

Case Study



WAFIOS AG



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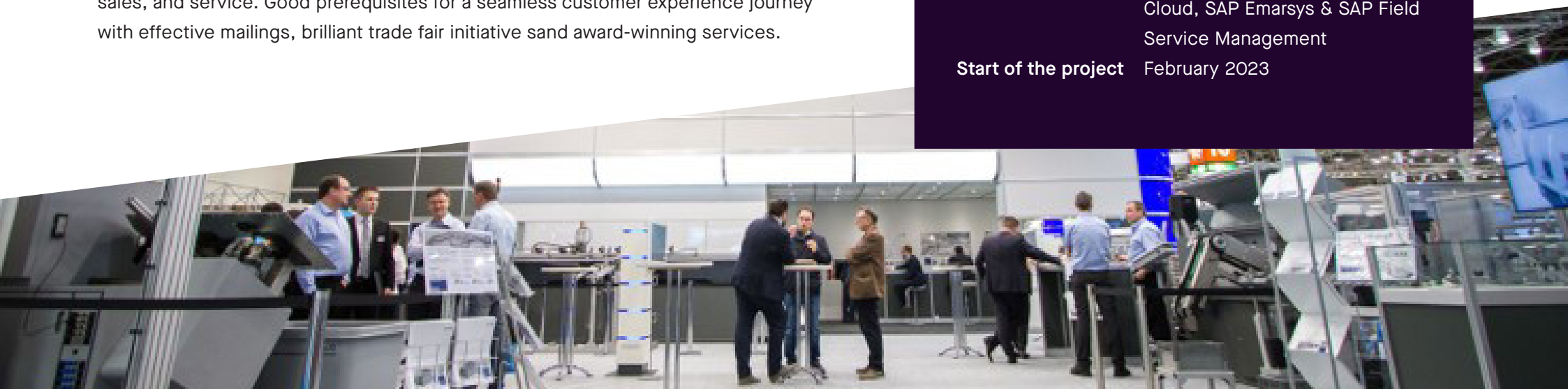
Seamless customer journey in mechanical engineering

New solutions from the CX Suite ensure greater efficiency at WAFIOS, effective email campaigns and more visitors to trade fairs.

Springs, chains, coils – WAFIOS machines make a lot of things out of wire and pipe. The workpieces produced by the customer install numerous manufacturers in automobiles, electrical appliances and automation systems, among other applications. For industrial companies to be able to access the wide range of products of over 130 machine types, WAFIOS focuses primarily on e-mail marketing and imposing trade fair exhibitions. Afterwards, the sales department takes over the tour management of the customer journey and then the service. In order to digitally map this journey and linking all touchpoints with each other, WAFIOS has introduced new customer experience solutions. Among other things, these support the company in organizing numerous events and in establishing extensive collaboration between marketing, sales, and service. Good prerequisites for a seamless customer experience journey with effective mailings, brilliant trade fair initiative and award-winning services.



Company	WAFIOS AG
Industry	Mechanical Engineering
Products	Wire bending machines // Spring Machines // Straightening Machines // Cheesemachines// Machines for the E-mobility // Tube bending machines
Revenue	EUR 189.3 million
Employees	ca. 1097
Headquarter	Reutlingen // Germany
Project	Introduction of SAP Sales & Service Cloud, SAP Emarsys & SAP Field Service Management
Start of the project	February 2023



The initial situation

Anyone who bends or coils wire or tubing will almost certainly find themselves using WAFIOS machines. For over 130 years, the company based in Reutlingen ensures innovations and advances in all industries, that rely on wire and tube parts.

In the meantime, the product portfolio comprises over 130 different types of machines. In addition to the aforementioned wire and tube bending machines, the lineup also includes machines for e-mobility. Thus, WAFIOS make a significant contribution to global mobility and energy transition.

The marketing of these highly specialized machines is supported by its presence at industrial trade fairs. This is one of the reasons why WAFIOS presents selected equipment at numerous events.

Customers and leads are invited to the relevant trade fairs via e-mail. So far, this process has been handled using email distribution lists and numerous manual steps.

The new CX Suite is designed to help make the sending of mailings more efficient and the content more personalized. In addition, the goal is to reduce the effort required for post-event follow-up and to provide the sales team with information more quickly.

Ultimately, the faster the sales team is provided with the necessary data, the sooner it can follow up on leads and generate conversions. In addition to starting these efforts in a timely manner, patient persistence is also crucial.





In mechanical engineering, the project durations are usually long. At WAFIOS, they last between a few months and several years. For the sales team, it is therefore particularly important that information is quickly and easily accessible.

After successful completion of the sale, a total of 100 service technicians ensure that the machines perform excellently at the customer's site. Every year they close worldwide over 2000 missions. The triggering service inquiries are mainly made by telephone, partly by e-mail.

Important information about the service assignments, such as times and activities, keep the employees so far written on a carbon copy paper with quadruple design. These paper-heavy processes are to be digitized.

At the same time, it is important to draw on the extensive knowledge of the service technicians out of the data silo "head" and into an integrated system landscape. Ideally, this also helps to have an impact on generational change and the shortage of skilled workers.

The reasons for this extensive transformation project are correspondingly diverse. To optimize all these processes and create cross-departmental synergies, WAFIOS relies on solutions that offer strong integration capabilities.

The project

Bringing marketing, sales and service closer together and enable them to achieve impressive performances. The overall mission seems simple, but carrying it out requires all the more expertise.

WAFIOS decided to offer three specialized solutions for the relevant areas.

- SAP Emarsys for the management of mailings and event invitations.
- Sales and service receive extensive support with SAP Sales & Service Cloud.
- and SAP Field Management will be used for field service planning.

WAFIOS is already using one SAP application. SAP ERP has been serving the company well for many years. This is yet another reason to rely on trusted partners in other business areas as well. The machine manufacturer receives expert implementation support from All for One Customer Experience.

It was already clear at the start of the project: The invitations to the next trade fair should be started as soon as possible with Emarsys. Why? With Emarsys, the effort involved in sending emails is significantly less.

250 %

more registrations for events





Another advantage is that users can quickly and easily automate email sequences, including appointment reminders, last-minute invitations, and event updates.

Only the modification and cleanup of customer data required special attention in this regard. WAFIOS therefore used the launch of the new platform as an opportunity to get its contact information in order. The team removed outdated data, identified the correct points of contact for the various departments, and thus created an excellent foundation for highly personalized campaigns.

This database also benefits our colleagues in Sales. Through Sales Cloud, sales representatives can access the same data and enrich it as needed, all without data silos or duplicate data entry.

Following Emarsys's quick start, the Sales & Service Cloud went live in February 2024. Since WAFIOS markets many machine models with a high degree of customization across numerous industries, the sales team's approaches are correspondingly diverse. As a result, some adjustments to the standard processes in the system were necessary. In addition, the developers also customized the visit reports for the field sales team and the service technicians.

The results of all these efforts are impressive and are now winning over users as well. The entire CX Suite has been very well received throughout the company.

50 %

Shorter processing time for events

People

The implementation of Emarsys went extremely fast. Quick Wins, such as the trade fair invitation and the very well attended booth at the most important industry trade fair, provided for a motivating approach with the new solution.

Haiko Raßweiler,
Vice President Marketing, WAFIOS AG



The results

Thanks to these new solutions, many processes are now running faster and more effectively. Even the very first automated and personalized marketing campaign was a resounding success. Compared to the previous event, registrations increased by 250%.

Instead of an invitation, customers now receive a series of emails that alert them to relevant, upcoming events. Sending more emails does not necessarily mean more work. Thanks to Emarsys, users can quickly create engaging messages using AI, visual elements, and pre-written text blocks.

40 %

higher click-through and opening rates of newsletters

The emails are delivered at the best possible time and with a personalized subject line to the customers' inboxes. The system automatically calculates and formulates these based on typical user behavior and the stored data.

Additional benefits are evident even after the events have ended. At the trade show, leads who express interest are immediately entered into the system. Before the system was introduced, this process used to take up to two weeks. This gives the marketing and sales teams the opportunity to quickly provide promising contacts with information, invite them to a meeting, or present them with a customized offer.

10x

more emails



People

Whenever we needed help or advice from All for One, it came right away. So that was—and still is—really great.

Christian Gekeler,
Event Manager, WAFIOS AG



The Sales & Service Cloud also offers several advantages for service employees. For each individual customer inquiry, a new ticket is created in the cloud that contains all the important information. The new ticket system replaces the service request in SAP ERP.

The Field Service Management solution is also scheduled to go live in 2025. Once it is live, relevant tickets can be assigned directly to qualified technicians.

The cloud is already providing significant support during customer visits. Instead of using quadruple-copy forms, service technicians record all relevant information in a digital visit report. Users can individually determine who should receive the report, both internally and externally. All of this improves cross-departmental communication and optimizes collaboration.

Ultimately, customers also benefit from this in the form of a seamless and engaging customer journey. For a customer experience that delights.

People

All for One CX immediately adapted to our needs and understood our objectives. Together, we were able to tailor SAP's solutions to our requirements and weren't forced into a rigid framework.

Thomas Peter,
Head of IT, WAFIOS AG





More specific

+ Efficient event management

Attractively designed and excellently timed event invitations and reminders provide considerable participant numbers and increased sales opportunities.

+ Fast response times

While colleagues on-site at the trade show enter information about new leads, the sales team can track progress in real time and follow up on new opportunities promptly.

+ More customer proximity

Through the lively exchange of information between Marketing, Sales & Service all the points of contact are well informed. This increases the performance quality in all areas and proximity to the customer.

+ Fine segmentation

With the help of filters, marketing and sales can segment customers according to numerous criteria. This allows that email campaigns and sales measures are precisely adapted to the target group.

+ Digital Transformation

Instead of using paper, WAFIOS now works primarily digitally. This reduces possible sources of error and accelerates all processes within the company and in customer communication.

+ High-quality data

Once cleaned and optimized, the data in the SAP Sales & Service Cloud provides an excellent foundation for useful features such as sales analytics and automation.

Useful hints

01 The biggest challenges

- Roll out SAP Emarsys in a timely manner, just in time for the start of the invitation and registration phase for the next trade show.
- Clean up the large volume of customer data, which is available in various formats, and make it usable for the new system.
- Due to the high degree of customization of the machines and the diverse customer base, several modifications were required.

02 Most important Lessons

- It's worth involving key departments and areas of expertise right from the start of the project. Marketing, Sales, Service, and IT can thus provide excellent input and create favorable conditions.
- A lively exchange between the customer and the implementation partner to identify potential risks and optimize response times.

03 Key factors for success

- Experienced partners for integration and system startup.
- Rely on reliable and proven solutions such as SAP Emarsys and the SAP Sales & Service Cloud.



Contact

Contact data

All for One Customer Experience

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