

Success Stories: ESAB

The customer - a joint outlook !

A couple of years ago ESAB embarked on a long journey – a project to find synergies and to improve efficiency. At the same time, ESAB developed Caesar CRM further for their more than 400 users all over Europe.

Background

ESAB produces consumables and equipment for virtually every welding and cutting process and application. Their customers are found in many industries including transport, shipyards and all kinds of engineering industries. ESAB has a wide network of distributors in all major markets.

In the early 21st century, ESAB embarked on a long journey – a project to find synergies and to improve efficiency. Its purpose was to link up adjacent countries and create regions. Before the project started, Caesar CRM was being used in about 20 countries. Each country had their own databases with unique settings.



“Caesar CRM puts the customer in focus.”

*Stefan Carlsson, Manager
Distributor Development,
ESAB*

Challenge

The main reason for the investment in a CRM solution was common and basic needs – to make administration, sales processes and workflows more efficient. ESAB wanted to have one source for all customer information, and to ensure that all documents, quotations and Excel spreadsheets were saved directly linked to the customer – not spread about in binders with different individual employees. While changing the focus in the organization from countries to regions, it made perfect sense to adjust the CRM solution to reflect these changes, and to make sure that it was used in a similar way on all markets.

Solution

The first step was to let Caesar consultants conduct a thorough analysis. The analysis showed that to support the new organization, country databases should be merged into larger databases – one for each region. Working in a similar way on all markets makes it easier for ESAB's subsidiaries to interact and exchange experience. As a bonus they achieve lower costs for database maintenance and administration, as well as the ability to run corporate reports based on all regions.

Step by step, databases from twenty countries were converted to regional databases. All regions have a common database structure and settings. In addition to the ample report generation options, the uniformity makes it easy to

consolidate all databases into one global database at a later stage.

Caesar CRM is used by Sales Executives, Sales Managers and the Order Desk. Marketing too has started to use the system.

ESAB has 420 **Caesar Business** users, and about 40 **Caesar webSales** users. The trend is a gradual change to **Caesar webSales**, with advantages like a multi-language environment even when several countries share a common database. Sales information is imported and customer information is updated from a data warehouse.

ESAB's reporting used to be based on Selections in **Caesar Business**, supplemented by a few special reports created in Crystal Reports. With **Caesar Saint** all reports are gathered in one place and reporting is easier and more flexible. **Caesar Saint** also makes selected information from the CRM system available to Managing Directors and management.

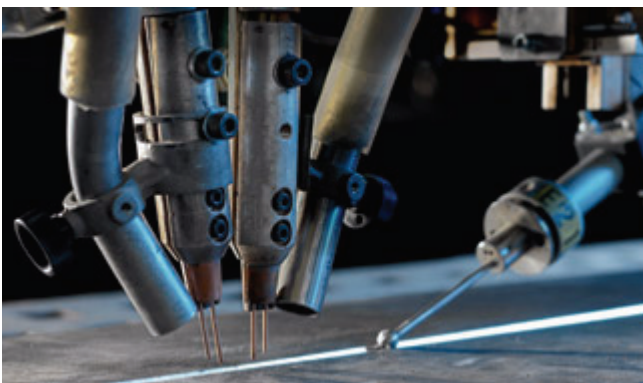
In some countries, **Caesar Objects** is used to keep track of installed machines at each customer, and ESAB is evaluating a roll-out of **Caesar Objects** in other markets.

To make the CRM implementation successful, ESAB has focused on active usage, supported by training of both users and super users. The activity level is monitored in **Caesar Saint** on a regular basis, to find out if someone needs additional help or support.

Another important success factor is that ESAB has a clear CRM strategy at the pan-European level, guiding CRM development in each region in Europe.

Benefits

Caesar CRM has benefited ESAB at many levels:



Precision work!

1. Reduced and simplified maintenance

Starting with more than 20 databases, ESAB now has a more manageable number. A common information structure in the databases makes it easy to re-use reports and streamline administration. It also makes it possible to consolidate the databases even further.

2. Good control of outstanding offers

Since all offers/quotations are gathered in one system, it is easy to get an overview of the entire pipeline and to see the status of a specific customer.

3. More efficient customer communications

The customer magazine "Svetsaren" is distributed to all customers and distributors all over Europe. Thanks to an updated list of contacts, distribution is easy and accurate.

4. Powerful activity management

ESAB monitors 6 activity types. The objective is to get an overview of the number of activities per person and week. It is also interesting to monitor the number of closed deals, and the percentage of closed deals.

Summary

In the early 21st century, ESAB changed market focus from countries to regions.

With support from Caesar's consultants the information structure in their databases has been harmonized, and several country databases have been consolidated into regional databases to support the new organization. All information about the customer has been made available via one interface, in a uniform format. This means more efficient reporting and one way to view the customer.

In a nutshell

- One way to view the customer!
- One way to work with the customer!
- All customer information in one place!



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SuperOffice Business Solutions develops, sells and implements Caesar CRM, and is a part of the SuperOffice Group. For more information about **SuperOffice Caesar CRM**: caesar@superoffice.se