

## **Mobile CRM Solution for the Sales Force at Kraftverkehr Nagel**

Frankfurt, March 12<sup>th</sup>, 2002 – The sales team at Kraftverkehr Nagel, Kurt Nagel GmbH & Co., will in future be able to access customer data even when on the road. The shipping agent from Versmold, leader in the field of temperature-controlled food distribution, has hired the SAP and IT service provider itelligence to draft and implement a customer relationship management solution. Fast reaction times are essential for success at Kraftverkehr Nagel. The order data sets, some 50,000 daily, must be prepared so that the just under 70 office and field sales representatives can have a quick overview of all of the relevant information.

The implementation of the mySAP CRM component Mobile Sales provides the employees with mobile access to all of the relevant customer information. The mySAP CRM solution optimizes the existing sales processes at Kraftverkehr Nagel and integrates them into the existing system environment. The use of the function groups activities and enquiry management supports the sales staff all the way from the initial customer contact to conclusion of the contract and customer care. With this as a basis, all of the customer information and the complete contact history can be called up. The required shipping and contract data is displayed for the business partner and, along with the individual characteristics of each customer, creates an optimal view of his requirements. The representative can prepare the customer visit quickly and efficiently by using this data. An important criterion for deciding in favour of the software solution from SAP was the integration into the SAP environment which was already in place and the interfaces to the shipping company systems. These also include the linkage to the business warehouse and the service optimization which are planned for the future.

The integration capability and the adaptability of the software to the specific requirements of the sales department were decisive factors for Kraftverkehr Nagel. “The itelligence consultants convinced us with their know-how in the use of CRM solutions as well as with their professionalism and flexibility during project preparation,” said Michael Eckensberger – Managing Director for Information Technology. “We will be starting the pilot phase in May. The complete roll-out in the Kraftverkehr Nagel organization will take place this summer.”

**itelligence AG, a leading international SAP and IT full service provider, employs 1,450 highly qualified consultants at 45 branches in 18 countries. The range of services comprises specialized vertical SAP solutions and proprietary individual software technologies complemented by full integration of highly complex IT and e-business systems including outsourcing and services.**

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