

# Transforming Customer Engagement and Sales Efficiency

Oyak Çimento is one of Turkey's leading cement and building materials producers, operating as part of the OYAK Group. The company searched for a solution to enhance customer engagement, streamline sales processes, and improve overall customer relationship management.



**Oyak Çimento**  
Ankara, Türkiye  
<https://oyakcimento.com/>

**Industry**  
Building Materials

**Employees**  
> 2000

**Featured Solutions and Services**  
SAP Sales Cloud Project

## Challenge

- Customer information is scattered across multiple systems, preventing a unified customer view
- Manual management of leads, opportunities, and sales activities causes inefficiencies and data inconsistencies
- Limited visibility into real-time data makes sales forecasting unreliable and time-consuming

## Solution

- A 360° view of customers is provided, enabling personalized and effective sales interactions
- Collaboration between sales teams and other departments is ensured through integrated workflows
- Data-driven decision-making is supported through real-time dashboards and performance tracking

## Outcome

- A holistic 360° view of customers was provided, enabling personalized and effective sales interactions
- Lead, opportunity, and sales process management were automated, increasing sales efficiency
- Sales forecasting accuracy was improved through real-time analytics