



Development of a CRM Solution encompassing all Trademarks for Volkswagen Financial Service



Volkswagen Financial Services AG is Europe's largest vehicle financing company and Germany's second largest direct bank. It handles the financing, leasing and direct bank business of the Volkswagen Group in Europe. By doing so, VW FS AG performs service provider functions for the VW-Group and its trademarks in preparing and developing procedures and information systems in the field of Customer Relationship Management

The CRM project for Volkswagen was started in October 2000. The objective is to define and develop a CRM technology platform encompassing all trademarks in order to implement customer loyalty measures within the VW-Group. Long-term, all of the Group's trademarks, as well as further entities, such as importers, can be included.

Project Approach and Status

The aim is to create a standardised functional nucleus which makes the same processes, functions and data available from a homogeneous platform. Based on this nucleus, the adjustments required for the individual organisational entities can be created and rolled out during a later stage. The tried-and-tested ASAP method will be used during the project implementation. The projects currently underway within the Group are of a pilot nature. The first sub-project based on mySAP CRM was carried out for the support of ordering and interested parties of the new VW premium model, Phaeton. Customers arranging their own pick-ups of cars assembled in Dresden are given an exclusive service. Each client has his own personal client manager who will take him for a guided tour of the production lines, explains the new car and if desired, can arrange for a leisure programme to spend an unforgettable time in Dresden. The client manager is given full support by the mySAP CRM solution developed. In the meantime, the KUBA sub-project for premium clients has gone live. Aside from the completion of the first pilot, further ones are in the planning.

Project Challenge

To date, the greatest challenge during the course of the project has been set by a change of the technology platform. For strategic reasons, the client decided, during the course of the project, to use mySAP CRM as the new standard application. PwC Consulting was able to demonstrate flexibility and professionalism in implementing the project, faced with this very critical situation. Future challenges will be found in the integration and roll-out of further requirements, in particular.

Overall Scope

The plan is to gradually expand the project scope by adding further modules. Among these are included, for example, the integration of:

- Document management systems
- Campaign management
- CTI

as well as the inclusion of additional group entities. Various systems are due to be replaced and a variety of different interfaces created. PwC Consulting is currently entrusted with the following project tasks:

- Management support
- Specialist concepts for prospective client management, complaints management and management of customer satisfaction
- Interface development and development of solutions for data adjustment which is based on a solution from UNISERV
- User documentation and training



Success Factors

To date, the tasks have been mastered successfully by the joint KUBA project team. The co-operation is borne by a large degree of target orientation and openness without which it would not have been possible to manage the clearly recognised risks. The team's high personal commitment has been rewarded until now by friendly co-operation, interesting tasks and positive client feedback.