

# Unifying Operations to Drive Customer-Centric Growth

Yiğitoğlu Kimya, an established player in the chemical industry in Turkey, has advanced its digital transformation by adopting SAP Sales and Service Cloud. This strategic move has streamlined the management of customer inquiries, order processing, and after-sales services—enhancing agility, transparency, and customer focus across operations.



**Yiğitoğlu Kimya**  
Istanbul, Turkey

<https://www.yigitoglu.com/en>

**Industry**  
Chemicals

**Products and Services**  
Chemicals, Professional Cleaning  
Products

**Employees**  
> 350

**Featured Solutions and Services**  
SAP Sales and Service Cloud, SAP  
S/4HANA Public Cloud, SAP  
Analytics Cloud, SAP Cloud  
Integration

## Challenge

- Manual processes and disconnected tools disrupted the quote-to-cash cycle
- Limited visibility into customer requests and after-sales activities hindered responsiveness
- Unstructured, email-based quotation handling slowed down sales execution
- Lack of aligned workflows across sales, service, and logistics impacted operational continuity
- Two distinct business units with significantly different sales processes are difficult to coordinate

## Solution

- End-to-end visibility and control across customer requests, sales, and service operations through a unified platform
- Seamless integration with SAP S/4HANA for real-time access to order, delivery, and invoicing data—bridging front- and back-office functions
- Streamlined workflows with role-based approvals and improved document handling to accelerate quotes, returns, and complaint resolution
- Two business units, one platform – supported through robust authorization framework and role-based UI flexibility
- Connected data landscape across SAP and non-SAP systems, enabling actionable insights through SAP Analytics Cloud

## Outcome

- 360° visibility across all customer touchpoints – full transparency for a consistent customer experience
- Streamlined sales and service processes with reduced manual workload
- Faster, traceable, and more reliable customer service execution increases customer satisfaction and creates trust
- Enhanced cross-team collaboration for seamless customer engagement and improved service quality



**30K+**

Digitized sales orders in the first 6 months



**5K+**

System-based approvals based on predefined rules



**72**

Countries served through uninterrupted sales operations