



KIRCHDORFER
CONCRETE SOLUTIONS

CNT Success Story

Sales automation with SAP Sales Cloud

Kirchdorfer Concrete Solutions offer a comprehensive range of prefabricated concrete components across Austria. The associated companies across five core divisions (Building Construction, Civil Engineering, Road, Railway, and Tunnel) are among the leading pioneers in their respective fields. The concrete parts with a systematic approach provide special solutions for projects throughout Europe that convince both from an engineering as well an economical point of view. Innovative product developments regularly set new industry standards with an impact far beyond Austria's borders.

INITIAL SITUATION

As a full-service provider for construction projects, Kirchdorfer Concrete Solutions combines the know-how of leading specialists, thus setting international industry standards. The companies of Kirchdorfer Concrete Solutions are known for innovative projects and system solutions that make use of the full potential of concrete as a material.

Quality management plays a central role in this. As an ISO-certified company, monitoring customer perception is essential – and so is establishing processes that ensure this processing is done.

MAIN GOALS

In the first phase, the following goals were pursued through the implementation of SAP Sales Cloud:

Establishment of the baseline through the connection to SAP ERP

- master data management (customers, contact persons, products)
- activity management
- sales orders

Automation of customer satisfaction surveys

- automated dispatch of surveys
- customer satisfaction surveys with different targets (quality, products, etc.)
- structured analysis of survey results as a basis for management reports

“As the group’s quality manager, I am pleased to now have access to an automated tool for the ongoing assessment of the long-term success factor ‘customer satisfaction’. We are thus able to perceive the needs of our customers in near real time.”



Andreas HERMANN
Kirchdorfer Group Services



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Your contact:

The SAP consulting firm CNT Management Consulting AG was founded in 1999 in Vienna. Around 400 consultants advise companies in Austria, Germany, Switzerland, Belgium, the Netherlands, Italy, the USA, and Brazil in all areas of SAP integration.

With around 104 million euros in sales (2022), the company is one of the market leaders for SAP consulting in Austria and is aiming for further revenue and employee growth in the coming years.

Patrick Schilling

Project Management



SOLUTION

The first phase of the project started in October 2022 with analysis workshops to ascertain the requirements of the department and the quality management, respectively. We focused on defining an end-to-end automated process that surveys customer satisfaction following the settlement of sales orders.

The solution approach is based on the interaction of SAP ERP and SAP Sales Cloud and was implemented on the basis of SAP standard integration scenarios. The basis for the process is formed by the customers and contact persons as well as the sales orders. Once sales orders are fully settled, the system runs through a defined, configurable set of rules that determines whether a survey is to be sent. Among other things, the last email sent to a particular contact person is checked.

YOUR BENEFIT

Thanks to the implementation of SAP Sales Cloud, Kirchdorfer Concrete Solutions has an application at its disposal that largely automates customer satisfaction surveys, thus meeting the requirements of the ISO certification. The structured evaluation of survey results also enables the context-related analysis of said results in connection with a sales order.

Key facts:

- automated process for customer satisfaction surveys
- structured evaluation of survey results

The solution introduced in the first phase also forms the basis for the second phase, which focuses on processes for the field sales force.

Figures about our client and project



1924

founded in Austria



6

months project duration



1 180

employees



600

surveys in the first 4 weeks



17

companies worldwide



3

consultants in the
project team



KIRCHDORFER
CONCRETE SOLUTIONS

CNT represented in numbers



400

process and SAP consultants
in 10 locations



104

million euros in sales
in 2022



24

years of history and innovation



250

clients in Europe, South America,
the USA, Africa, Asia, and
Australia



75

productive SAP S/4HANA and
SAP Ariba installations