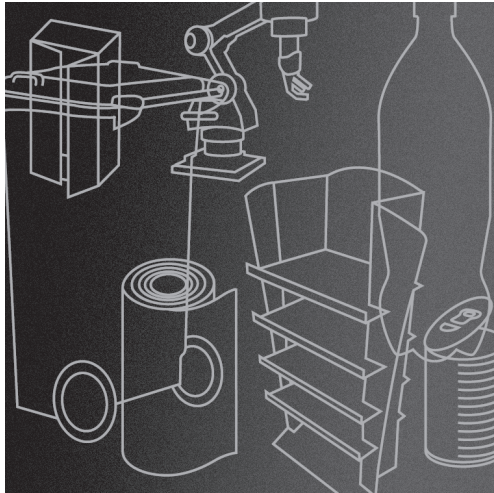


## CASE STUDY: Opportunity and activity management for Visy



A LUXC COMPANY



## OXYGEN CRM IMPLEMENTATION STREAMLINES CENTRALISED CREDIT COLLECTION PROCESS FOR VISY

An Oxygen implementation of SAP's customer relationship management (CRM) software has enabled Visy to streamline its central credit collection process, while laying the platform for further roll outs of CRM functionality throughout the organisation.

Visy, the world's largest privately-owned packaging and recycling company, engaged Oxygen to formulate its CRM strategy and produce a solution map for the introduction of SAP CRM functionality across the entire organisation.

The first CRM implementation involved improving the function of Visy's credit services. Responsible for the collection of all outstanding customer money, the credit services department was burdened with non-transparent paper-based management processes.

Visy's Strategy & Business Improvement Manager Anil Guneratne, says "there was no visibility of the performed tasks and interactions with the various customers, or the performance and workload of the Credit Service Representatives."

Guneratne says customers had to deal with a variety of different people from Visy about settling outstanding amounts. In addition, Visy Credit Service Representatives had no visibility about what matters had already been discussed and actioned with the customer.

In just four months, Oxygen implemented an SAP CRM opportunity and activity management solution that simplified the entire credit collection process. Credit Service Representatives now have a tool to plan all collection activities and managers have visibility of all tasks performed by each person – providing total transparency across all interactions with the customer.

In order to help the credit services department collect outstanding balances, an open items report is run at the beginning of each month. This report creates a credit service opportunity in the CRM application which collates all the open item balances for each customer. The Credit Service Representative then plans the collection activities for each opportunity. Tasks are created and attached to the opportunity to create visibility around every interaction that is undertaken with the customer (eg. visits, phone calls, etc).

"From a management perspective, this implementation gives us much better control over credit collection tasks. Top level opportunities are reported upon and can be analysed to gain better insight into workload capacity," says Guneratne.

"We have improved customer service levels by implementing a system that allows us to monitor and control the customer interactions undertaken by our Credit Service Representatives."

Anil Guneratne, Strategy & Business Improvement Manager, Visy

“All customer interactions are captured in a single repository, allowing us to improve management of current collection activities and gain improved visibility of workload capacities.”

Anil Guneratne, Strategy & Business Improvement Manager, Visy

## THE BUSINESS CHALLENGE

- Streamline and simplify cash collection processes at Visy
- Facilitate the transparent planning of all credit collection activities
- Improve customer satisfaction and service efficiency by capturing all performed activities and customer interactions in a single centralised repository
- Provide visibility of collection performance and credit service workload

## THE OXYGEN SOLUTION

- Set up CRM client with all required standard R/3 integration (BDOC queues, business partner replication and product replication)
- Configure opportunity and activity management functionality
- Build custom solution for automatic creation of opportunities based on monthly financial open items report in SAP R/3
- Retrieve Excel spreadsheet with open items financial details and automatically attach to opportunity record in CRM

## RETURN ON INVESTMENT

- Cash collection processes are streamlined, simplified and consistent
- Visy has gained a powerful tool to facilitate the planning of credit collection activities
- Credit collection activities are captured in a single centralised repository
- Visibility of collection performance and credit service workload is improved

## CUSTOMER PROFILE

Visy began manufacturing corrugated cardboard boxes in Melbourne, Australia, in 1948 and has grown to become the world's largest privately owned packaging, paper and recycling company. In 2006/07, Visy manufactured more than one million tonnes of recycled content packaging paper, produced more than 900,000 tonnes of packaging products and collected, sorted or processed more than 1.9 million tonnes of used industrial and post-consumer materials. Employing 5300 people across 110 sites all across Australia, Visy generated more than \$A2.5 billion in revenue.