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GEBHARDT: Building Customer Relationships with SAP® Cloud for Sales

Engineering firm GEBHARDT Fördertechnik has seen robust growth in recent years, requiring this family-run company to supercharge its sales processes. It chose the SAP® Cloud for Sales solution. With deeper insight into order history and customer interests, customer communication is now more relevant, even when one member of the sales team is supporting another. Sales management can use the latest forecast and pipeline analysis for in-depth planning. The result is better customer service and a stronger GEBHARDT.



GEBHARDT customers are well supported and advised

Reducing administrative workload with SAP® Cloud for Sales

Objectives

- Build stronger customer relationships with more-relevant communication
- Provide sales teams with in-depth background information on every customer
- Integrate customer information from international subsidiaries across sales activities
- Improve sales forecasting and provide real-time insight for reporting
- Accelerate quotation approval

Why the SAP® Cloud for Sales solution

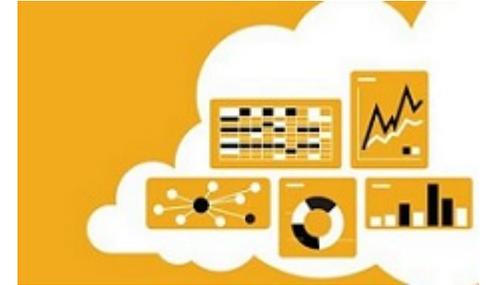
- Mobile access to customer and sales information for rapid decision making
- Modern user interface
- No up-front hardware or software investment
- Cloud licensing model with frequent releases, which allows for continued rapid growth
- Significant cost savings

Benefits

- High user adoption, thanks to a modern user interface, mobile access, and integration with Microsoft Outlook
- Faster approval processes, resulting in faster quotations for customers
- Transparency on opportunities and leads, facilitating in-depth sales and production planning
- Stronger customer loyalty, with personalized, relevant, and timely communication
- Unified sales processes for the parent company and its subsidiaries
- Better collaboration across sales teams

“Our customers are delighted when they call us. We provide a consistent experience through every interaction and touch point. Having access to the latest information on projects, account status, orders, and quotations, we have more-relevant conversations that help build customer loyalty.”

Marco Gebhardt, CEO, GEBHARDT Fördertechnik GmbH



Company

GEBHARDT Fördertechnik GmbH

Headquarters

Sinsheim, Germany

Industry

Industrial machinery and components

Products and Services

System solutions for company-internal logistics

Employees

320

Revenue

€47 million

Web Site

www.gebhardt-foerdertechnik.de

Partner

Sybit GmbH
www.sybit.de

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