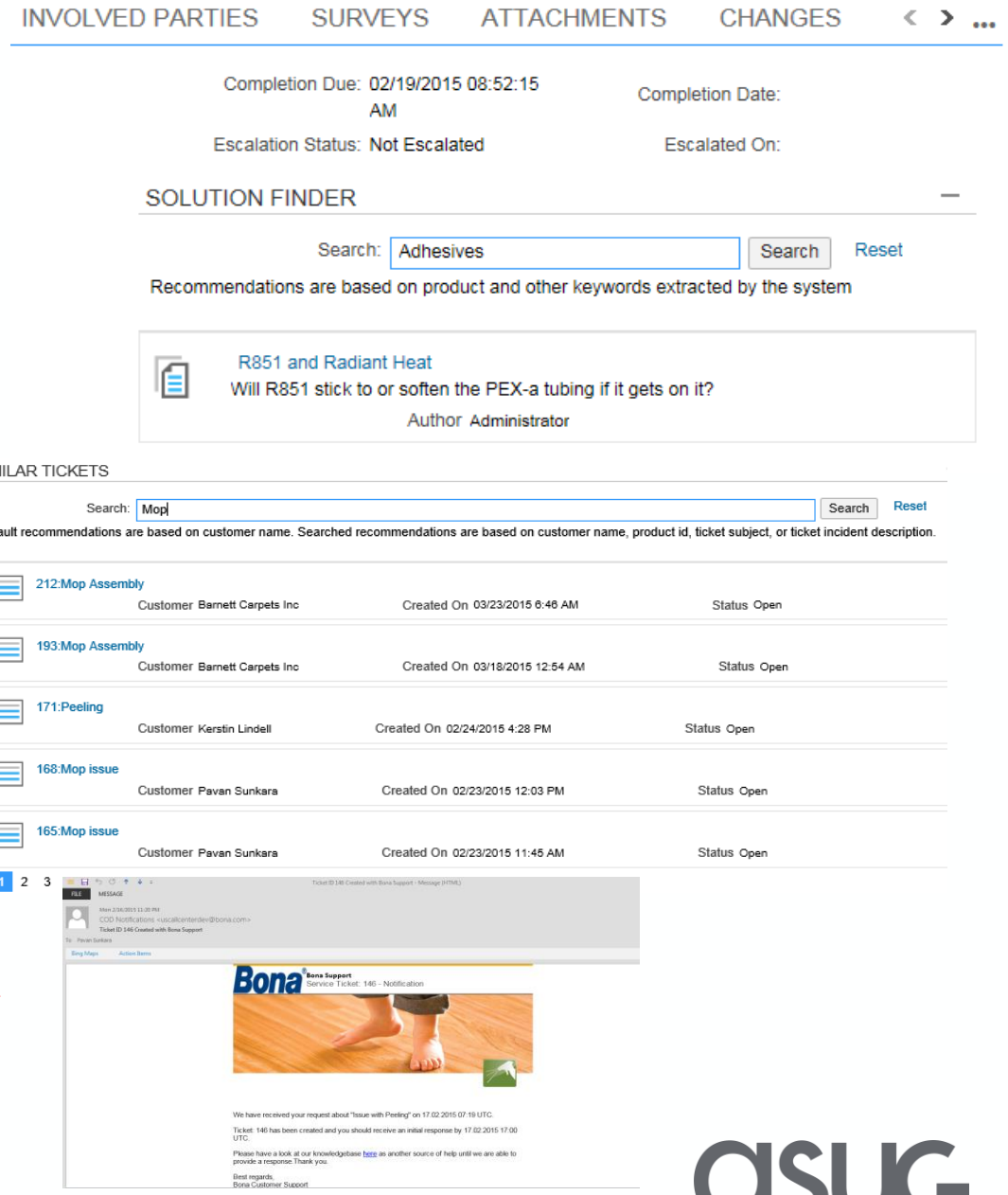
*Social Media channels with SAP Cloud for Social Engagement

# Outlook Integration for Email Response Management and Tracking



# Integrated Knowledge Base



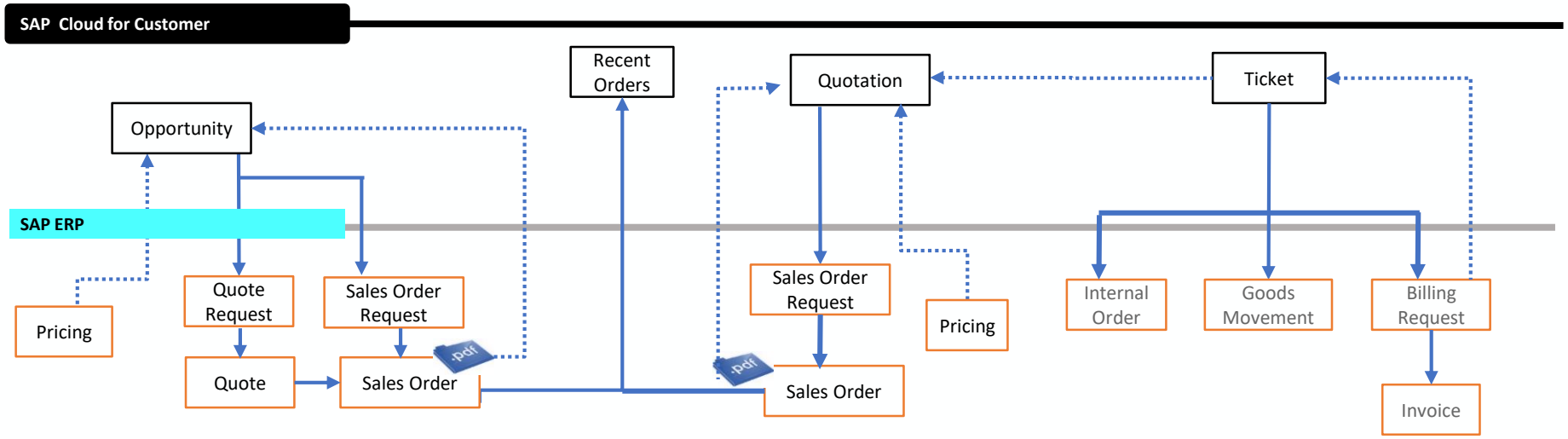




Dorothy can keyword search the integrated Knowledge Base for pertinent articles and generate automated emails to Linda and also:

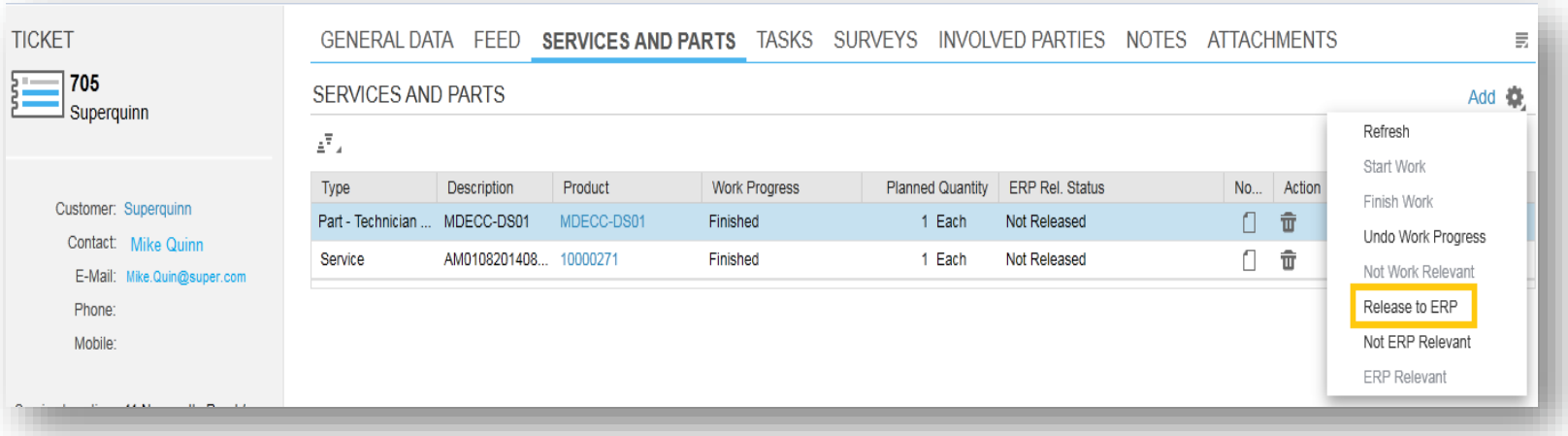
Improve customer intimacy by sharing correct support knowledge

- Improve her efficiency and increase call quality
- Deliver a Continuous Cycle of Optimization

# Packaged Integration for SAP ERP Integration

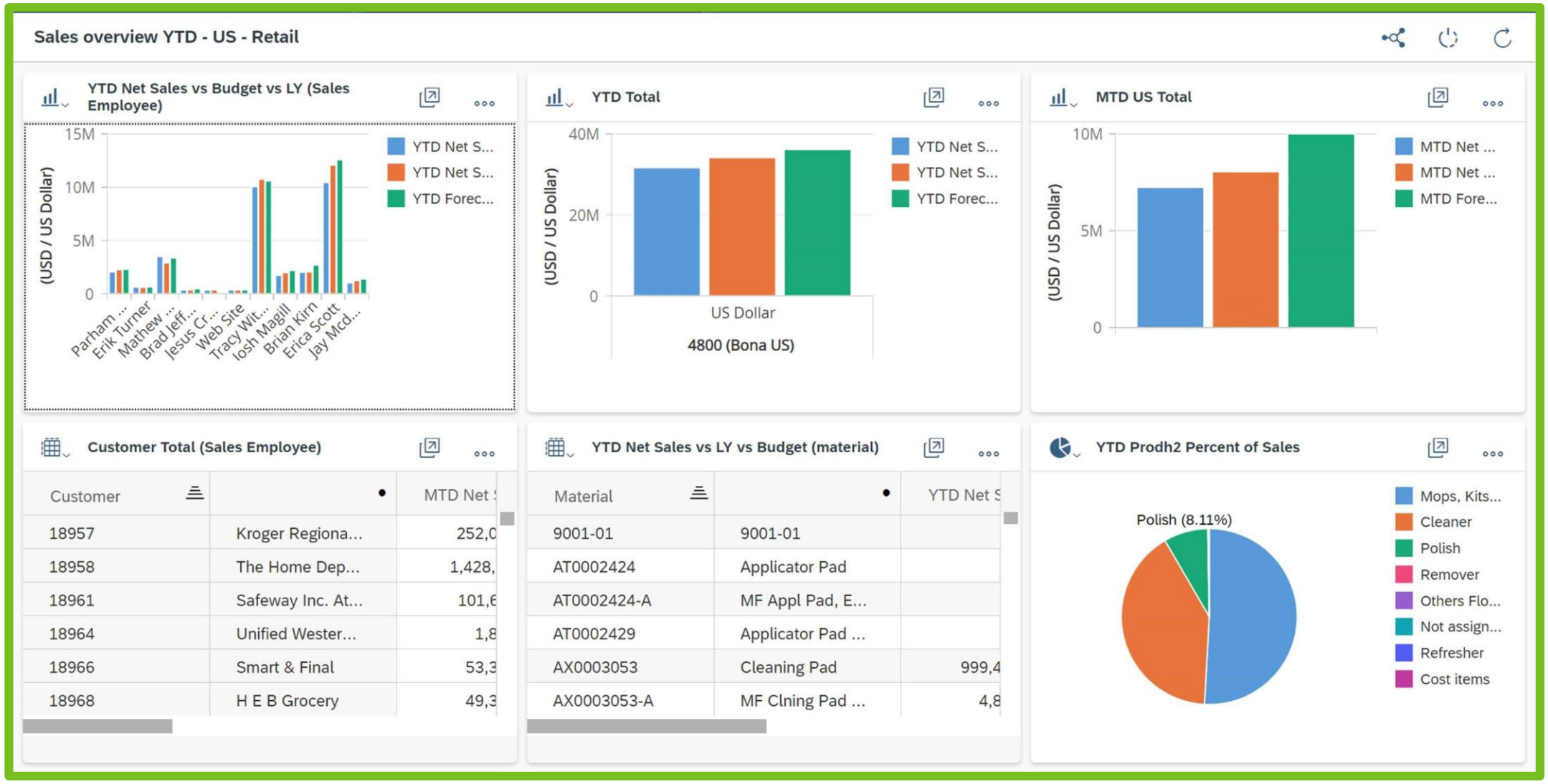



- Real-time integration of transactional data (opportunity real-time pricing, quote and sales order requests, quote to sales order request). Confirmations of ERP documents available in Opportunity.
- PDF display of ERP sales documents in C4C opportunity and quote. PDFs are generated on-the-fly.
- Real-time integration of work ticket to billing request
- Pricing: Real-time call to ERP SD pricing supporting the full pricing flexibility of ERP SD.



# Enhanced Analytics

# Efficiency Gains = Buy In = Usage



# Closing the Loop

**Customer + Retailer + Certified + Distributor + Service Center + Sales**

**COMMUNICATION: Efficient + Consistent + Accountability + Customer Satisfaction**

Mobility
Collaboration
Time
Good Info
Timely Info
Ease of Info

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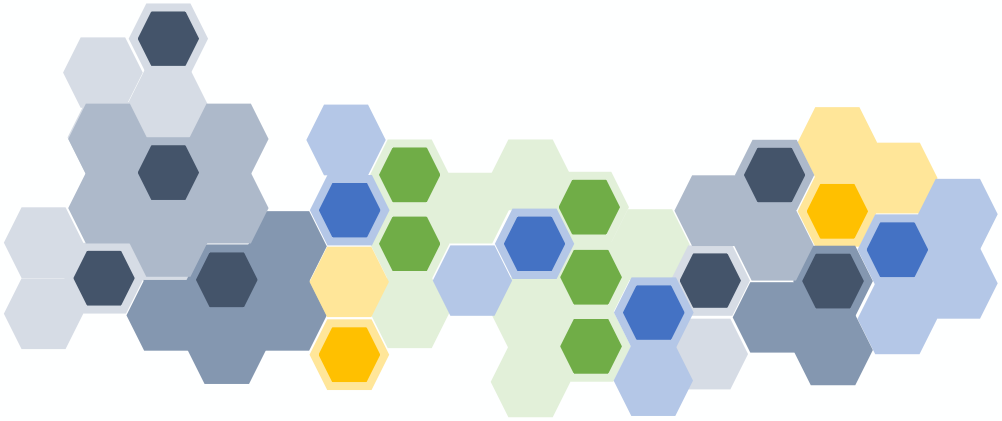
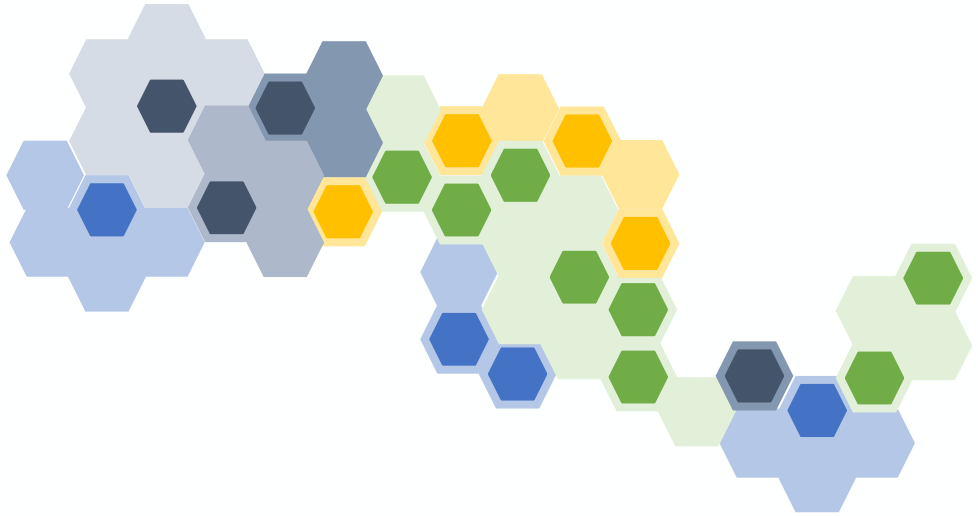
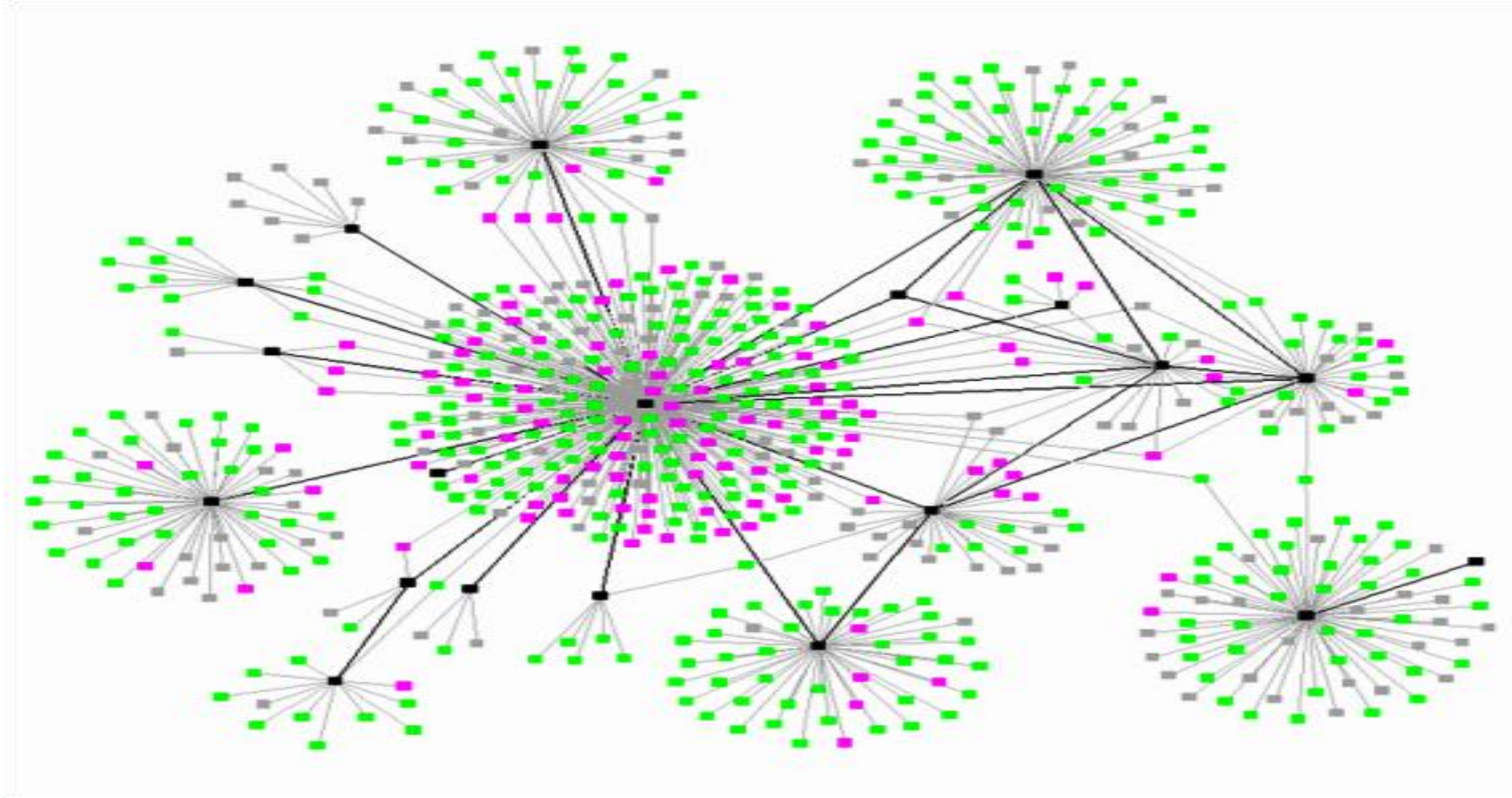
# Information

# Information System Silos





# Harmonized Information = SAP Hybris Cloud



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# Presentation Materials

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http://info.asug.com/2019-ac-slides

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# Q&A

For questions after this session, contact me at

**todd.schutte@bona.com**

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