



Moen: Transforming Customer Experiences with Next-Generation Cloud Technology

As one of North America's leading faucet brands, Moen Incorporated is dedicated to creating beautiful, innovative, and long-lasting kitchen and bathroom products. Operating in a highly competitive market, the company needs its sales, service, and marketing activities to run as efficiently as possible. However, a reliance on paper-based processes meant that it was difficult to provide the smooth customer journeys that inspire long-term brand loyalty. To address this, the manufacturer decided to digitalize and streamline its sales, service, and marketing operations by deploying **cloud-based technology for advanced customer experience management**.

SAP Customer Experience

THE BEST RUN 



Delivering Exceptional Customer Service with SAP® Customer Experience Solutions



Before: Challenges and Opportunities

- Improve the efficiency of sales and service processes
- Enable faster, more-effective inquiry handling by eliminating the need for call-center staff to use paper-based resources and workflows
- Increase visibility across sales, service and marketing operations

Why SAP

- Rich functionality to support automated sales processes within the SAP® Sales Cloud solution
- Advanced call handling support and a self-service digital knowledge base enabled by the SAP Service Cloud solution
- Planning and execution support for loyalty campaigns using the SAP Marketing Cloud solution
- Gated campaign Web pages created using the SAP Commerce Cloud solution
- Effective change management program supported by executive-level sponsorship to help sales and service employees adapt to new ways of working

After: Value-Driven Results

- Increased sales as a result of improved customer engagement and increased sales force efficiency
- More-responsive customer service with higher “first-call” resolution rate and reduced waiting times
- Agility to quickly launch Web pages to support ongoing marketing campaigns
- Ability to better monitor sales and marketing operations, supporting strategic decision-making
- Increased customer lifetime value as a result of a positive sales and service experience and ongoing loyalty campaigns

“With SAP Customer Experience, we were able to deliver a rapid return on our investment while establishing a **powerful technical foundation for ongoing value creation.**”

Tim Baker, CIO, Moen Incorporated

>8,000

Products for which information is available to service agents and customers using a digital knowledge base

Higher

Sales close rates

SAP Customer Experience

Moen Incorporated
North Olmsted, Ohio
www.moen.com

Industry
Consumer products

Products and Services
Faucets for kitchens, washbasins, bathtubs, and showers

Featured Solutions and Services
SAP Customer Experience, including SAP Sales Cloud, SAP Service Cloud, SAP Marketing Cloud, and SAP Commerce Cloud

THE BEST RUN 