

Thrush Aircraft: Transforms Customer Engagement with Integrated, End-To-End SAP Hybris 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 Hybris 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 Hybris 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 Hybris Sales and Service solutions.



Thrush Aircraft Flies Past the Competition with SAP Hybris Cloud Solutions

Company

Thrush Aircraft, Inc.

Headquarter

Albany, Georgia USA

Industry

Aerospace and Defense

Products and Services

Agricultural aircraft

SAP Solutions

SAP Hybris Marketing
SAP Hybris Service Cloud
SAP Hybris 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 Hybris

- Long time customer of SAP
- Migration from SAP on prem solutions to SAP HANA® and SAP Hybris Cloud solutions
- Easy integrations with other SAP solutions
- SAP Intelligent Notification 365, e-mail API from SAP Digital Interconnect, is integrated into SAP Hybris 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 Hybris 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 Hybris Cloud Solutions

Additional SAP Solutions used

SAP HANA Cloud Integration
SAP ERP System
SAP Outlook Integration

Future

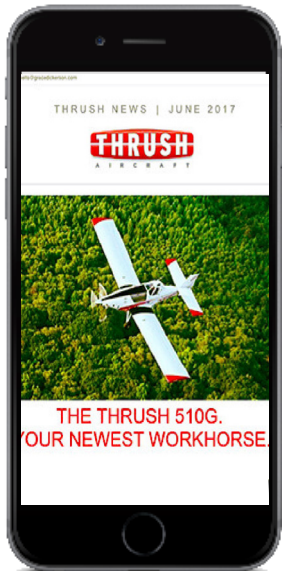
- Give access to SAP Hybris Marketing Cloud to their dealer network
- Expand use to include more social media and promote dealer locations
- Further support Thrush CAAS (Customer Assurance and Support) program
- Further align Go-To-Market Strategy for Sales operations
- Tracking of requests will help Thrush deliver more consistent and timely answers leading to improved customer satisfaction and deliver relevant content through the 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 timely resolutions 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 Hybris 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

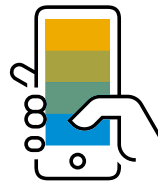
Partner

www.kpit.com

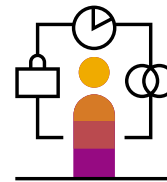
KPIT



About KPIT



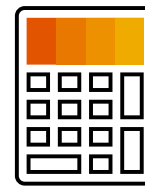
Creative UX Design & Augmentation Optimization



SAP Hybris Digital Transformation- Commerce & Customer Engagement



SAP Hybris Cloud for Customer (C4C)- Sales, Service, Social, Marketing & Billing



Key SAP Hybris- Dealer Portal, Configure Price and Quote (CPQ), Variant Configuration (VC), Guided Selling Expertise

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