Business Transformation Study | Aerospace and Defense

Thrush Aircraft: Transforms Customer Engagement with Integrated, End-To-End SAP C/4HANA Cloud Solutions

Partner:

Thrush Aircraft is the world leader in providing aircraft for agricultural spray operations and depended upon for fire control, dispersing fire retardant chemicals and water to save lives. With a growing customer base throughout North American, the Middle East and Europe, it is critical for Thrush Aircraft to have an end-to-end integrated solution that can reach their customers at the time of need to deliver relevant information about their products, services and safety notifications with improved customer engagement.

With SAP Marketing Cloud, Thrush Aircraft can automatically track and log communications for further follow-up, allowing Thrush Aircraft to maintain full visibility of data for the lifetime of the customer.

Thrush Aircraft chose KPIT, an SAP Gold Partner, to drive a 14 week rapid deployment of SAP Marketing Cloud that did not require any additional IT recourses in house, keeping overhead low, and providing immediate results through an end-to-end SAP integrated platform, including SAP Sales Cloud and SAP Service Cloud

Thrush Aircraft Flies Past the Competition with
SAP Customer Experience Cloud Solutions

Company

Thrush Aircraft, Inc..

Headquarter

Albany, Georgia USA

Industry

Aerospace and Defense

Products and Services

Agricultural aircraft

SAP Solutions

SAP Marketing Cloud
SAP Service Cloud
SAP Sales Cloud

Objectives

- Improve communications with their target audience
- Automate e-mail campaigns to target group
- Effective collection and documentation of customer data
- Integrate data for for sales, marketing and customer support

Why SAP

- Long time customer of SAP
- Migration from SAP on prem solutions to SAP HANA® and SAP C/4HANA Cloud solutions
- Easy integrations with other SAP solutions
- SAP Intelligent Notification 365, e-mail API from SAP Digital Interconnect, is integrated into SAP Marketing Cloud platform, offering a high amount of e-mails per month as part of the subscription

Resolution

- Automated business process with full integration of SAP C/4HANA Cloud solutions
- List Segmentation of customer base through intelligent, contextualized email campaigns (services, parts, and warranty)
- Improved cash-flow and production planning
- In-the-moment reporting with SAP HANA® Platform
- Mobile application and offline capabilities
- Better tracking for revenue and ROI
- Gained full visibility and relative data for the lifetime of the customer

70%

Increased customer base throughout North America and Europe

Increased

Visibility for the lifetime of the customer

Real-time

Data available to field sales and customer service departments

Thrush Aircraft - Improving Business in Real Time with SAP Cloud Solutions

SAP Solutions

SAP HANA Cloud Integration
SAP ERP System
SAP Outlook Integration

Future

- Give access to SAP Marketing Cloud to their dealer network
- Expand use to include more social media and promote dealer locations
- Further support Thrush CAAS (Customer Assurance and Support) program
- Further align Go-To-Market Strategy for Sales operations
- Tracking of requests will help Thrush deliver more consistent and timely answersleading to improved customer satisfaction and deliver relevant content throughthe Marketing solution for sales and service
- Management of customer data and activities with full visibility into one integrated Sales and Marketing platform
- Automate tracking and service requests to deliver more consistent and timelyresolutions for improved customer satisfaction

Better

Customer Engagement through social media

Higher

Customer satisfaction
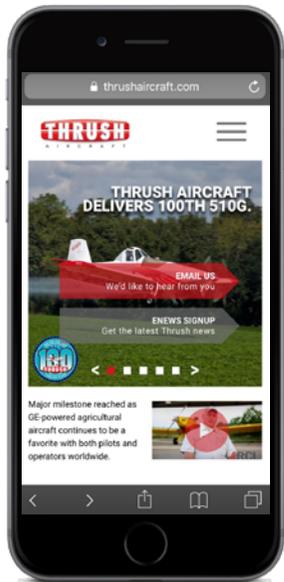
"It's been an amazing experience! Having the ability to reach our customers during emergencies in real time is crucial and now possible with SAP Marketing Cloud. **The KPIT team always found a way to keep a focus on our business needs** without custom code changes, which is really amazing."

Payne Hughes, Vice President, Thrush Aircraft, Inc.

Web Site

www.thrushaircraft.com

Partner

www.kpit.com

About KPIT
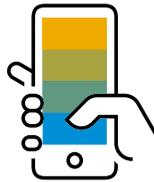
Creative UX Design &
Augmentation Optimization
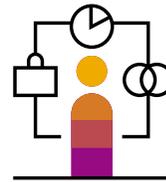
SAP C/4HANA Digital Transformation-
Commerce & Customer Engagement

SAP Sales Cloud, Service Cloud,
Marketing Cloud and Revenue
Cloud
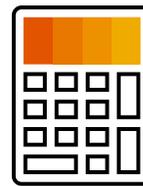
Key SAP C/4HANA Dealer Portal, Configure Price
and Quote (CPQ), Variant Configuration (VC),
Guided Selling Expertise

Follow all of SAP Customer Experience