



interseroh

Interseroh Dienstleistungs GmbH
Cologne, Germany
www.interseroh.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$2.62 billion

Employees:

1,800

Oracle Products & Services:

Oracle CRM On Demand

Oracle Partner:

BTR Consulting
www.btr-consulting.de

“Oracle CRM On Demand allows our sales staff to locate relevant customer information significantly faster and to use that information to pursue cross-selling and up-selling opportunities.” – Uwe Dmoch, Chief Information Officer, Interseroh Dienstleistungs GmbH

Interseroh Improves Effectiveness of Sales and Marketing with Integrated, Hosted Solution

The Interseroh Group—which is based in Cologne, Germany, and has more than 70 sites in Europe—is synonymous with high-quality recycling. It specializes in collecting, transporting, preparing, and utilizing empty packaging, used products, and scrap metal. It provides the European market with valuable, internationally traded recycled raw materials for use in industrial production. Operating throughout Europe, Interseroh Dienstleistungs GmbH, a division of the Interseroh Group, organizes, coordinates, and documents the recycling of used packaging and products, and provides convenient waste disposal services.

Challenges

- Improve customer data and contact management to drive higher levels of customer service
- Enhance planning and control of sales activities to improve sales force effectiveness
- Enable access to complete contact history to enhance service as well as cross-selling and up-selling activities
- Extend the company’s ability to analyze marketing campaign metrics, ultimately improving effectiveness
- Enable field personnel to access the company’s enterprise applications as well as integrate content from other internet-based services

Solution

- Created a 360-degree view of the customer by integrating heterogeneous customer relationship management (CRM) applications, including an Interseroh quote application, enterprise resource planning (ERP) components, and other internet fee-based services (e.g. Euwid, Google Maps, XING)
- Improved user friendliness of the company’s CRM system and enhanced user productivity through new Web 2.0 technologies, such as in-line editing and mashups
- Improved customer care by providing personnel with comprehensive and up-to-date customer information
- Gained the ability to identify correlations in customer hierarchies to enable more informed, efficient, and profitable interactions with customers
- Improved planning of sales activities using a centralized, standardized customer base
- Selected a hosted implementation to ensure rapid roll-out of the CRM system
- Created a CRM system that serves as a central information management portal for all customer information