CONCARDIS DIGITIZES AND AUTOMATES WITH SALESFORCE

The leading full-service payment service provider relies on security "made in Germany".

At the filling station, in the supermarket or restaurant, when booking a flight or in an online shop – intelligent payment solutions from Concardis are involved wherever cashless payments are made. The leading full-service payment service provider offers a wide range of card terminals, links together all card systems and even ensures that tips can be recorded and currencies automatically converted. As part of digitization, the entire CRM system was to be replaced too. With automated process handling, centrally stored 360° information on all customers and partners and mobile access to this important information at any time and from any location. The aim was to get rid of the large amounts of paperwork once and for all. With the implementation of the Salesforce Sales Cloud and Service Cloud by T-Systems MMS, Concardis has achieved a new level of digitization. The key benefits for Concardis include greater productivity and improved individual service. And with data hosted in T-Systems' German data center in accordance with strict German data privacy laws, Concardis' data are as secure as they would be with a bank.

AT A GLANCE

- The market is moving towards digitized payment solutions
- The number of cashless payments using various systems is increasing significantly
- The objective was end-to-end digitized interaction with the customer and a 360° view of the customer
- Introduction of the Salesforce Sales Cloud and Service Cloud
- The application is operated centrally on T-Systems' cloud platform
- Data privacy and security in accordance with German legislation
- Implementation of a central ticket system for a total of 75,000 customer and partner-driven processes each year
- Interface connection implemented, data provision via middleware and integration of further platforms
- Individual services are sped up and their quality is improved
- Improved process automation
- Mobile access for 350 employees and 100 partners
- Optimized productivity and service
- Reduced paperwork, improved e-mail communication
- Seamless communication across all channels

T···Systems·

THE REFERENCE IN DETAIL

THE CUSTOMER. Based in Eschborn, Concardis GmbH originated in 2003 from the company Gesellschaft für Zahlungssysteme (GZS) which was established in 1982 and a merger between Eurocard Deutschland and the Deutsche Eurocheque-Zentrale. At the beginning of 2017, Concardis was taken over by the investors Advent International and Bain Capital Private Equity. While Concardis initially focused on connecting retailers to the credit card systems, the company has since moved on to become the leading German full-service payment service provider in the DACH region (Germany, Austria and Switzerland). From iPad tills in the catering industry or e-commerce to integrated checkout solutions and card terminals – a Concardis service is often involved when cashless payments are made. With innovative solutions for e and m-commerce as well as stationary retail, Concardis helps its customers to sell products and services across all channels and national boundaries and thus profit from growing international trade. Over the past two years, the company has increased its turnover by 19.1 percent from €35.2 billion to €41.9 billion.

THE TASK. In order to stay one step ahead when it comes to digitization, Concardis opted for a new CRM system with greater centralization, a higher degree of automation and mobilized processes. Information from existing peripheral systems, e. g. the Self-Service Portal for customers or the Business Warehouse with its customers and transaction data, was to be bundled together on a high-performance, digital platform. Ideally, this information should also be linked to marketing, sales and service activities. With a digitized ticket system for customers and partners, Concardis also wanted to reduce its large amount of paperwork and the numerous e-mails it received in connection with everyday issues. Whether it be inquiries, orders, billing or complaints – greater efficiency was needed everywhere. Integrating the new CRM application into the existing system landscape and mobile access were also high up on the list of requirements. And because the data for cashless payments must be treated in the same way as bank data, data privacy and security are also critical for Concardis. As a result, the only option was to have the systems hosted in an audit-compliant manner in a certified data center in accordance with strict German data privacy legislation.

THE SOLUTION. For these reasons, Concardis opted for Salesforce from Telekom's German cloud data center for its "cloud premiere". The job of configuring and programming the solution was handled by T-Systems MMS. Now that the integration is complete, 350 employees and around 100 external partners work with the Sales Cloud and Service Cloud applications – this is also possible on the move using the Salesforce app. Thanks to the middleware from Informatica, the data from the peripheral systems connected via interfaces are provided in the correct format on the central platform. The few documents which are still received on paper are scanned and, along with the predominantly digital documents, are forwarded directly to the CRM. They are then routed as tickets to the correct teams for further processing. Around 50,000 customer-driven processes and 25,000 partner-driven ones are handled digitally with Salesforce each year. Following the successful migration of customer data from the previous CRM, the next step will involve connecting the Business Warehouse to Salesforce so that sales and service staff are given a standardized 360° view of the customer. When it comes to data privacy and security, Concardis cannot be careful enough. In addition to the highly secure German data center and its own Salesforce redundant system, Concardis operates a further backup solution which backs up data at much shorter intervals.

CUSTOMER BENEFITS. With Salesforce in the T-Systems cloud, Concardis benefits both in terms of productivity and service. The automation of complex business processes with the ticket system for customer and partner processes has led to considerably higher efficiency at the push of a button. Thanks to multi-device access (smartphone, tablet, smartwatch, notebook or workstation PC), all employees can access the relevant processes and information at any time and from anywhere in the world. Complete transparency as regards customers, sales opportunities and activities together with short reaction times and personalized help increase customer loyalty and satisfaction. As an added benefit, the mountain of paperwork related to processes has virtually disappeared. And Concardis' strict requirements as regards data privacy and security are met in every respect. Sven Schiefer, Head of the Salesforce implementation project at Concardis, is delighted with the partnership with T-Systems and Telekom: "In spite of the high level of complexity, we've found an ideal, secure solution. The consulting by T-Systems' Digital Division on topics from requirements management to agile implementation by T-Systems MMS was very helpful. Because all sides are closely following the set course, we'll have covered all aspects of digitized interaction with the customer within two years."

concardis
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