

How Does an Engine Manufacturer Rev Sales Engines to **Maximize the Customer Experience?**

Processing **all international tickets** with 250 users from 3 hubs

They can be found in ships, heavy land and rail vehicles, and power-generation facilities. High-performance motors from Rolls Royce Power Systems AG (RRPS) keep machines running all over the world. However, to tap into new business potential and increase customer loyalty, RRPS sought to realign its sales and service processes. It also needed a cloud-based platform for customer relationship management to help it achieve its envisaged **transformation from engine manufacturer to comprehensive solutions provider**.



RRPS now **accesses new revenue potential** efficiently based on a clear overview of customers and leads.

Rolls Royce Power Systems AG (RRPS) **gave new momentum to its marketing, sales, and service departments** with the SAP® Customer Experience portfolio, enabling the company to:

- Improve collaboration between global sales and service teams
- Perform a cloud implementation quickly and surely with the help of implementation partner ECENTA AG
- Identify and take advantage of new business opportunities instantly thanks to a transparent sales funnel that also supports contract acquisition
- Transform from an engine manufacturer to a comprehensive solutions provider
- Produce in-depth revenue forecasts at the click of a button with real-time data
- Plan technical engineer deployments proactively and prioritize tickets easily
- Create tailored quotations thanks to an overview of customers and leads, which also boosts customer retention

“Employees in more than 20 countries profit from **consistent and complete information on customers and sales and service objects**, which has also helped RRPS benefit from new business opportunities.”

Lisa Hamma, Project Manager, Rolls Royce Power Systems AG



SAP Customer Experience



Rolls Royce Power Systems AG
Friedrichshafen, Germany
www.rmpowersystems.com

Industry
Industrial machinery
and components

Employees
>10,000

Revenue
€3.3 billion

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