



Deutsche Leasing Group
Bad Homburg v. d. Höhe,
Germany
www.deutsche-leasing.com

Industry:

Financial Services

Employees:

1247

Oracle Products & Services:

Siebel Sales

“Siebel Sales is an extremely effective sales and marketing system. It offers a 360 degree picture of a customer, which gives us the ability to precisely analyze and offer the service he needs. In this way, some of our sales teams increased their revenue by 100 percent above target.” — Friedel Jonker, CRM Business and Program Director, Deutsche Leasing AG, Bad Homburg v. d. Höhe

Deutsche Leasing Group Increases Its Annual New Business by 12 Percent

Deutsche Leasing Group offers solutions revolving around national and international investments. Within 45 years, the entrepreneurial group has developed from German leasing pioneer with emphasis on property leasing to an internationally active financial and service provider. As Sparkasse Financial Group’s leasing competence center, savings banks use the company’s complete know how for their customers.

Challenges

- Reorganize the business to focus on the customer
- Integrate customer information throughout the enterprise

Solution

- Enabled 2001 Migration from the 1997 database marketing Client Server System to Siebel Sales 2000–Thin Client and 2006 Migration to Siebel Sales 7– Multi-Channel Web Solution
- Installed completely integrated applications for the requirements of the sales team (380 users)
- Achieved high CRM efficiency by involving employees in workshops and usage of other communications instruments
- Administered, coordinated, and synchronized customer interactions across all channels
- Gained access to customer information at any time from any location
- Ensured uniform communication strategy for all sales teams
- Established complete picture of the respective customer, control of business, and identification of future sales projects as well as cross- and up-selling potential
- Streamlined development of presentations and offers for individual customers as well as personal invitations and letters of thanks
- Achieved excellence in customer service
- Significantly improved customer relations management, thereby increasing revenue in individual sales teams by more than 100 percent above target
- Average increase of annual new business by 12 percent
- User satisfaction of 8.53 out of 10 possible points
- Sales Excellence Award from Handelsblatt and University of St. Gallen.