



## CASE STUDY

# Award-Winning Fast-Track Hybris Cloud for Sales Implementation

for



**Stelrad Radiators is Britain's number one radiator brand, dedicated to producing high quality steel radiators in the UK and Europe.**

Stelrad was in the process of introducing a new 'Brand Specialist Team' to further improve their brand share and provide enhanced customer service to their merchant branches and installers. The vision was to develop a solution for the new 'Brand Specialist and Telemarketing Team' to support the team's day-to-day operations in the field; with real-time data and information about their merchants.

Gauri was introduced to Stelrad Radiators by SAP as a trusted pair of hands to help Stelrad realise their Hybris Cloud for Customer deployment initiative to time and budget. Stelrad evaluated four leader partners and selected Gauri as their partner of choice after rigorous evaluation and customer references.

Within 9 weeks, Gauri implemented the desired SAP Hybris Cloud for Sales solution for Stelrad Radiators' new Brand Specialist and Telemarketing team; supporting their day-to-day field operations as directed by their vision to provide real-time data and information about the merchants.

Stelrad Radiators is now planning to extend the solution to their other sales teams to improve their efficiency, increase market share and maintain their leading position in the radiator manufacturing and installation market.



# Winner of the Gold Award for Innovation

SAP QUALITY AWARDS 2016



- ✓ Deployment of SAP Hybris Cloud for Sales within 9 weeks to time and budget
- ✓ Recognition of achievement of the vision during CEO review



## Project Scope

### Implemented Scope

- Accounts and Contact management
- Visit plans
- Brand awareness and management activities
- Marketing and Telemarketing
  - Email marketing
  - Management of calls about promotions, events and organise appointment
  - Training and webinar scheduling

### Analytics

- KPIs
- Visits per agent per day
- Outstanding tasks and SLAs assigned for closure
- Customer specific sales in/sales out integration
- Key offline requirement
- Mobile Deployment and offline availability

- Are you looking for a proven strategy to build on your existing CRM estate?
- Are you grappling with how to transition to the Cloud from your existing on-premise CRM solution?
- Is your desire for a 'Single Customer View' still elusive?
- Does your CRM seamlessly integrate with your customer engagement and commerce processes?

## Give us a call

We understand the complexities across business processes, technologies and challenges that lie across achieving operational excellence.

With solid technology capability, pragmatic solutioning, innovative commercials backed by robust delivery processes, Gauri is always there to help you deliver on your promises to your customers.

Give us a call for a free, no-obligation consultation to review your challenges and help you shape your solution strategy.





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## About Us

Gauri is a UK-based consultancy helping our customers to compete and grow using digital initiatives.

Through long-standing partnerships with our clients, we have consistently delivered successful business outcomes for over 10 years.

Our niche focus and a motivated team has helped us to develop our depth of expertise:

- Transition to intelligent CRM on the Cloud
- Connected Cloud, hybrid (on-premise with Cloud)
- Cross-application integration
- Business Intelligence
- Supply chain solutions and integration with ERP

Each one of our customers sees us as a partner they can trust to deliver; someone who will stand by them through challenging situations.

