



How Calumet Specialty Provided Single Source of Information To Their Sales Team With SAP Sales Cloud!

Introduction

Calumet Specialty Products Partners, L.P., a leading U.S.-based manufacturer of specialty hydrocarbon products, faced operational challenges in its sales processes. The company's sales representatives were reliant on traditional methods like notebooks for managing customer information and opportunities. To modernize and streamline these processes, Calumet embarked on a journey to implement SAP Sales Cloud.

Background

Founded in 1919, Calumet operates across North America, producing a range of specialized hydrocarbon products. The company distributes its products globally to about 2,700 customers. Despite their success, their sales team struggled with outdated methods for customer management, affecting efficiency and customer satisfaction.

Objectives

The primary goals for implementing SAP Sales Cloud were to:

- Digitize and streamline the sales process.
- Enhance customer information and opportunity management.
- Reduce the sales cycle and improve the opportunity close rate.
- Increase overall customer satisfaction.
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Solution Strategy

After evaluating various CRM applications, Calumet selected SAP Sales Cloud. They partnered with ASAR Digital for the implementation, leveraging ASAR's expertise in integrating SAP solutions.

Key SAP Sales Cloud Capabilities Implemented

- Account and Contact Management: Centralizing customer data for easy access and management.
- Lead Management: Streamlining the lead handling process.
- Task and Activity Management: Enhancing the management of daily sales activities.
- Opportunity Management: Improving tracking and conversion of sales opportunities.
- Reports and Dashboards: Offering real-time insights into sales performance.
- Mobile Application: Enabling on-the-go access to critical sales information.
- Integration with Microsoft Outlook: Streamlining email communications within the CRM system.
- Integration with SAP ERP: Ensuring bidirectional replication of customer data for consistency.



Solution

Digitizing Traditional Processes

- Transitioning from notebook-based management to a digital solution.
- Training the sales team to adapt to the new system.

Integrating Systems

- Seamlessly integrating SAP Sales Cloud with existing SAP ERP systems.
- Ensuring data consistency and real-time information flow between systems.

Results and Benefits

Enhanced Sales Efficiency

- Digitalization led to more efficient management of sales processes.

Reduced Sales Cycle

- Streamlined operations and improved data management reduced the overall sales cycle.

Improved Opportunity Close Rate

- Better opportunity tracking and management increased the close rate.

Increased Customer Satisfaction

- Enhanced customer management capabilities led to improved customer relations and satisfaction.

The Outcome

The implementation of SAP Sales Cloud at Calumet Specialty Products Partners, L.P., facilitated by ASAR Digital, marked a significant advancement in their sales operations. This transition not only optimized their sales processes but also enhanced customer relationship management, contributing to improved sales performance and customer satisfaction.

Want to see how SAP Sales Cloud can transform your sales team, talk to team ASAR!

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