

## SAP Customer Success Story

**“We want to make service excellence an unmistakable feature of Siemens personnel services, and ensure that the success story continues.”**

Bernhard Grunow, Manager, Siemens Personnel Services



## SIEMENS

### AT A GLANCE

#### Company Name

Siemens AG  
(Germany)  
www.siemens.de

#### Industries

Logistics, information and communications technology, process and basics, healthcare, manufacturing, service, and utilities, among others

#### Key Challenge

Improve the quality and efficiency of human resources services

#### Implementation Partners

- SAP® Consulting, part of SAP Customer Services Network
- Siemens Business Services (SBS)

#### Solution and Services

Employee interaction center (EIC), based on mySAP™ ERP Human Capital Management (mySAP ERP HCM) and mySAP Customer Relationship Management (mySAP CRM)

#### Existing Environment

Various SAP solutions

#### Implementation Highlights

- Completed initial project phase for 30,000 employees within 12 weeks (phase 1)
- Adhered to planned parameters for timing, costs, and quality

#### Key Benefits

- Ability to easily process inquiries and incoming orders from around 30,000 employees via multiple communication channels (phase 1)
- Speedy completion of employee orders and inquiries because of fully integrated data
- Higher service quality brought about by shorter processing times
- Reduced costs, thanks to standardized processes

#### Hardware

- HP 9000 database server
- Primenergy H400 and N800 (2) servers from Fujitsu Siemens

## SIEMENS AG

**INNOVATING HUMAN CAPITAL MANAGEMENT WITH THE EMPLOYEE INTERACTION CENTER BASED ON SAP® SOFTWARE**

### TOP OF THE GLOBAL HIGH-TECH WORLD

Whether it's electronics or electrical engineering, information and communications, automation and control, or energy and health – the Siemens name is synonymous with cutting-edge technologies and profitability in the global marketplace. Its balance sheet for the 2003 business year showed revenues of around €74 billion. More than 400,000 employees worldwide work to ensure that this success continues well into the future.

Some 167,000 of these employees work at Siemens' German operations alone. Recently, the company branched out in new directions and set up teams – comprised of expert service personnel (ESP) – to provide HR-related service and support to these employees. Today, the employee interaction center (EIC), which is based on mySAP™ ERP Human Capital Management (mySAP ERP HCM) and mySAP Customer Relationship Management (mySAP CRM), enables the ESP to receive and process standard HR-related inquiries and orders coming in from employees and management via a variety of channels. According to Franz Deitering, product sales, human capital management, SAP Germany, “Siemens is experiencing an extraordinary HCM success story in the German market with the EIC.”

### **GREAT EXPECTATIONS: A BENCHMARK FOR GERMANY**

The success story begins with Siemens personnel services, which had a goal of establishing a benchmark in Germany for the management of complex HCM-related tasks. But, to do that, it knew it had to make some changes. The in-house software that the company had been using was no longer capable of managing the vast amount of inquiries coming from employees. In short, Siemens needed a best-in-class software solution.

### **REDUCED COSTS/BETTER SERVICE**

Siemens chose SAP® software in part because of its comprehensive functionality and because it supported most of the company's processes. In addition, the company felt a high degree of trust in the reliability of SAP as a partner and the software vendor's ability to meet the needs of the future. The solution's superior level of integration also played a significant role: the EIC fit seamlessly

**"It's basically error free."**

Reinhold Bailer, Project Leader, Siemens AG

into the existing SAP environment, and the high degree of integration between mySAP ERP Human Capital Management and other software guaranteed that Siemens could make the best possible use of related data.

By providing streamlined information and order management as well as workflow control functions, the EIC today helps the expert teams expedite processing of employee inquiries – easily and without interruption. With just a touch of a button, the ESP can quickly access each user's contact history. With integrated data and automated processes, Siemens expects to not only control costs, but also increase quality of service.

### **MANAGING A BROAD SPECTRUM OF INQUIRIES**

Today, thanks to SAP software, Siemens employees and management can use telephone, e-mail, fax, and in-house mail to send a wide range of requests directly from their desks to the expert teams. Queries regarding pay, terms of employment, or placements abroad are as much a part of the team's daily work as requests regarding employee transfers. "The spectrum is a very broad one," says Reinhold Bailer, project leader, Siemens AG, referring to other queries regarding, for example, reimbursement of travel expenses, staff development and recruiting, amendments and addenda to contracts, and time management and pensions.

ESP experts can usually deal with inquiries right away, or within 24 hours at the latest. Initial experience showed that around 70% could be completed at the first support level and resolved on first contact. "Our target is 80%," says Bailer. Any questions or issues that remain open are forwarded to the relevant specialist or department for further processing and follow-up.

In special cases, such as employee transfers to other departments or special payments, the ESP has to involve the personnel department. Once the HCM department has been integrated into the new system, it will be possible to create the relevant order in the system, add any necessary documents, and forward the whole package to the staff at the personnel department for further processing.

### **SAP CONSULTING – A QUALIFIED PARTNER**

Siemens in Germany has been using the EIC since May 2004 to speedily process inquiries and orders from around 30,000 employees and managers. The implementation team – consisting of employees from Siemens personnel services and staff from Siemens Business Services and SAP Consulting – wrapped up phase one of the pilot project within the planned time frame of three months. The team also completed the first phase within the given budget and met all quality standards. According to Siemens, the team members deserve full recognition for a job well done.

Bailer says that the staff members from SAP Consulting made a significant contribution to the project's success, confirming why Siemens hired them: a high degree of competence and solution expertise based on their insider knowledge of SAP development. "No IT consultant knows SAP products better than an SAP consultant," he says. "With constant access to developers, consultants can guarantee quick and comprehensive solutions for both short-term and long-term needs."

Michael Kusebauch, SAP project leader for the EIC implementation at Siemens, says the success of the project can also be attributed to excellent planning and strong cooperation between SAP and Siemens.

### **HIGH ACCEPTANCE**

Acceptance of the new services has been very high in general among the employees, thanks to the user-friendly interface and the stability of the system. "It's basically error free," says project leader Bailer. According to Bailer, the early incorporation of key users contributed heavily to user adaptability, as well. These users served as communication channels to other employees involved in the project and held responsibility for training them.

### **A CONTINUING STORY OF SUCCESS**

"We want to make service excellence an unmistakable feature of Siemens personnel services, and ensure that the success story continues," explains Bernhard Grunow, manager, Siemens personnel services.

And, it has gotten off to a great start – but it is only the beginning. Siemens next plans to make the EIC accessible to all Siemens employees across Germany. Also, the company plans to gradually incorporate all decentralized personnel departments and harness the solution for new uses, such as complaint management and HR campaign management.

Siemens also wants to provide a wider range of self-service offerings for employees and managers.

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