

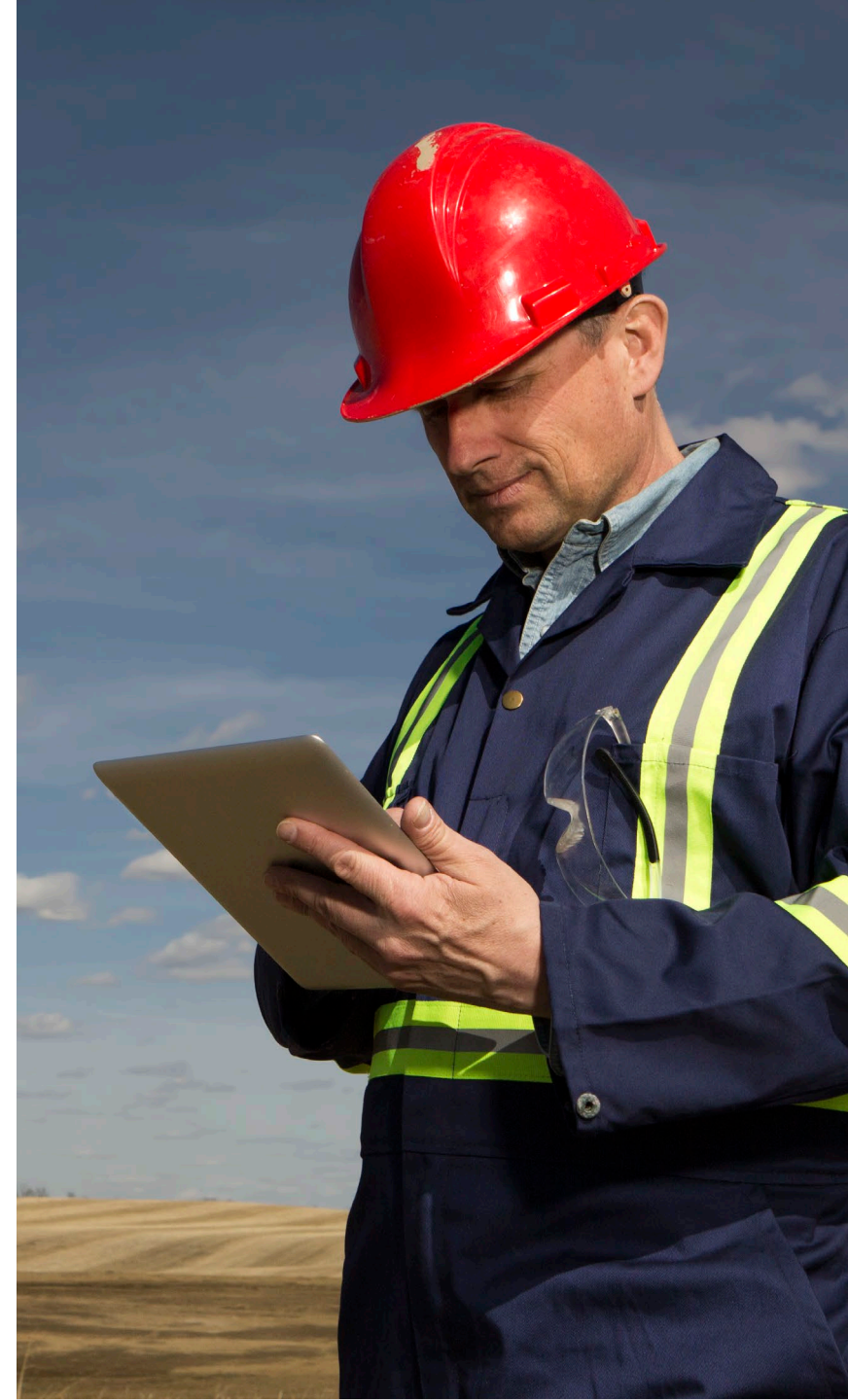


How Can Streamlining Processes Help Build a Consistent and Superior Customer Experience?

Hilti Group is famous for its premium solutions for construction professionals. With 10 plants and 33,000 staff members in more than 120 countries, it provides demolition and installation materials, services, and software for large-scale renovation and industrial projects, producing an average of 60 new products annually.

The company's direct sales approach, which includes field engineers, customer service, and e-business, means that two-thirds of staff are in sales-related roles. And with 80 sales organizations, Hilti wanted to improve the efficiency of its sales processes through standardization.

Given the 280,000 daily customer contacts, it also sought **consistency across the customer experience globally** and better transparency within its operations by linking its customer experience score to operational data and performance drivers.



Improving Customer Experiences Through Process Optimization with SAP Signavio Solutions



Before: Challenges and Opportunities

- Introduction of new corporate goal: a customer experience (CX) score of 95% across the business by 2030
- Difficulty connecting customer experience data with operational data due to a scattered analytics landscape

Why SAP

- SAP Signavio Journey Modeler solution, offering a way to gather data on which processes or process steps contributed to a positive customer experience
- Journey-to-process analytics capabilities in SAP Signavio solutions to reduce time to insight and uncover unknown relationships, anomalies, and trends between experience and process metrics

After: Value-Driven Results

- Created clear roles, responsibilities, and expectations for process owners and a new way of thinking about processes company-wide, fostering collaboration between the newly established CX and process management business units
- Revitalized process organization and forged a framework to focus on CX globally, regionally, and locally, including defining specific best-practice customer journeys and connecting them to processes on a global level

“The challenge in increasing our customer experience lies in the direct link between process and journey activities. I see SAP Signavio solutions as the perfect tools for consolidating these two perspectives to **develop operational excellence** in step with customer experience.”

Stefan Gammel, Business Process Consultant, Customer Experience and Business Process Excellence, Hilti Group

58%

Of business units tracking process-driven CX score

30

Customer journey–related processes defined in four months

Hilti Group
Schaan, Liechtenstein
www.hilti.group

Industry
Industrial
manufacturing

Products and Services
Fastening and demolition
technology for construction

Employees
32,000

Revenue
€6.5 billion

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SAP Signavio solutions

