



BEWOTEC GOES PLACES WITH SALESFORCE

Salesforce's partner company Cloudeideas helped the German travel and tourism software company speed up its sales processes.



Solutions:
Service cloud
Sales Cloud
Community Cloud



Bewotec:
2 software solutions for travel agencies and tour operators

31 years of experience in the travel industry

30% of German tourism and travel companies work with Bewotec

90 employees across the organization

4500+ clientele spread across the world

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Bewotec is driving innovation in the German travel industry since 1988

Businesses born out of Germany are known for being laser-focused and methodical in all aspects of their operations. Bewotec, based out of Rösrath, Germany that makes IT software for travel agencies and tour operators, upholds that trait with "Begeisterung" (German word for enthusiasm).

Bewotec has been helping companies in the travel industry since 1988—much before IT and software were considered business imperatives.



Bewotec's
Software:

myJack software helps travel agencies manage their computer reservation systems (CRS), mid-office, accounting, and online sales through a digital interface

DaVinci software offers a complete online solution for tour operators to manage their end-to-end requirements such as purchase, sales, analytics, and automation

3/10 travel companies in Germany are Bewotec's customers

That 30+ years of experience in watching the changing landscape of the European travel industry has helped Bewotec in more than a few ways.

It has deepened their understanding of the travel industry which in turn has enabled them to come up with modern, innovative software solutions to help their client base.

It has also led Bewotec to acquire a customer base of more than 4,500 companies and expand its foothold throughout Europe, with a focus on the DACH market (Germany, Austria, and Switzerland).

30% of travel and tourism companies in Germany work with Bewotec's software. In addition to software development, Bewotec also offers IT consulting, support, and training to globally renowned tourism brands like TUI Cruises.

What made Bewotec look for a new CRM?

A few years back, the sales team at Bewotec started looking for an efficient software solution to improve their sales processes.

They were specifically looking to fix five key areas that were critical to the company's growth:

01 Over-dependence on the developers to obtain data and reports

02 The high overhead costs related to the development activities

03 The long wait time to obtain sales KPIs and other important metrics

04 The lack of transparency to view customer case statuses

05 Not-so-ideal user experience that could possibly lead to customer churn

Why did Bewotec choose Salesforce over other CRMs?

“We were looking for a software that works well with all the major software we have in our stack like MS Outlook and MS Word. Since Salesforce is a global standard, it met our requirements and we also figured we would get many other advantages in the short-, mid-, and long-term. We knew that Salesforce is one of the biggest players so we knew our data would be safe.”

— Bernhard Casier,
Sales Management
Travel Agency Software



An age-old problem was dragging Bewotec's sales processes

Bewotec is the company behind two software—myJack and DaVinci.

Bewotec's USP is that they know both IT and the travel industry very well. They have several big clients like TUI Cruises, Sunweb Group, and Railtour.

But like every growing company, challenges are an inherent part of Bewotec's growth.

In 2016, Bernhard Casier, Sales Director at Bewotec, took stock of his company's sales processes and came to a startling realization.

His department, mostly comprised of sales managers, was using a 25-year-old legacy software to manage their internal sales processes. The software was built on Microsoft Access, a 27-year-old legacy database management system that can be cumbersome for modern business teams to use.

Every time Bewotec's sales team needed data on one of their processes, they had to walk to the developers' department and explain their requirements in order to generate the report.

Not only did this slow down their sales process by a couple of weeks, but the long delay also increased the likelihood of bad user experience and customer churn.

That's when Bewotec's team decided that a process restructuring was long overdue and he started looking for a sustainable solution to this persistent problem.

“Originally I was against Salesforce because I thought that it would take too much effort to change from our existing system to another.

But then the sales manager convinced me to keep trying with Salesforce. Today when I look at all the information that is stored there and the speed of execution, I have to say that the success of Bewotec in recent years was in large part to the fact that we switched to Salesforce.”

— Bernhard Koller, CEO



Bewotec cracks a window of opportunity with Salesforce

Bewotec got in touch with Salesforce, which dominates the global CRM market with a 19.5% market share.

Bewotec’s sales team narrowed down their search to Service Cloud and Sales Cloud—Salesforce’s CRM solutions for agile teams. While they both are CRM tools, their use cases are a little nuanced.

That’s when the stars aligned and Bewotec discovered Cloudideas—a Salesforce partner headquartered in Frankfurt, Germany.

Cloudideas joins the force with Bewotec

For Bewotec, Salesforce strongly recommended Cloudideas—a consulting company of just under 20 people—which meant something.

He got in touch with Reza Sarwari, Managing Director at Cloudideas and a seasoned Salesforce consultant. When they met in person, Reza spoke in a language that Bewotec’s team understood—the language of clarity and empathy—which made all the difference.

This was unlike the previous experiences that Bewotec had when talking to software consultants who sounded intelligent and certainly knew a lot.

But when it came to breaking down the benefits of a software solution, they couldn’t articulate it in a simple, non-technical language from the point of view of a sales professional.



Implementation roadblocks:

Bewotec's CEO wasn't convinced about the advantages of implementing Salesforce

They also assumed that the implementation would take long.

The implementation hits roadblocks, but finds silver linings in the Cloud

Nothing great has ever been achieved without a bit of a struggle. In Bewotec's case, there were a number of roadblocks that emerged even before Cloudideas began the implementation.

But the implementation picked up steam when Bewotec's CEO, Bernhard Koller, came to know that the initial set-up of Salesforce would take a lot less time than what they had originally imagined.

A 360° turn of events speed up the implementation

Bewotec started with a small number of Sales Cloud licenses and later extended licenses of Service Cloud for Bewotec's support teams, their administration desk, and the developer team.

The implementation of Salesforce solutions at Bewotec brought clarity and transparency to the sales processes that weren't present there earlier. For instance, the new CRM generated granular report data that the sales teams followed to pursue big deals and turn them into sales opportunities.

Later, Koller became one of the biggest supporters of Salesforce solutions within Bewotec and showed his excitement in developing new things through his initiative.

Community Cloud takes the driver's seat as email becomes passé

Aside from the Sales Cloud and Service Cloud, Bewotec took a radical decision to replace email for communication by adopting Salesforce's Community Cloud—a common platform for business stakeholders such as employees, partners, and customers to communicate and collaborate with each other.

Would you suggest Cloudideas to others?

“Of course! We actually have already recommended Cloudideas to a few other companies we came into contact during our reference calls organized by Salesforce.”

— Bernhard Casier,
Sales Management
Travel Agency Software

The customer-facing teams at Bewotec love using the Community Cloud because they can now view the real-time status of a case involving a customer issue.

Bewotec’s customers can also see a case’s status in real-time and report any delays or discrepancies to the concerned team. This newfound kind of transparency keeps Bewotec’s sales and support teams in check and builds added accountability in resolving their customer problems faster and in a more meaningful way.

Cloudideas implemented Community Cloud for Bewotec within the span of three weeks.

The team at Bewotec say that one of the other biggest advantages of working with Cloudideas’ consultants was the self-service capabilities that emerged as a result of this collaboration. For instance, the Bewotec teams that use Community Cloud run most of their processes on their own without relying on any other department.

After the implementation, they reach out to their developers or external consultants only when they have complex issues that need technical/advanced intervention.

With Salesforce in command, myJack gets a facelift too

Bewotec’s organizational structure is mapped to the two core software that they provide, i.e. the travel agency vertical and the tour operator vertical.

When Cloudideas implemented Salesforce in Bewotec, they worked with all the departments under the travel agency vertical. Cloudideas enabled single sign-on (SSO) authentication parameters directly into myJack, which redirects Bewotec clients directly into the Community Cloud interface when they log-in to myJack.

As a result, almost 70% of all the client communication in the travel agency side of things happen through Salesforce’s Community Cloud. The rest of the communication still happens via phone (20%) and email (10%).

“By next year, we want to eliminate email completely and switch to Community Cloud. This is one of our most important targets right now.”

— Bernhard Casier,
Sales Management
Travel Agency Software

Bewotec reaps a better ROI with Salesforce

Bewotec reports that implementing Salesforce has reduced their developer-related overhead costs by up to 15%.

Developers are some of the costliest resources in any company, judging by their steep hourly rates. Whenever Bewotec’s sales team had to involve developers to get a report on their sales KPIs and other important metrics, not only did they have to wait for two weeks but it also significantly shot up the associated overhead costs.

But after implementing Salesforce, Bewotec’s sales team could pull KPI data on their own and within a few minutes. They have eliminated the part where the sales folks had to call, send an email, or walk to Casier’s desk to ask for a status check.

This has helped his team establish transparency in the team and accomplish more things without much hand-holding from the developers.

Because the customer support agents can now view the live status of a customer case through Salesforce, it has drastically minimized the time it took for them to respond to customers—resulting in improved customer experience.

There’s more Salesforce on the cards for Bewotec

One of the biggest decisions that Bewotec has taken—after choosing Salesforce—is to completely eradicate the use of email inside their company. Bewotec’s team says that they want the entire organization to move to Community Cloud within the next year.

For Cloudeas, our biggest win always lies in growing a relationship even after a project is over. This is what Cloudeas aims for with each customer—to be a part of their success in implementing Salesforce solutions that are critical to their business missions.