



SAP C4C for Managing Sales and Service

Enhancing efficiency of omni channel sales and service with e-Commerce solution and B2B stores

The Client

A leading multinational publisher of a wide range of medical and science publications across a variety of medical specialties.

Background and Scope of the Project

The client was unable to streamline and optimize their sales and service processes due to lack of a robust and centralized cloud based solution. This brought business pain points in managing omni channel sales and service operations and difficulties in tracking the overall sales status. Additionally their sales team also required a better mobile application for generating sales invoice.

HTC's SAP consultants recommended SAP Cloud for Customer (C4C), implementation of e-Commerce solution, and setting up of B2B stores.

Solution

HTC's SAP consultants implemented SAP C4C and e-Commerce solution and set up B2B stores. This involved the implementation of the following processes:

- Configuring the B2B Store Products
- Quote approval process
- Quote versioning
- Built-in SAP forecast analytics
- Real-time analytics and forecasting to improve interaction with customers through all channels

This enabled:

- Streamlining and optimizing the sales and service processes
- End to end process automation
- Efficient management of omni channel sales and service operations
- Easy tracking of overall sales status
- Mobile application based sales invoice generation
- Tracking business progress with performance and progress dashboard
- Integration of the system with SAP, Salesforce, and other legacy systems

Technology

- SAP C4C (Sales/Services)
- SAP suite on HANA
- SAP ECC
- SAP Process Integration
- SAP Business warehouse on HANA
- SAP Business Objects Data Services
- FIORI/UI5

Key Benefits Realized by the Client

Improved product catalogues and product listing

Improved customer experience, search, and navigation