

## With the support of the Manzana Group, Miele, a German company, is moving to a new high-tech level of its relationship with customers

**Miele**, one of the largest manufacturers of premium domestic appliances, has adopted a new sales system. The **Manzana Group** engineered a solution based on **Microsoft Dynamics CRM** and intended for managing the relationship with customers.

Miele, one of the leading German-based manufacturers of high-end domestic appliances, has been operating on the Russian market for more than 10 years. Until recently, the company sold its products through authorized dealers, adhering to the model commonly used on the market for household appliances. Being interested in optimizing the process and in improving its manageability, Miele launched a global project, which would help it to switch over to sales through agents acting on behalf of Miele (MCA\*).

In the new sales system, sales agents demonstrate products to customers at sales outlets, provide consulting service, and document a retail purchase and sale agreement (a purchase order). After the purchase order has been documented, it is processed at Miele. The further performance of the agreement, including computations and delivery of products to customers, is monitored directly by employees of the Customer Care Center of Miele CIS LLC.

The tender for information and technological support of the MCA project in Russia was won by the Manzana Group – a certified partner of Microsoft Dynamics.

*"The architecture of the solution and the development contractor were selected through the tender. In making the final decision we looked at a number of benchmarks: functionality of the offered CRM system, availability of efficient techniques for its adoption, vast experience of successful implementation of projects, scalability of the solution, data security. The Manzana Group demonstrated the best achievements as measured against the above criteria," Elena Ladanova, a business analyst of Miele, says.*

The implementation of the new sales pattern required an integrated IT-solution, which included the following:

- Internet portal for sales representatives-agents;
- Centralized system of customer relationship management on the Microsoft Dynamics CRM platform;
- Finance and stock management subsystem based on the accounting system used in the company.

This integrated solution included all the tools required for registering and performing transactions, storing the single customer and business partner database, computing amounts payable to and by the sales participants. Today, the Miele front office employees – sales agents – do all their work through the Internet portal: They register purchase orders, print out automatically generated documents, communicate with the central office. All their operations are instantly recorded in the CRM system, and the back office employees (the Customer Care Center and the Marketing Department) use the CRM tools in processing orders, managing the product catalog, promotional events and rules.

*"The cooperation with the Manzana Group has satisfied our expectation to the fullest extent. We are able to build relationships with our customers, to manage prices and delivery schedules, to run marketing campaigns. The customer service quality has improved. The analytical capabilities of the company have also improved," Sergey Kim, General Director of Miele CIS LLC, comments on the project results. "We are very satisfied with our choice of the partner and the solution."*

*"This ambitious and significant project is also notable for the resulting interesting solution that expands capabilities of CRM. Addressing Miele's needs, we designed a unique functional block, which supports the front office operation and which is able to handle different roles of users and a variety of reports. The solution helped to harmonize the operations of the front and back offices as well as to manage the relationships both with agents and clients within the single system – efficiently and at minimum costs," Oleg Palenov, General Director of the Manzana Group, points out.*

\* MCA (Miele Chartered Agency) – the system of authorized partners of Miele.

### Information about the companies:

**Miele** — [www.miele.ru](http://www.miele.ru) — is a world leader in manufacturing premium domestic appliances, including electric cooktops, ovens, steam ovens, refrigerators and freezers, coffee machines, dishwashers, washing machines and vacuum cleaners. The product range also includes commercial dishwashers, washers, driers, washer-disinfectors for laboratory and medical applications (Miele Professional). The company founded in 1899 has 8 factories in Germany as well as factories in Austria, the Czech Republic, China and Romania. In 2009/10, Miele's sales totaled approximately 2.83 billion euros, while the sales outside Germany accounted for 70%. The subsidiaries or distributors sell Miele appliances in nearly 100 countries worldwide. The Miele Company is a family business; since its foundation it has been managed by four generations of its owners. The company has 16 thousand employees; two thirds of them work in Germany. The headquarters of the company are in Gütersloh, Westphalia.