



Streamlining Sales Process For A. Stucki Company With SAP Sales Cloud

Introduction

A. Stucki Company, a prominent player in the rail industry, sought to modernize its sales operations by moving away from manual processes to a more systematic approach. This case study explores the company's journey in implementing SAP Sales Cloud with the expertise of ASAR Digital, utilizing its Cheetah Rapid Deployment package.

Background

Founded in 1911, A. Stucki Company has a rich history in the rail industry, supplying highly engineered parts and diverse services. Despite their long-standing success and growth, Stucki's sales operations remained predominantly manual, leading to inefficiencies in managing customer relationships and sales activities.

The Challenge

As Stucki expanded its operations, the limitations of its manual sales processes became increasingly evident, hindering the company's ability to manage its sales operations effectively. The need for a comprehensive CRM system became a priority to streamline these processes and support their growing business.

Solution

Selection of SAP Sales Cloud

After evaluating several CRM platforms, A. Stucki Company selected SAP Sales Cloud for its robust functionality, flexibility, and potential for seamless integration with their existing systems.

Partnership with ASAR Digital

ASAR Digital was chosen as the implementation partner based on their proven expertise in SAP solutions and the efficiency of their Cheetah Rapid Deployment package.

Implementation Strategy

- **Rapid Deployment:** Utilizing the Cheetah package, ASAR Digital facilitated a swift and effective implementation, minimizing disruption to Stucki's daily operations.
- **Comprehensive CRM Capabilities:** The following features were implemented to enhance Stucki's sales operations:
 - **Account and Contact Management:** Centralizing customer information for streamlined access and management.
 - **Lead Management:** Efficiently tracking and nurturing sales leads to optimize conversion rates.
 - **Task and Activity Management:** Organizing and prioritizing sales activities for better productivity.



- Opportunity Management: Effectively managing sales opportunities from identification to closure.
- Reports and Dashboards: Providing insightful analytics for strategic decision-making.
- Microsoft Outlook Integration: Ensuring seamless communication and scheduling within the sales team.
- Mobile Application: Facilitating on-the-go access to CRM data for the sales force.

Results

Enhanced Sales Efficiency

The implementation of SAP Sales Cloud revolutionized Stucki's sales operations, leading to significant improvements in efficiency and productivity.

Improved Data Management

The centralized system for account and contact management ensured that customer data was accurately maintained and easily accessible.

Streamlined Sales Processes

The new CRM solution enabled more effective management of leads, opportunities, tasks, and activities, leading to better sales outcomes.

Informed Decision-Making

The advanced reporting and dashboard features provided valuable insights into sales performance, aiding in strategic planning and decision-making.

Increased Mobility and Flexibility

The introduction of a mobile application allowed Stucki's sales team to access vital CRM data on the move, increasing their agility and responsiveness.

The Outcome

The successful implementation of SAP Sales Cloud by ASAR Digital marked a significant step in A. Stucki Company's digital transformation journey. This project not only streamlined their sales operations but also equipped them with the tools to effectively manage customer relationships in an increasingly competitive market.

Want to see how SAP Sales Cloud can transform your sales operations? Schedule a no-obligation demo today!

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