

Hanjin Shipping Uncovers Sales Opportunities with New CRM System



Hanjin Shipping
Seoul, Korea
www.hanjin.com

Industry:

Travel & Transportation

Annual Revenue:

US\$6 billion

Employees:

3,800

Oracle Products & Services:

Oracle Siebel CRM
Siebel Sales
Siebel Business Analytics

“The Siebel CRM system from Oracle delivered reliable customer information that supported in-depth analysis. In addition, sales and service processes have been tightly integrated, enhancing collaboration between business units.”
– Dongook Lee, General Manager, Hanjin Shipping

Since its foundation in 1977, Hanjin Shipping has grown into a global transportation and logistics company ranked in the world’s top ten. The company operates 200 vessels, including container ships, specialized gas tankers, and bulk carriers. Its vessels sail to 80 ports in 35 countries and ship more than 100 million tons of cargo a year to over 6,000 destinations. The Seoul-based enterprise has a number of subsidiaries, including Keoyang Shipping, Senator Lines (based in Germany), and CyberLogitec, an IT services company.

In 2007, Hanjin Shipping celebrated its 30th anniversary and launched its vision for the next 10 years. As part of its Vision 2017 initiative, the company made a commitment to improve service and increase customer satisfaction.

To achieve this, Hanjin Shipping replaced an ageing customer relationship management (CRM) system with an Oracle Siebel CRM platform. The new system enabled the company to integrate sales and service processes and undertake in-depth customer analysis. As a result, both sales and customer service staff have a better understanding of client needs and market trends.

Building a Complete Customer Profile

In the 30 years since its foundation, Hanjin Shipping has accumulated enormous amounts of business and customer data. The company was keen to use this data to develop comprehensive customer profiles, uncover sales opportunities, and find ways to improve service offerings. It also wanted to streamline internal processes to encourage different business units to work together.

In 2006, Hanjin Shipping implemented Siebel Sales and Siebel Business Analytics to build a new CRM system. The company also took the opportunity to reengineer business processes related to information management.

Key Benefits:

- Delivered accurate, real-time information to users and enabled in-depth analysis
- Allowed staff to build a complete client history and gain a better understanding of customer requirements
- Enabled the development of detailed sales plans and marketing campaigns
- Encouraged collaboration between different divisions

Leveraging Real-Time Information

The Oracle Siebel CRM system delivers integrated customer information in real time, enabling users to develop accurate customer profiles. Staff uses this information to develop detailed sales offers and targeted marketing campaigns. In addition, the ability to access an accurate and complete client history has helped customer service staff provide timely, well-informed responses to queries.

The CRM system has also encouraged collaboration between different divisions. Staff are more willing to share information as they can now see how it benefits their colleagues.

Why Oracle?

Hanjin Shipping selected Oracle Siebel CRM based on the software's reputation as the industry's leading CRM solution. The company was especially impressed with the range of analysis functions, which offered a multitude of ways to examine the same set of data.

Staff also singled out the easy-to-use interface, which could be applied to the customer support, sales, and marketing functions. In addition, Oracle offered a range of resources for developers, ensuring they could install and maintain the system with ease.

Founded in 1977, Hanjin Shipping operates some 200 vessels, including container ships, specialized gas tankers, and bulk carriers. It sails to 80 ports in 35 countries and ships cargo to more than 6,000 destinations.