How Can a Multinational Media Service Provider Better Understand Its Customers’ Needs?

Implementing cloud solutions from SAP to manage all interactions – from presales to after-sales support

Yell is No.1 for managed digital marketing services for all types of local businesses in the UK*. Its goal is simple – to connect consumers and businesses online. Even though the business has a large customer base, Yell’s customer-facing solutions were not able to provide a clear overview of all customer interactions. Additionally, features such as customer self service were not possible.

Yell teamed up with SAP and partners Mindtree and Wipro Technologies to streamline customer-oriented processes and, in turn, improve the customer experience.

*Source: M-Brain 2017, in terms of revenue from sales of managed digital marketing services
Laying the foundations for building **lasting customer relationships** with next-generation cloud solutions

With SAP® Service Cloud, SAP Sales Cloud, and SAP Commerce Cloud, Yell Limited gained greater transparency over its customer processes from first contact to after-sales support. The objectives were:

- Enable immediate turnaround from lead creation to raising an activity and contacting customer, therefore minimizing cool-off periods
- Add voice computer-telephony integration (CTI) capability, call recording, and dialer functions
- Reduce complexity by minimizing system customization
- Introduce customer initiatives, such as onboarding and “in-life” features
- Replace silo-based approach with a complete, 360° view of all customer interactions
- Continue existing strong relationship with SAP
- Benefit from real-time updates to assist sales and boost productivity
- Include customer self service

“SAP cloud solutions are now so intrinsic to the Yell UK operations that if the system were to fail, the whole business would be affected.”

Mark England, Head of Technology Services, Yell Limited

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**Company**

Yell Limited, Reading, Berkshire, United Kingdom

**Industry**

Media

**Employees**

1,500 (UK)

**Revenue**

€223 million

**Featured Solutions**

SAP Commerce Cloud, SAP Sales Cloud, SAP Service Cloud
Yell empowered its customer-facing departments with cutting-edge cloud solutions:

- SAP® Sales Cloud
- SAP Commerce Cloud
- SAP Service Cloud