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A Kou-Chan Company

GOODYEAR TIRES

OPTIMIZING FLEET MANAGEMENT: GOODYEAR'S APPROACH TO ENHANCED INQUIRY HANDLING FOR IMPROVED VEHICLE PERFORMANCE

SAP Commerce Cloud

SAP

Company Details

Goodyear Dunlop Tires Europe B.V.
Diegem, Belgium
www.goodyear.eu

Industry
Automotive

Products and Services
Tires and tire maintenance and monitoring services

Employees
63,000

Revenue
US$14.70 billion
(€12.09 billion)

Featured Solutions and Services
SAP Service Cloud, SAP ERP, and SAP Preferred Success

“SAP Service Cloud empowers our service agents with the knowledge they need to provide an efficient and rapid response to inquiries from fleet managers. This helps us meet our SLA commitments and improves customer satisfaction.” Monika Szabo, Team Leader Service Desk EMEA, Goodyear Proactive Solutions

10%

Faster to resolve service ticket

100%

Of customers enquiries responded to within 24 hours

Goodyear Proactive Solutions: Transforming Fleet Management with Unified Service Solutions 🚗💡

Goodyear Proactive Solutions, part of Goodyear Dunlop Tires Europe B.V., specializes in advanced telematics and real-time tire monitoring to boost fleet performance and safety while reducing total cost of ownership. To scale its services and ensure it meets service-level agreements, Goodyear sought a **cloud-based service management platform** with an integrated knowledge base.

Key Highlights:

- **Efficient Inquiry Handling**: Agents can quickly access information to resolve customer inquiries fast. 📞🕒
- **Automated Workflows**: Issue resolution is accelerated with automation, improving efficiency and customer satisfaction. 🔄⚡
- **Real-Time Customer Updates:** Fleet managers receive timely updates on progress, ensuring transparency and trust. 📲🔔
- **Scalable Service**: With rapid service growth, Goodyear ensures that it continues to meet customer demands and provide top-notch solutions. 🌱📈

By implementing this unified platform, Goodyear empowers its contact centre agents and optimizes fleet performance through faster, more effective service. 🚓🚀

has context menu

Accelerating Issue Resolution with SAP® Service Cloud for Goodyear Proactive Solutions

Challenges:

- **Integration Complexity** 🔗: Connecting SAP Commerce Cloud with Goodyear's existing systems and data sources required seamless integration to ensure smooth operations.
- **Scalability**📈: Handling the rapid growth of Goodyear's services and ensuring the platform could scale to meet increasing demand, especially during peak seasons.
- **Data Management** 🗂️: Managing vast amounts of real-time data from tire sensors and telematics, and ensuring accurate, actionable insights for fleet managers.
- **Service-Level Agreements (SLAs)** ⏱️: Ensuring that SLAs are met consistently by improving response times and service delivery.
- **User Experience Consistency** 👩‍💻: Delivering a consistent and personalized experience for fleet managers across all touchpoints, including mobile, web, and customer service platforms.

Opportunities:

- **Unified Service Platform** 🌐: A cloud-based service management solution that brings together all service interactions and offers real-time support, increasing efficiency.
- **Automated Workflows** 🤖**:** Streamlining customer service processes, automating issue resolution, and reducing manual intervention, leading to faster response times.
- **Improved Customer Satisfaction** 😊: Ensuring quick issue resolution and transparent communication with customers to boost customer satisfaction and loyalty.
- **Real-Time Insights** 📊**:** Leveraging SAP Commerce Cloud to provide valuable, real-time insights into tire performance and fleet health, supporting better decision-making.
- **Enhanced Service Agility** ⚡**:** Scaling services to accommodate increased demand while maintaining high levels of customer support and operational efficiency.

Why SAP Commerce Cloud for Goodyear?

SAP Commerce Cloud helps Goodyear enhance their service delivery, operational efficiency, and customer satisfaction by leveraging a unified platform to meet the demands of a rapidly growing services business. Here's why it's the perfect solution for Goodyear:

- **Seamless Integration 🔗**: SAP Commerce Cloud integrates smoothly with Goodyear's existing systems, enabling the company to pull data from various sources (such as telematics and tire sensors) into one unified platform for real-time insights.
- **Scalable Solution 📈:** With SAP Commerce Cloud, Goodyear can scale its services quickly and efficiently, meeting the increasing demand without compromising service quality. This flexibility is crucial as they grow and adapt to market needs.
- **Faster Issue Resolution ⚡:** SAP's automated workflows and real-time data processing ensure faster issue resolution, enhancing service response times and helping Goodyear meet their service-level agreements (SLAs) consistently.
- **Enhanced Customer Experience 👷:** The platform provides a seamless, personalized experience for Goodyear's fleet managers, allowing them to access critical information on tire performance and vehicle health anytime, anywhere, improving decision-making and overall satisfaction.
- **Real-Time Monitoring & Insights 📊:** By leveraging SAP Commerce Cloud, Goodyear can provide fleet managers with real-time insights and actionable data, allowing them to make informed decisions that optimize fleet performance and reduce operational costs.
- **Cloud-Based Flexibility ☁️:** With a cloud-based solution, Goodyear can support their growing business operations without the need for additional infrastructure, ensuring cost-effective scalability and easy access to innovative features.
- **Improved Service Agility 🤖:** The integration of automated workflows helps Goodyear provide quicker responses and adapt to customer inquiries in real-time, ensuring fleet managers always have the support they need.

Overall Impact: SAP Commerce Cloud helps Goodyear enhance operational efficiencies, improve customer service, and support their rapid growth, ensuring long-term success and competitive advantage in the marketplace.

Value-Driven Results of Goodyear After Integration of SAP Commerce Cloud 🌟

- **Accelerated Issue Resolution ⚡**: SAP Commerce Cloud's automated workflows and integrated knowledge base enable Goodyear to resolve customer inquiries faster, improving service response times and meeting SLAs consistently.
- **Improved Customer Satisfaction 😊**: Real-time access to tire and vehicle performance data enhances the overall customer experience, empowering fleet managers to make informed decisions and improving satisfaction.
- **Seamless Integration of Systems 🔗**: The platform seamlessly integrates Goodyear's telematics, tire sensors, and service systems into one unified solution, streamlining data flow and making it easier for agents to access crucial information.
- **Enhanced Operational Efficiency 🚀**: By automating repetitive tasks and workflows, SAP Commerce Cloud boosts productivity and reduces operational costs, allowing Goodyear to focus on strategic growth and innovation.
- **Scalability for Growth 📈**: The cloud-based solution provides Goodyear with the flexibility to scale its services quickly to meet growing demand without sacrificing service quality or requiring significant infrastructure investment.
- **Better Decision-Making with Real-Time Data 📊**: SAP Commerce Cloud offers fleet managers real-time monitoring and insights on tire health and vehicle performance, enabling them to take proactive steps and optimize fleet operations.
- **Increased Agility 🤖:** The integration of automated processes allows Goodyear to respond to customer needs in real-time, driving improved operational agility and quicker responses to inquiries.
- **Strengthened Service-Level Agreements (SLAs) 📅**: With improved issue resolution times and automated workflows, Goodyear can confidently meet and exceed its service-level agreements, enhancing trust and reliability with customers.
- **Cost Reduction 💰**: By improving issue resolution times, reducing operational inefficiencies, and enhancing fleet performance, Goodyear benefits from cost savings that drive better financial performance.
- **Enhanced Data Security 🔐**: SAP Commerce Cloud's cloud-based architecture ensures robust data security, giving Goodyear and its customers confidence in handling sensitive information safely.

These results highlight the transformative impact of SAP Commerce Cloud in enabling Goodyear to drive greater operational efficiency, enhance customer satisfaction, and scale its services for long-term