



AM General Enhancing Sales Team Collaboration With SAP Sales Cloud

Introduction

AM General, a leader in engineering and manufacturing specialized vehicles for military and commercial clients, embarked on a digital transformation journey to enhance its sales and service operations. With a global footprint in over 70 countries, AM General's commitment to delivering quality and innovative mobility solutions necessitated a robust CRM system.

The Challenge

Despite their strong market presence and product excellence, AM General's sales and service operations were hindered by a lack of an integrated CRM solution. This gap impeded their ability to efficiently manage customer interactions and maintain a competitive edge in the fast-paced defense and automotive sectors.

Solution

AM General initiated a formal RFP process to identify the most suitable CRM application. After evaluating leading platforms like Salesforce, Microsoft CRM, and Oracle CRM, they chose SAP Sales and Service Cloud.

Key factors influencing this decision included:

- Comprehensive capabilities
- Intuitive user interface
- Seamless integration with SAP S/4HANA ERP
- Rapid deployment package offered by ASAR Digital, promising a go-live in just 12 weeks.

Implementation by ASAR Digital

ASAR Digital played a pivotal role in deploying the SAP solution, focusing on several critical capabilities:

- Account and Contact Management: Ensuring thorough management of client information.
- Lead Management: Streamlining the process of tracking and nurturing potential clients.
- Task and Activity Management: Organizing daily activities and responsibilities for efficient workflow.
- Opportunity Management: Maximizing business potential through effective tracking of sales opportunities.
- Ticket Management: Enhancing the service response to customer issues and inquiries.
- Reports and Dashboards: Providing real-time insights for informed decision-making.
- Mobile Application & Microsoft Outlook Integration: Facilitating access to customer records and efficient communication.



The integration with SAP S/4HANA was particularly significant, enabling seamless customer master replication.

Results and Benefits

The implementation of SAP Sales and Service Cloud transformed AM General's customer engagement model:

- **Enhanced Accessibility:** Users could access customer records anywhere, via mobile or browser.
- **Improved Response Time:** The team responded to customer queries and RFPs more efficiently.
- **Effective Collaboration:** Enhanced collaboration with partners, leading to better handling of customer RFPs.

The Outcome

The SAP Sales and Service Cloud implementation at AM General, led by ASAR Digital, marked a significant stride in their digital transformation journey. The project not only streamlined their sales and service operations but also positioned them for future growth and continued excellence in serving their global clientele.

Want to discuss how ASAR Digital can help you transform your Sales team's collaboration? Schedule a no obligation consulting call with Team ASAR!

[ASAR Digital](#)

630-423-5926

3030 Warrenville Rd. #610

Lisle, IL 60532