Streamlining Rizing’s Sales and Service Operations With SAP CX Implementation

Introduction

Rizing, a global leader in enterprise technology and management consulting, faced operational challenges due to a fragmented application landscape stemming from various acquisitions. ASAR Digital was tasked with consolidating these disparate systems into a unified SAP Customer Experience (CX) suite. This case study explores the successful implementation of SAP Marketing Cloud, Sales Cloud, and Service Cloud, which significantly streamlined Rizing’s operations.

Background

Rizing operated with multiple, disconnected applications like Salesforce, Zendesk, Freshdesk, Pardot, and NetSuite. This disjointed system architecture, resulting from past acquisitions, led to inefficiencies in managing marketing, sales, and service operations.

The Challenge

The primary challenge was to replace the patchwork of legacy applications with an integrated, cohesive solution. Rizing needed a system that not only streamlined operations but also provided unified visibility into sales opportunities, leads, and service management.

Solution

Selection of SAP CX Solutions

After a thorough evaluation, Rizing chose SAP CX solutions for their robust capabilities in streamlining enterprise operations. ASAR Digital was selected as the implementation partner for our expertise in SAP technologies.

Implementation Strategy

- SAP Marketing Cloud, Sales Cloud, and Service Cloud: These solutions were implemented to unify Rizing's marketing, sales, and service operations.
- Integration through SAP CPI/BTP: SAP Cloud Platform Integration (CPI) and Business Technology Platform (BTP) were used for seamless integration of the SAP CX suite.
- SAP Sales Cloud and SAP S/4HANA Public Cloud Integration: This integration provided streamlined operations and real-time data synchronization.
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Key Capabilities and Processes Implemented

- Account and Contact Management: Centralizing customer information for easy access and management.
- Campaign Management and Automation: Enhancing marketing efforts with automated, targeted campaigns.

- Lead and Opportunity Management: Streamlining lead handling and tracking sales opportunities efficiently.
- Service Contracts and Ticket Management: Managing service contracts and handling customer service inquiries more effectively.
- Customer Self-Service Capabilities: Empowering customers with self-service options for their inquiries and needs.
- Microsoft Outlook Integration: Ensuring seamless communication and scheduling within the CRM environment.
- Integration with SAP S/4HANA: Connecting SAP Sales Cloud with SAP S/4HANA Public Cloud for cohesive customer and project management.
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Results

The implementation of SAP CX solutions by ASAR Digital brought transformative changes to Rizing's operations:

- Streamlined Global Sales Organization: The unified system provided a consolidated view of global sales activities, enhancing the efficiency of the sales team.
- Enhanced Visibility: Rizing gained comprehensive visibility into sales opportunities and leads, enabling better forecasting and decision-making.
- Efficient Service Operations: The new system streamlined the managed services line of business, improving service contract management and service operations.
- Reduced Operational Complexity: The consolidation of various systems into a single SAP CX suite significantly reduced the complexity and inefficiency of Rizing's operational processes.
- Improved Customer Engagement: The integration of advanced CRM functionalities enhanced Rizing's customer engagement and service delivery.

The Outcome

ASAR Digital's implementation of SAP CX solutions for Rizing successfully addressed the challenges of a fragmented application landscape. By streamlining and unifying Rizing's marketing, sales, and service operations, the project not only improved operational efficiency but also enhanced customer engagement, positioning Rizing for continued success and growth.

Want to discuss how ASAR Digital can help you transform your Sales and Service operations? Schedule a no obligation consulting call with Team ASAR!

ASAR Digital
630-423-5926
3030 Warrenville Rd. #610
Lisle, IL 60532