

PRESS RELEASE

maiExpo: Customer communications in times of digital transformation

Truly intelligent Customer Relationship Management is only possible with a 360° view

***Ismaning near Munich, 6 March 2015* - On March 5, in the breath-taking environment of the Mercedes Tower with its spectacular 360° panoramic view over Munich, customers, potential customers and CRM experts discussed the subject of “Customer experience today and tomorrow” at maihiro GmbH’s in-house exhibition. It was generally agreed that, today, Customer Relationship Management requires an holistic approach to the customers, to identify their needs and provide them with the best possible service across multiple touchpoints and channels. This requires the most up-to-date methods and technologies, which were put to the test by the CRM consulting company together with its customers, its partner SAP and the market analyst, P.A.C.**

At the third maiExpo, which was held under the motto of “360° perception - customer experience today and tomorrow”, highest priority was given to sharing experiences and exchanging knowledge. Well-known companies introduced their projects and reported on their experiences with process optimisation and the use of CRM. In his speech on “Cloud CRM in practice”, Franz Renkin, Director of Red Bull Media House GmbH, cited very personal success factors in organisation and management. He provided insight into the current developments in customer communication and cross-border challenges faced by sales teams, where the possibilities offered by Cloud CRM are taking on an increasingly important role. “I find the dashboard function an excellent management tool that allows me to see what the field sales team is doing.” With SAP Cloud for Sales, no more information was lost as it is extremely easy to use. Today, this allows for the specific targeting of customers using stored data.

For Martin Reinicke, Corporate Director Global Sales Development of Henkel Beauty Care, Henkel AG & Co. KGaA, CRM solutions are a key element in a customer-orientated strategy. “We are working continuously to standardise processes and structures on a global level and make them more efficient.” The global orientation of such solutions is important for the retail industry. That is why maihiro was chosen as consultancy and implementation partner.

Confectionary manufacturer August Storck KG is also adopting new approaches. Volker Wagner, International Project Manager, states: “In maihiro, we have found a partner that offers

us strategic advice, works with us to develop solutions, and continues to help us run our projects and develop them even further even after the project has ended.” The primary objective here is to use the appropriate tools to provide the best possible sales support. These tools include a combination of software and hardware, which offers the field worker the necessary freedom to hold effective talks with customers on the basis of sound information. Intuitive operability, speed, mobility and offline capability are the basic requirements for satisfied users. “With the combination of iPads, SAP CRM and the SAP Retail Execution APP (REX), we have now come up with a solution that optimally supports our processes with modern technology.”

The speech held by Miriam Bender, Product Management Cloud CRM at SAP SE, concentrated on the new possibilities offered by SAP Cloud for Customer, the cloud-based CRM solution by SAP. It combines technological trends and enables companies in the Customer Relationship Management sector to use the latest technology. The responsibility for the further development of the solution lies with SAP, whereby the customer is able to benefit from new functionalities, regularly and automatically, without having to lift a hand. maihiro is an important partner here, one that has been presented with the Recognised Expertise Award in the “Customer Relationship Management” category.

maihiro and Netconomy presented an integrated scenario in the area of Customer Engagement throughout the entire customer journey (customer life cycle). Thanks to intelligent language processing, it is possible to derive information such as sentiments (moods) and topics (keywords) from unstructured data, which could be used to enrich the profile of the customer (360° customer view) and to facilitate the formation of future target groups.

Frank Niemann, Vice President Software & SaaS Markets at P.A.C., the market analyst, also contributed to the event: “Companies are constantly under pressure to react even more quickly to customer demands and, at the same time, to increase the efficiency of customer-related processes.” In this respect, it is increasingly important to serve various channels (such as web shops and retail shops) as uniformly as possible. Here, it can be observed that the CRM market in Germany is growing continuously whereby particularly the market for cloud solutions and related project services (such as consulting and system integration) are the key drivers.

A particular highlight to round off the event was the “lateral thinker” lecture by Johannes Warth who, with his speech entitled “Courage is good for you”, not only offered motivational training but also dealt with the subject of success. His seven-step approach offers a solution for times of

crisis, mergers and restructuring processes. Every change presents a major opportunity, you just have to grab it - such as in the introduction of a CRM system.

Press photos of the maiExpo and P.A.C. graphics available at:

<http://www.maihiro.com/de/presse/pressefotos/maiexpo-d-2015/>

About maihiro

maihiro (www.maihiro.com) is a specialist for Customer Relationship Management (CRM) and Business Analytics. The consultancy firm offers its customers continuous marketing, sales and service support from strategy advice and process optimisation to implementation and management. The company is a consultancy and implementation partner of SAP. Established in 2000 by Bernd Hesse, Uwe May and Mark Roes, the management consultancy firm based in Berlin, Hamburg, Ismaning near Munich and Vienna, today employs more than 110 permanent staff. In 2005, maihiro established a subsidiary in Austria under the direction of Matthias Götz. In 2014, the consultancy firm received the "Top Consultant" award and was presented with the Bavarian Business Award "Bayern's Best 50" as one of the fastest growing companies. To date, maihiro has successfully implemented more than 500 CRM projects in various business sectors across the globe.

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