



## Initial situation

Being close to the customers is extremely important for agricultural equipment manufacturer CLAAS. Worldwide, 100 sales companies and importers ensure that CLAAS technology continues to set standards. The worldwide sales network consists of more than 5,000 dealers. This ensures that customers can always get answers to their questions from someone nearby.

If conversions are planned for the machines or if improvements need to be made then customer support informs the sales companies and importers about the upcoming measures. In addition to the covering letter, the components of a service information include the description of rework kits, assembly instructions or conversion instructions, machine lists, information about the spare parts that need to be dispatched and invoicing conditions. This means they are an important source of information for sales and the workshops which will have to carry out the conversions later. To provide its sales companies, dealers and importers with personalised and targeted service information, CLAAS has implemented a web-based customer service solution that records and distributes the information quickly, automatically and traceably.

## Implementation

A web-based content management system (CMS) controls the collection and distribution of information. The data is available in the SAP system and is exported to the CMS as XML data. The sales units have personalised access to the information which is relevant to them via the extranet. When new information is ready, the system automatically informs the relevant addressees. The distribution is traceable and checkable and the information is ready to be called up (pull principle) very quickly throughout the world. A catalogue-based search and expert search including download function helps the sales units to quickly find service information and the appropriate attachments such as construction instructions or machine lists.

Before the introduction of the customer service solution, the distribution process involved a lot of work and time, as CLAAS used to print the information and send it manually to the sales units as paper documents. It was much more complex without portal technology to put together all the relevant service information which a dealer might perhaps need to know about a particular machine later. With the new solution, which has been operating since spring 2006 and continues to be extended, intensive time and work processes have been dispensed with.

The conceptual design and development of the solution „WebSI“ (web-based service information) was in the hands of MATERNA. The technological basis is formed by CoreMedia CMS 2005. As one component of the solution, MATERNA implemented a notification system which selectively and traceably informs by email those sales units that are affected when new service information is available. The user registers with a single-sign-on in the portal, the authentication is carried out via LDAP.

## Benefits

- fast standardised distribution of service information throughout the company
- reduction of throughput-times and subsequent costs
- great reduction in printing costs
- permanent and worldwide availability
- targeted control of service information distribution to sales units
- optimised customer satisfaction

>> CLAAS

# At Home in Fields around the World

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## Company Profile

The CLAAS Group is Europe's leading manufacturer of harvesters. Their products are in operation in 140 countries worldwide. CLAAS produces 22 different combine harvesters in seven different series. Their range also includes tractors, crop choppers, presses, feed harvesters, telescope loaders and a wide range of additional equipment.

