Mitsubishi Electric Cooling and Heating Solutions builds sales, training and marketing strategies using QlikView analysis

"In less than two months, we were able to realize a complete ROI and reach new levels of analysis that would have required the hiring of four additional analysts."

Allan Dziwoki, Vice President, Business Services, MEUS

Mitsubishi Electric Cooling and Heating Solutions (MEUS) is the U.S. subsidiary of Mitsubishi Electric Corporation, a world leader in intelligent air-conditioning, heating and control technology and - according to *Fortune* Magazine - the 215th largest corporation in the world.

MEUS provides technical support and training to contractors, engineers, architects and distributors on its award-winning line of variable refrigerant flow zoning and split-zoning cooling and heating systems for both commercial and residential installations.

Information scattered across multiple systems
For MEUS, reporting was a nightmare of a task. With source data in numerous disparate systems and sub-systems — from SAP and SalesLogix to the company's website CMS

and training management system — compiling a basic sales report took 20 to 40 hours a month. The tedious process involved exporting SAP reports to Excel and manually consolidating fragmented data from the various other systems. Not only was MEUS affected by the lost time, but also by the lack of visibility into sales, training and customer service opportunities.

MEUS discovered QlikView after discussing its reporting challenges with QlikTech partner CHAMPS Software, Inc. "Once we saw the demo, we had an immediate understanding of the value that QlikView could bring to our organization," said Allan Dziwoki, vice president, Business Services. "Working with CHAMPS, we were able to see our data in sample QlikView reports right away."

Dziwoki and his team were also impressed by the low cost of investment and simple implementation. MEUS would be able to pull data from all of its enterprise software and homegrown systems and run powerful reports almost immediately — in a fraction of the time that was currently required for reporting.

One week to visibility of sales performance, trends and opportunities
With sales analysis as the first priority, MEUS and CHAMPS began the QlikView implementation. After only a week, they

Solution Overview

Mitsubishi Electric Cooling and Heating Solutions
World leader in the manufacture, marketing and sales of HVAC equipment

Industry
Industrial Machinery

Function
Sales, Marketing, Service & Support, Web

Geography
United States

Challenges
• Consolidate data from several sources
• Reduce the manual effort required to analyze business performance and opportunities

Solution
Mitsubishi Electric Cooling and Heating Solutions (MEUS) deployed QlikView to 25 employees in one week. With QlikView, the company now analyzes sales performance, training opportunities, call center volume and lead generation. Through QlikView Server (64-bit), MEUS easily supports security and visibility while handling the data volume of nearly a million records.

Benefits
• Reduced the time and manual effort required to produce reports by 95%
• Increased productivity of call center reps by 10-20%
• Achieved visibility of new training opportunities
• Reduced cost per website lead by approximately 10%

Data Source Systems
Applications: SAP, Sage SalesLogix, Website CMS, Homegrown training management system
Database: Excel, Access
Hardware: Dell Servers and PCs

QlikTech Partner
CHAMPS Software, Inc.

had merged data from multiple systems to produce several reports exploring sales in a variety of different dimensions, including geography, sales rep, accounts, timeframes and overall trending.

"Before QlikView, we couldn't produce reports anywhere near the depth of this reporting, and the few standard, one-dimensional sales reports we did produce could take up to 40 hours a month. Now, reporting takes two hours a month," explained Dziwoki.

Beyond the time savings realized, QlikView has empowered the sales team with visibility into new revenue-generating opportunities. As one example, they can now easily monitor their distributors' ordering patterns and work together with them to optimize inventory levels to prevent stock-outs at the point of sale.

Improving training and technical service programs – one process at a time
Building on the momentum of the initial sales application, MEUS quickly began building applications for other business functions, including training and technical services.

With training as one of the company's key revenue streams, QlikView has empowered MEUS with new visibility to optimize the curriculum and capitalize on new opportunities. The application monitors training courses by types of event, locations, attendees, companies and topics. Reports are run on a daily basis to continuously maximize training offerings. For example, if a specific class experienced high enrollment numbers across the country but hadn't yet been offered on the East coast, the team can schedule this class immediately.

To boost both process and performance improvement in its technical call centers,

MEUS connects its training analysis with service call analysis. The call center application demonstrates the nature of the issue, customer service rep, duration, ultimate resolution and most prevalent type of call. Management then uses this analysis to make efficiency improvements to the entire call center process chain — from initial hire of service reps and the prompts before the call is answered, to the service question scripts and troubleshooting guidance.

In addition, the call center intelligence not only helps the company recognize and address any defects in its product, but also pinpoints the need to adjust training programs.

"QlikView is extremely powerful for helping us determine which training programs are effective. We know we're doing a lot of technical service training, but if we are receiving a lot of calls on the same topic, we can easily adjust the class to ensure we are covering a particular issue. In the long run, this can save us a lot of time spent answering calls," said Dziwoki.

Transformation into a knowledge-driven organization
MEUS has also developed applications for CRM and marketing analysis. The marketing data and reporting now available have enabled the company to improve their website and overall lead generation process. By optimizing landing pages and web forms, MEUS has been able to appeal to their target market and decrease the overall Cost per Lead by 10 percent.

With QlikView, MEUS was able to promote its sales analyst, who had formerly spent 100 percent of his time manually compiling and updating reports, to a more strategic role. He is now free to analyze data to identify market and pricing opportunities and areas for
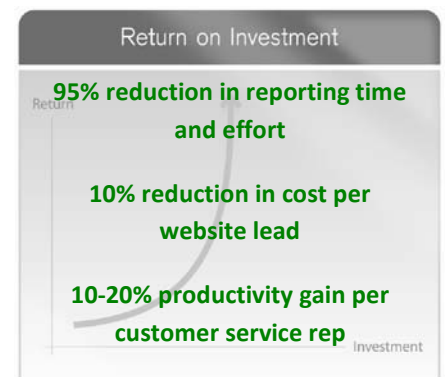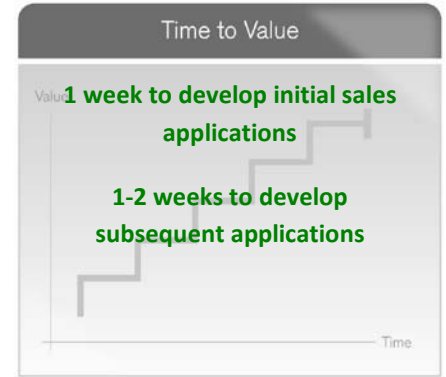
potential cost savings. The level of increased visibility of opportunities for gains in operational effectiveness and additional revenue available today would have required MEUS to hire four additional resources before QlikView.

Through this increased efficiency and strategic planning capabilities, the company realized a full return on its QlikView investment in less than two months.

Time to Value

1 week to develop initial sales applications

1-2 weeks to develop subsequent applications

Return on Investment

95% reduction in reporting time and effort

10% reduction in cost per website lead

10-20% productivity gain per customer service rep

"We've changed user expectations completely. They went from rarely having a sales report to reference to using QlikView to make decisions every day."

Allan Dziwoki, Vice President, Business Services, MEUS

www.qlikview.com