MARKETING TRANSFORMATION WITH SAP CX SOLUTIONS FOR A EUROPEAN CLOUD-BASED INVOICING PROVIDER

Client Summary

Billingo is one of Europe's most innovative and fast-growing cloud-based invoicing programs for Small and Medium-sized Businesses (SMBs). Their SaaS cloud-based solutions make invoicing tasks more efficient while automating administrative tasks (e.g., VAT data provision, payment notices, management of payments, etc.). They operate across more than 10 countries across Europe.

Executive Summary

Billingo's complex service portfolio made it challenging for them to serve their consumers with a one-stop-shop solution. They also wanted to gain better customer insights, offer new services to meet evolving demands and encourage existing customers to upgrade their subscriptions.

The client recognized that only SAP CX solutions could provide the features and scalability to meet their complex needs.

⬡ techwave

Established in 2004, is a global end-to-end IT services & solutions company that develops long-term relationship with clients by leveraging unique delivery models and expert frameworks.

Vertical: FinTech

Company Size: Regional SaaS Provider

Region: Central Europe

Key Challenges: Enabling an integrated sales, marketing and customer service that could support a large, complex subscriber

The platform could enable integrated sales, marketing, and customer service to support a large, complex subscriber base.

As the leading regional SAP Gold Partner, Techwave was the natural choice as a trusted partner. Techwave delivered an integrated platform with SAP Sales Cloud, SAP Service Cloud, and SAP Emarsys Customer Engagement, enabling the client to transform their organization significantly.

Business Challenges

Problems trying to track complex customer subscription services and create campaigns to reduce churn with siloed customer data between Sales, Service and Marketing teams.

High manual effort of campaign creation and identifying accurate customer segments leading to poor marketing response and slow response to changing customer behaviour

Lack of agility in delivering a competitive digital customer journey and inability to capture time-critical customer events in real-time – leading to poor customer service experiences

Customer Service agents unable to identify callers or create a single view of customers due to having to operate up to 5 different legacy systems

Poor marketing response due to the use of blanket, generic messaging that promoted non-relevant products and services to existing customers.

Techwave's Strategy & Solution

Enabled the client to build customer journeys for subscription services and targeted marketing campaigns through segmentation.

Implemented SAP Service Cloud with custom CTI integration, which allowed agents to respond to customer inquiries promptly and accurately on first contact.

Developed a Customer Hub to provide Billingo with a 360-degree overview of their customer base

Business Impact

By deploying an integrated SAP CX solution, Billingo has been able to capture at-risk subscribers and significantly improve churn rates

Customer journeys identified within SAP Emarsys empower intelligent marketing opportunities, increasing the opportunities to upgrade customers to higher-value subscription packages

Enhanced customer data allows the client to identify relevant services, which, combined with coupons, offer increased conversions, retention, and new sales

Featured Technologies

SAP emarsys   SAP Sales Cloud   SAP Service Cloud

About Techwave

Headquartered in Houston, TX, Techwave provides Global Technology and Engineering Services and Solutions. A certified SAP Gold Partner, Techwave has driven digital transformation for 600+ clients worldwide since its inception in 2004.

Techwave provides end-to-end SAP services encompassing GROW with SAP, RISE with SAP, SAP AMS, Data Migration, BTP, Analytics, and more.

SAP Gold Partner

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