

News release

Severstal enhances its sales and marketing processes through joint project with BearingPoint

The steel and mining company Severstal boosted its services and increased its sales with a new CRM system implemented with the help of the international management and technology consultancy BearingPoint

Moscow, October 16, 2014 – Severstal OJSC, one of the world’s largest vertically integrated steel and mining companies, has implemented a new SAP-based CRM system in cooperation with the international management and technology consultancy BearingPoint. Running the new SAP CRM, Severstal is able to create more detailed sales plans, narrowing them down to a specific client, automate the performance monitoring of customer visits, and streamline event management, even correlating events with customer queries. The ability to import data from external sources was also implemented to generate a pool of potential customers and transactions.

The main results of the Severstal CRM project at a glance:

- Service quality was enhanced by collecting full customer information in one system and selecting the optimum interaction channel.
- Sales were increased by implementing new processes for relations with potential customers and handling potential transactions.
- The number of lost transactions was reduced by automating and monitoring customer interaction processes.

The CRM development project has been recognized by Severstal as one of the company’s most successful IT projects over the last few years.

The project was developed as a continuation of the Severstal Business Standard Development Program, which included the implementation of a SAP CRM solution to enable the automation of an electronic trading platform. Sales and marketing processes were integrated and contact center operations were automated during the CRM development project.

“This project has helped us collect data from various IT systems and house them in one place. It gives managers all the customer information they need, such as contact information, interaction history and settlement records,” said Yury Shekhovtsov, Chief Information Officer of Severstal. “As a result, we have

enhanced information support for the sales process, and managers spend less time collecting information.”

“By implementing this project, we have been able to introduce new processes for managing relationships with both existing and potential customers and improve sales planning,” said Dmitry Goroshkov, Marketing and Sales Director of the Severstal Russian Steel Division, summarizing the project results. “We have also automated marketing event management, which should increase customer satisfaction and identify new opportunities for enhancing our relationships with them. The CRM project will help us strengthen the company’s position as a leader in development of IT technologies in the Russian steel industry.”

About Severstal

Severstal OJSC is one of the world’s leading vertically integrated steel and steel related mining companies, with assets in Russia, Ukraine, Latvia, Poland, Italy, Liberia and Brazil. Severstal is listed on RTS and MICEX and the company’s GDRs are traded on the LSE. Severstal reported revenue of \$13,312 million and EBITDA of \$2,063 million in 2013. Severstal’s crude steel production in 2013 reached 15.69 million tons.

Press contact

Elena Kovaleva
Head of PR department
+7 495 926 77 66
news@severstal.com

About BearingPoint

BearingPoint consultants understand that the world of business changes constantly and that the resulting complexities demand intelligent and adaptive solutions. Our clients, whether in commercial or financial industries or in government, experience real results when they work with us. We combine industry, operational and technology skills with relevant proprietary and other assets in order to tailor solutions for each client’s individual challenges. This adaptive approach is at the heart of our culture and has led to long-standing relationships with many of the world’s leading companies and organizations. Our global consulting network of 9200 people serves clients in more than 70 countries and engages with them for measurable results and long-lasting success.

For more information, please visit: www.bearingpoint.com

Press contact

Alexander Bock
Manager Communications
Tel. +49 89 540338029
Mailto: alexander.bock@bearingpoint.com
Twitter: @BearingPoint