

# CASE STUDY

## THE PATH TO HOME OWNERSHIP LEADS THROUGH THE CLOUD

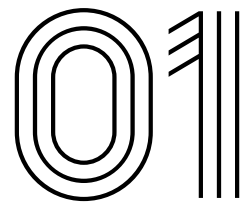
New solutions will bring FingerHaus even closer to prospects and customers.

For most people, buying a home is a one-time affair. This is why leads are therefore a particularly valuable asset for FingerHaus. The idea of optimizing lead management launched a fundamental change of the established system. Once started, the redesign provided many additional benefits. Accelerated response times to requests, optimized data and campaign management, a 360° customer view and increased usability for consultants are just some of the examples.



<b>Company:</b>	FingerHaus GmbH
<b>Industry:</b>	Prefabricated buildings
<b>Products:</b>	Prefabricated wooden homes
<b>Revenue:</b>	approx. €208 million
<b>Headquarters:</b>	Frankenberg an der Eder // Germany
<b>Project:</b>	Implementation of SAP Sales Cloud and SAP Marketing Cloud
<b>Projectduration:</b>	2019-2021





## Initial Situation

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With more than 200 years of experience in wood processing and over 75 years in the prefabricated home industry, FingerHaus has a long tradition – and is also looking towards a promising future. Digitalization has been making progress in Frankenberg for some time now. The paperless office is now considered a standard practice, as is robotic support in the production facilities.

**Every year, FingerHaus helps realize more than 750 dreams of home ownership. Each building is unique and meets the individual requirements of the customer.**

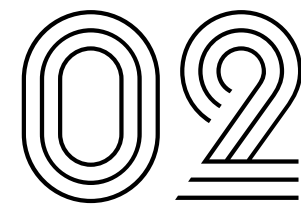
Throughout the process, FingerHaus accompanies its customers from the initial idea, to finding a building site, to the actual construction project and beyond. Anyone interested can contact the prefabricated home experts through various channels – via web portals, recommendations or contacts made at the show house.

Fast responding to requests of any kind is crucial. Real-time data is needed as soon as a prospect makes contact. The information should be assigned as quickly as possible to a specialist consultant who reacts as needed.

**In addition to opportunity management, data management is also a key issue.**

Consultants, architects and draughtsmen are all working together on dream house projects and benefit from a well-directed exchange of data. This is important to provide customers with floor plans in good time and, if necessary, give feedback. A limiting factor in this process: platform dependency. The existing visual database, which has been in use since 2007, was not scalable and could not be expanded to include important functions. For example, isolated solutions were slowing down processes.





## The Project

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When established processes need to be re-imagined, external expertise can provide fresh ideas. FingerHaus therefore brought B4B Solutions on board to explore and develop new opportunities.

After a careful selection process, SAP Sales Cloud and SAP Marketing Cloud were implemented.

The major advantage of cloud solutions is that data can be made available everywhere at all times and also be updated by different parties at any time. There is no longer any need for centralized, often tedious data transfer from Excel spreadsheets into the system. Sales representatives can retrieve data regardless of time and location or, conversely, enter it directly during a customers' appointment.

SAP Marketing Cloud also excels when it comes to the lead process and evaluating requests. Consultants who know which prospective customers just want to have a look around in the show house and which are actually already looking for the right building company can use their resources in a targeted manner.

In addition, segmenting different customer and prospect groups offers enormous potential. Campaigns that are tailored to varying lifestyles and needs of the target group prove to be ultimately more successful.

The challenges in changing solutions are especially in the complex migration of legacy data as well as in the acceptance by employees and sales staff. In this case, the key to success is the adaptation of the system to the needs of the consultants.

# PEOPLE



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**SUCCESS CAN EITHER BE ACHIEVED TOGETHER  
OR NOT AT ALL. WITH B4B, WE HAVE A  
STRONG PARTNER WHO BRINGS A LOT OF  
EXPERIENCE – ALSO FROM OTHER INDUSTRIES.**

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DR. MATHIAS SCHAEFER, MANAGING DIRECTOR FINGERHAUS



# 03

## Results

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Consultants are equipped with mobile devices, which in many cases fill in information automatically and provide a lot of information in advance.

What used to require several customer meetings is now clarified in one. In addition, customers receive personalised floor plans that include their own names and those of their children. Seeing „Emma’s room“ featured in the exposé also raises the level of anticipation for customers to a new level.

Moreover, there is less manual legwork to be done in the office. Information no longer has to be transferred from Excel spreadsheets in e-mail attachments to the system. This leaves more time for customer requests.

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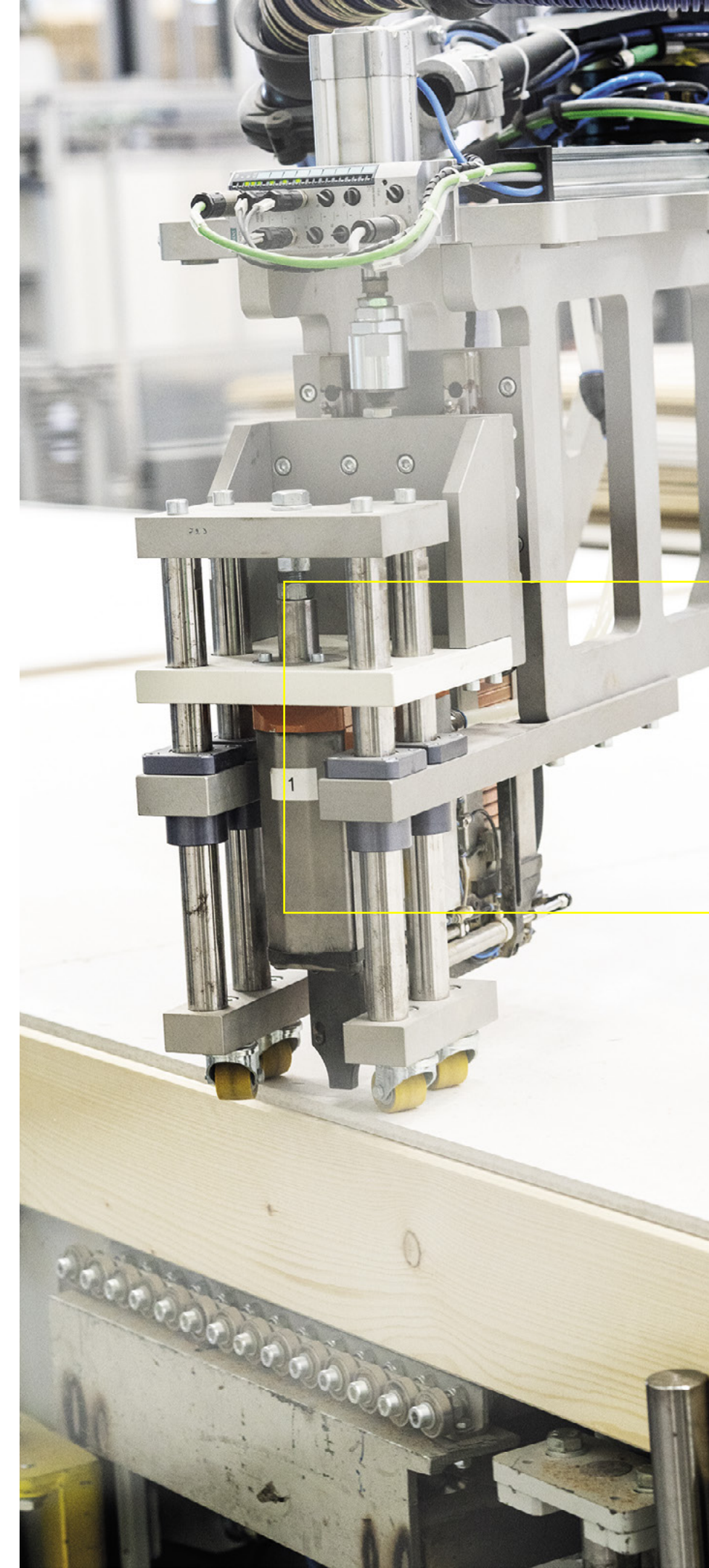
ACCESS TO DATA

For instance, as soon as a prospective customer contacts FingerHaus via the established portals, the system immediately forwards the information to a qualified consultant. These fast response times are sending a clear message: We are here for you – at any time! This is followed by the needs analysis and consultation meeting, and then the path to home ownership is already paved.

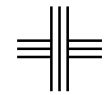
Prospective customers, builders and satisfied homeowners are provided exclusively with relevant information through relevant information. The success of various marketing activities can also be tracked more easily. Data derived from these activities supports FingerHaus in designing new tailor-made campaigns that appeal to potential customers.

FASTER

RESPONSE TIMES



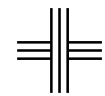
# MORE SPECIFIC



## LEAD-MANAGEMENT

As soon as prospective customers contact FingerHaus, whether by e-mail, telephone or at the show house, the data is transferred into the system and is forwarded in real time to a motivated consultant.

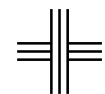
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## SEGMENTATION

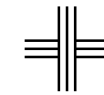
Focused customer segmentation allows marketing campaigns to be more targeted and consultants to be assigned promising leads more quickly.

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## DATA MANAGEMENT

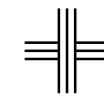
Data exchange works company-wide. All involved parties always receive all relevant data. Updating and entering data is also quick and easy.



## ADAPTABILITY

As soon as new requirements beyond the standard come into play, further add-ons can be added with little effort. As a result, respective benefits do not take long to emerge.

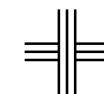
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## TIME SAVINGS

No one in the office has to enter data from Excel spreadsheets into the system anymore, while the user-friendly interface minimizes technical frustration at all levels.

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## CUSTOMER PROXIMITY

Fast response times and focused communication with different target groups create one thing above all: even more customer proximity.



# USEFUL HINTS

## 01 MAJOR CHALLENGES:

- Realizing a system-wide user-friendly interface that leads to the desired result with just a few clicks.
  - Planning and preparing data migration in a targeted manner.
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## 02 MOST IMPORTANT LESSONS:

- Recognizing in advance that old processes have had their day creates leeway for new, economical opportunities.
  - Do not be afraid of a system change! Those who take on the task once will benefit from the advantages for years to come.
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## 03 KEY FACTORS FOR SUCCESS:

- Having courage and willingness to rethink established processes.
- Being open to new cloud-based solutions.
- A team of experts with decision-making capabilities and a passion for innovation.



## Contacts

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