

Make Sales and Service Operations Smarter and Scalable

As a leading provider in the heating and climate technologies sector, COPA launched a strategic digital transformation to modernize both its sales and after-sales service operations. By standardizing processes, increasing data transparency, and enabling real-time collaboration, the company built a unified operational backbone to support scalable growth and elevate customer experience.



Copa Isı Sistemleri
İstanbul / Turkey
<https://copa.com.tr/>

Industry
Manufacturing

Products and Services
Heating and Climate Technology
Devices

Employees
> 200

Featured Solutions and Services
SAP Sales and Service Cloud, SAP
S/4HANA, SAP Integration Suite

Challenge

- Fragmented customer and pipeline data limited sales visibility
- Manual workflows reduced productivity across commercial and service teams
- Complex coordination required between call centers, back-office teams, and authorized service partners
- Lack of real-time insights impacted forecasting, service quality, and decision-making

Solution

- Centralized customer and prospect data with standardized lead-to-opportunity sales processes
- Structured service request-to-resolution workflows
- Automated warranty and equipment management
- SLA-driven case handling and escalation
- Real-time ERP-based pricing for labor and spare parts
- Advanced analytics for leadership visibility

Outcome

- Improved pipeline transparency and forecasting accuracy
- Faster service response and resolution times
- Stronger coordination across the partner service network
- Enhanced cost visibility and operational governance
- Higher customer satisfaction through reliable service delivery



3x Faster case routing with intelligent categorization



28% Reduced time spent on manual back-office activities



60% Reduced response time to customer requests