

New impetus for sales

ECKART relies on Salesforce for an integrated market presence and sales success

Reference Project:



“The Salesforce Service and Marketing Cloud grants us unparalleled transparency and a much greater ability to coordinate our sales initiatives globally. T-Systems was the experienced partner at our side managing the implementation of Salesforce.”

Claudia Weiß, Project Manager, ECKART

ECKART, an Altana Group company, is a world leader in the manufacture of metallic and pearlescent pigments. Based in Hartenstein, Germany, the company has a workforce of 1,700 and supplies customers from the paint and lacquer industry, the printing, plastics, and aerated concrete sectors, and the cosmetics industry. ECKART has branch offices and agencies on all continents. Its comprehensive range of pearlescent and metallic pigments enables industrial customers to achieve stunning effects on automobiles, to protect buildings against all kinds of weather, and to enhance the look of packaging and magazines. In addition, the company provides aerosols, paints, lacquers, and powders – for coatings that achieve optical effects, have thermal properties, or are used in specialized applications. One part of the company’s sales process is to dispatch free samples to potential customers, enabling them to test whether the products are suitable for their particular applications. ECKART wanted to manage its international sales more effectively and make the associated processes more transparent. Another goal was to enhance the integration of its marketing activities. ECKART decided to put in place a new CRM system based on Salesforce. T-Systems took care of licensing and implemented the system in accordance with ECKART’s specifications. It is also responsible for ongoing support in its capacity as a full-service provider.

At a glance

- Outdated, low-performance Siebel CRM system for sales support
- Replaced with state-of-the-art Salesforce system
- Rollout of Service Cloud and Marketing Cloud
- Improved transparency and sales management
- More targeted and efficient sales activities
- Enhanced user experience

Reference in detail

The challenge

The Siebel CRM tool used by ECKART's sales staff was beginning to show its age. A highly customized system, it was not capable of making the company's global sales activities more transparent, nor was it easy to use. For example, it did not provide information on why the sales staff had lost deals or on how strong demand for different products was in individual regions. What is more, the Siebel system was not integrated with either Outlook or the company's ERP system; mobile availability was another glaring omission. In order to professionalize and improve management of the sales process, ECKART decided to replace the legacy Siebel system with a modern Salesforce system. The main goal was to provide better support to sales staff and also offer contemporary analytics functions for more targeted management of the business. At the same time, the system was intended to provide the underpinnings for an integrated sales-marketing presence. As a leading Salesforce partner in Germany, Austria, and Switzerland, T-Systems was tasked with handling the rollout.

The solution

The solution developed for ECKART was based on two stories from internal users: "Customer visit" and "Daily business." T-Systems then designed and implemented the Salesforce Service Cloud in line with these central tasks of the sales team. The systems serve to document customer contacts and generate analyses on the basis of the corresponding data. The Salesforce Service Cloud is provided on an SaaS basis. T-Systems adapted the standard solution to match ECKART's needs. In particular, that entailed designing the interfaces with the partner systems (such as ERP) so as to create a seamless user experience and simplify work for the sales staff. T-Systems also migrated the data from the Siebel system to the Salesforce Service Cloud. In the next project step, T-Systems rolled out the Salesforce Marketing Cloud for ECKART, resulting in comprehensive process support at the customer interface and a 360-degree view of the market, the competition, and the customer. The new Salesforce systems now make it possible, for instance, to perform loss analyses and manage the sales pipeline. Sales staff are also able to clearly track the status of the dispatched product samples, meaning no leads are lost anymore.

Customer benefits

The new, integrated sales/marketing system from Salesforce grants ECKART end-to-end transparency when it comes to the company's regional sales pipelines. The sales teams in each region can be managed using corresponding success metrics; they also gain valuable insights from the system that they can utilize in their sales activities. Loss reviews, for instance, make clear why sales staff failed to close deals: e.g., because prices were too high, the product was not available, logistics were lacking, or the customer relationship was weak. But the system offers more than just retrospective analyses. A prospective view of the sales pipeline enables ECKART to manage its future business more effectively – in line with regional demand. By mirroring customer behavior, the system provides the company with important information on product acceptance in the marketplace. Apart from delivering information-packed business analyses, Salesforce gives the sales teams an opportunity to work and communicate closely via specific groups. The groups can agree particular activities on the basis of a 360-degree customer view – to actively track pigment samples, for example, and make progress with a lead. The new system has professionalized ECKART's market approach to a high degree. By making the sales process more transparent and efficient, it creates the basis for generating new business and offers the company key pointers for the ongoing development of its products. Next up, ECKART plans to deploy further Salesforce functions to lend even greater support to sales staff. One topic of discussion is whether the system should make recommendations to sales staff on the next steps they should take with customers.

Other benefits:

- Integration with SAP and Outlook for a seamless work process
- Mobile access to information
- State-of-the-art interface and intuitive handling
- Improved collaboration – also across regions
- 360-degree view of customer

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