SYBIT



Success Story

Optimal UX and Efficient Customer Service Across All Business Units

mewa

The Company

ver a million people, such as tradespeople and care staff, proudly and consistently wear Mewa workwear - and 2.6 million people clean with sustainable cleaning cloths from Mewa.

The company, which operates in Europe, specializes in textile management services and offers its customers a full service for workwear, cleaning cloths and company textiles. In the buy4work online store, customers can order branded items relating to occupational safety around the clock.

In order to continue offering customers excellent service in these areas in the future, Mewa decided to consistently realign and harmonize internal processes and introduce new systems and tools in e-commerce, sales, service and marketing.



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Project Overview

The project with the partner SYBIT started with the introduction of target processes for cleaning cloths in the rental for sales, customer service, marketing and commerce in the pilot country UK.

A completely new Mewa site was to be built here. While the initial focus was on solutions close to the standard, it quickly became clear that a consistent, cross-functional reorientation away from the standard was worthwhile – especially with a view to the rollout in 18 other countries. As a result, numerous new solutions for CRM, marketing and commerce were developed – including integration into the existing system landscape. One of the largest projects: the new myMewa customer portal, which meets the increased demands of customers and offers excellent (self-)service around the clock.

1. **Commerce**
   Three customer platforms for the different divisions
   - SAP Commerce Cloud

2. **Sales & Service**
   Lead-to-contract, qualification of leads & master data and contract management
   - SAP Sales Cloud
   - SAP Service Cloud

3. **Marketing**
   Sales automation processes, management of all campaigns & administration of consents in accordance with GDPR
   - SAP Marketing Cloud

Mewa

Pioneer in sustainable textile services

Headquarters: Wiesbaden
47 locations in 18 countries

5,700 employees

€ 829 million in revenue (2022)

Around 200,000 contract customers



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Three Customer Platforms for the Different Divisions

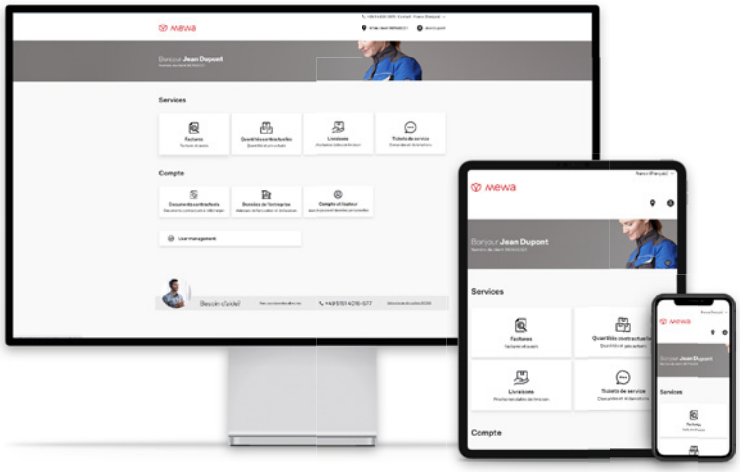
That was the challenge. After just 6 months, the new self-service portal myMewa went live in the pilot country UK.

This was followed by the launch of the Mewa UK store and the introduction of the Buy4Work store. This was followed by the consistent further development and Europe-wide rollout of the stores and the myMewa customer portal.

1. The New myMewa Customer Portal

Whether from a laptop, tablet or smartphone – Mewa customers can manage their requests at any time in the myMewa customer portal based on the SAP Commerce Cloud. This allows customers to view data, download documents such as invoices and manage service requests digitally with just one click.

Meanwhile, personal service by phone and email remains unrestricted – but the additional communication channel is a benefit for the company and the customer: It eliminates sources of error for the service teams, provides insights into customer behavior and offers customers optimal service around the clock. Before designing the new self-service customer portal, Mewa gathered user feedback from customers of all sizes.



200,000+

companies Mewa counts across Europe as customers. A large number of them already use the digital services offered through the new myMewa customer portal.

Factor 12

Increase in the number of active users per month (following the replacement of the previous portal)

18

countries included in the international rollout, with additional divisions being developed in parallel

6

-month initial project duration

>1500

new users per month

Knapp 90 %

of all service cases are now processed through the customer portal

Benefits

- Full access to the entire system landscape with one login and efficient navigation
- 24/7 access to current data from all Mewa systems
- Seamlessly integrated service processes for all product divisions
- Direct, transparent processing of customer concerns
- Basis for further innovations due to generational and cultural change on the customer side
- Scalability: optimized for all company sizes

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Technical Highlights

- State-of-the-art user experience through responsive and fluid design, including support for light and dark mode
- Quick and easy contact options via context-sensitive navigation
- Representation of service processes through service tickets in the SAP Service Cloud
- Real-time retrieval of current contract data from the ERP system
- Downloadable contract documents stored in the SAP Sales Cloud
- Full visibility of all service tickets directly within the portal
- Self-service registration process for all portals and shops
- Independent role and permission management for individual users
- Display and retrieval of customer support teams from the SAP Service Cloud
- Complete view of the customer depot via asynchronous data exchange for technical locations (swap points), equipment (carriers), and BOMs from the ERP
- Consistent master data across all processes thanks to full support of the SAP CRM data model for relationships between customers and contacts
- Holistic view of the entire customer structure by linking all delivery sites (locations) to a single login through relationship management in the SAP Sales & Service Cloud

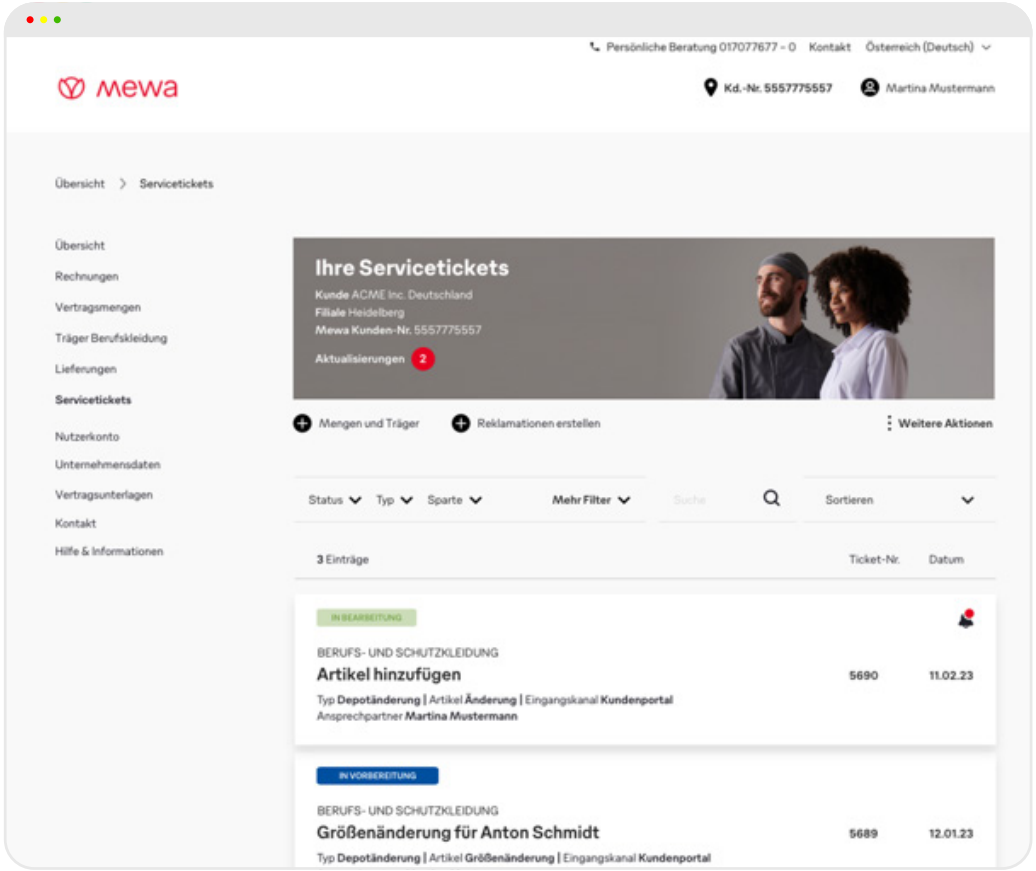


‚It takes an outstanding team to deliver a go-live like the one we achieved here. During the project phase, we were able to rely 100 percent on our colleagues from SYBIT. The new customer portal represents real added value for Mewa, and I can truly say that both my colleagues at Mewa and our customers are very excited about it.'

Thomas Langner, PO Commerce, on the technical go-live of myMewa

Portal Features at a Glance

- **User Account:** Manage password and personal data
- **Contact Information:** Manage contact details
- **Company Data:** Billing and shipping addresses
- **Contract Volumes:** View current quantities and pricing
- **Contract Documents:** Downloadable contract files
- **Invoices:** View invoices and credit notes
- **Wearers (Workwear & Business Apparel):** Manage wearer data and clothing
- **Deliveries:** See upcoming delivery dates
- **Service Tickets:** Submit and track inquiries and complaints
- **User Management:** Add and manage users
- **Delivery Site Management:** Add and manage delivery locations



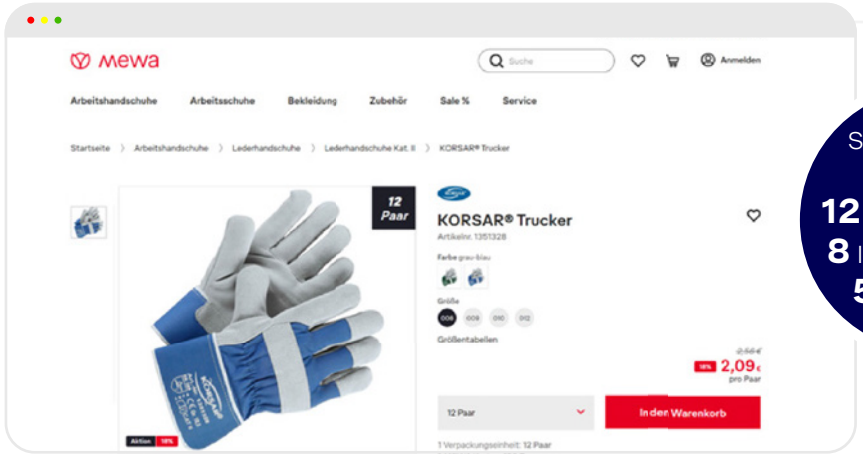
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2. Buy4Work - a Store for Craftsmen

Mewa's core business is the rental and cleaning of textiles. However, certain items cannot be rented out or cannot be integrated into the Mewa cleaning processes. This is where the buy4work division comes into play. A new online store should offer the best service for the target group: small craft businesses with 5-20 employees from various sectors such as metalworking, construction, automotive, trade & industry.

Technical Highlights

- Support for customized product catalogues
- Display of SALE articles and orderers based on SAP conditions
- Connection to external PIM and DAM (images, data sheets)



Simultaneous go-live in **12** countries with **8** languages and **5** currencies

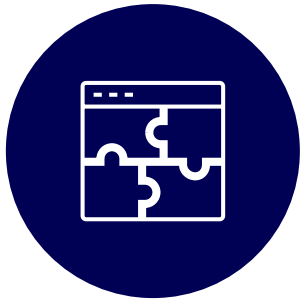
3. UK Store for the Cleaning Cloth Rental Business

An online store specifically for the Mewa cloth rental division in the UK. The Product Finder guides customers to the right products and various self-services increase efficiency. For example, customers can view contracts and invoices or manage deliveries. Thanks to the integration into the SAP Sales Cloud, contract data can also be viewed and adjusted. Prospective customers can conclude contracts independently in the portal and existing customers can upgrade or downgrade their SelfService contracts.



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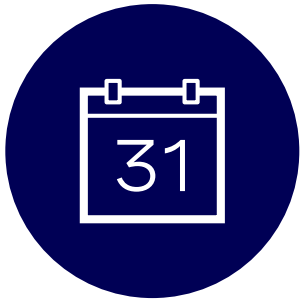
New Processes in Sales & Service



Operational Dashboard for Sales



Fast, convenient lead processing



Call and visit logging for appointment scheduling

New End-to-End Processes in Sales & Service
The goal in the Sales & Service division was to replace the two legacy CRM systems, which had previously been used separately by Sales and Customer Service. This meant that both areas – the rental business and the additional sales division – now had to work together in one system.

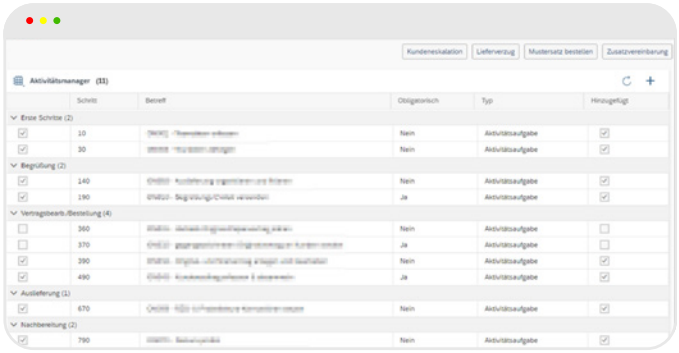
The Challenge: different work processes and solutions were to be integrated into a single, new CRM system.

The integration of additional systems such as SAP ERP, SAP Marketing Cloud and SAP Commerce into SAP CRM further expanded the all-round view of a customer and now enables complete end-to-end processes for the more than 2,000 CRM users.

From Lead to Opportunity
The Marketing Cloud uses certain criteria to send leads to the sales assistants, who then arrange appointments with prospects/customers. The sales assistants then plan the days and routes for the sales representatives in the field.

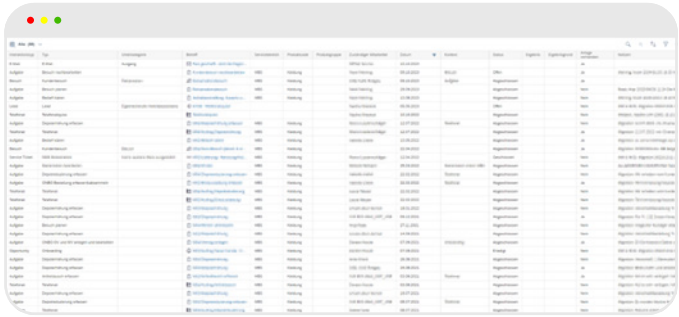
They have all the relevant information directly and quickly to hand when they present the Mewa products – including real prices. This allows the customer to sign digitally on the spot. A few minutes later, the customer receives an e-mail with their quotation documents.

Best Service Directly After Signing
The customer service team then draws up the contract and carries out the onboarding. To do this, it uses the activity manager developed specifically for Mewa, which guides employees step by step through the work processes and the onboarding process.



If the customer has a complaint or other type of query, they can use the myMewa customer portal. From the portal, the Mewa employee receives a service ticket and can communicate directly with the customer almost in real time.

All interactions that have been carried out with the customer appear in a chronologically sorted overview. This gives every Mewa employee a 360-degree view of the customer.



Technical Highlights

- Activity manager for process optimization
- Interaction history
- Custom-developed interfaces and admin convenience features for territory-based lead assignment
- Development of BTP apps integrated directly into the CRM

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Marketing

The introduction of new marketing processes simultaneously optimized and automated the sales processes.

Sales and Customer Care Campaigns

- Segmentation and playout of various lead campaigns per country, including cross-sell and upsell campaigns, first contact and resubmissions. Data from SAP ERP, SAP Sales Cloud and extensive pre-calculations from SAP BW are used for this.
- Playout of internal task campaigns to support customer care

Marketing Campaigns

- Segmentation and distribution of weekly newsletters, supported by multilingual product integration from the Mewa store
- Development of various automated marketing campaigns
- Segmentation and playout of internal communication
- Segmentation of various offline campaigns

More than 1,7 Mio

leads played out from marketing



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Conclusion

From an optimized CRM to a comprehensive new customer portal with the best service: together with its partner SYBIT, Mewa has designed the customer journey end-to-end and created better process solutions for sales, eCommerce, service and marketing.

This was preceded by holistic process consulting on the fulfillment of modern customer needs and SAP Customer Experience (CX) Solutions.

Today's system landscape and seamless end-to-end processes form the basis for the company's digital future are another milestone in Mewa's success story.

We Create CX Champions.

500+
customers

350+
employees

100 %
customer-centric

No.1
in CX across Europe

Top 10
IT employer

25+
years of experience



Let's Take the Next Step Together!

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