

# Al Mansour Automotive Soars Employee Performance

and defines objectives for success with SAP SuccessFactors Performance & Goals



**SAP SuccessFactors** 

## Customer Background

Al Mansour Automotive is the largest importer, distributor and retailer of motor vehicles in Egypt. The group began its activity in 1975, acting as the sole distributor for GM products in Egypt. Al Mansour Automotive has sustained a steady growth whereby becoming a market leader in the sales of its products, while initiating most of these revenues back into the local economy. The company was the first to envision the potential of having a locally assembled vehicle and as such invested heavily in the General Motors Egypt plant, this investment created more than 1000 job opportunities.



## Al Mansour Auto-SuccessFactors Performance & Goals Implementation

### Company:

Al Mansour Automotive

### Industry:

Automotive

### Website:

<http://www.almansour.com.eg/>

**Number of Employees:** 1200

### Solution Offered:

SuccessFactors Performance and Goals

## Executive Summary

### Objectives

- Find a performance system that enables better collaboration and enhances employee engagement
- Standardize how goals are defined and performance is assessed
- Better evaluate, identify, reward and retain top performers
- Increase performance rating accuracy and workforce productivity
- Enforce Consistent HR performance review process

### Challenges

- No standardized system for goal setting
- Inconsistent performance review process
- Extended time to complete a performance review cycle
- Lots of administrative tasks

### Resolution

- Deployed SAP SuccessFactors Performance and Goals within 12 weeks

## Implementation Results

**Decreased**

The time required for  
goal setting

**Reduction**

In execution time for  
appraisals by managers  
and HR

**Higher**

Efficiency in HR due to the  
Simplified & automated  
process

**Better**

Alignment of individual  
goals with corporate  
objectives

Al Mansour Automotive is the largest importer, distributor and retailer of motor vehicles in Egypt.



12 weeks

for the Performance and Goals system to be up and running at Al Mansour Automotive

## Challenges

Al Mansour has experienced a robust growth over the past few years not only in their operations and revenues, but also in the number of their workforce, they have reached more than 1200 employees and this increase continues to grow. This made the management of HR more complicated and the process of employee's performance management became cumbersome, inefficient and disorganized, they faced:

**Difficulties and time consuming performance process:** It became much harder and time consuming for managers and HR administrators to handle performance reviews, the process used to take more time than it should, this made HR administrators to spend more time trying to manage and complete the performance cycle instead of focusing on more critical issues.

**Inconsistent performance process:** The company did not have a consistent process to perform the performance reviews. Goals and objectives weren't clear to employees and didn't align with the overall corporate goals. Although they were previously using SAP Performance Management, they were aiming for more agility and productivity. They started seeking for new and more user friendly systems that would meet their needs related to corporate performance reviews process, they needed a solution that can be accessible from anywhere and anytime and that could provide better usability and simpler interface. In addition to that they needed a solution that could effectively help them set and define objectives and goals for every single employee in the company and provide a consistent performance management process.

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## A Plan for the Future

After the successful implementation of SuccessFactors Performance and goals, the company plans to further extend benefits through implementing:

Recruiting

On boarding

Compensation

Succession

Learning



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## Solution

AI Mansour Automotive started the process by searching for available vendors and shortlisted the ones who could match and fulfill the company's requirements, they finally chose SAP SuccessFactors as the solution provider and by searching for the partner who would consult and implement the solution, they realized that the most experienced SuccessFactors partner in Egypt is ECS. The company has purchased the whole SuccessFactors solution suite including Performance & Goals, Recruiting, Onboarding, Compensation, Succession and Development, learning, and workforce planning. They decided to start implementing Performance and Goals as the first phase and continue later with the rest of modules.

## Result

Within a course of 12 weeks, ECS has successfully implemented SuccessFactors Performance and Goals at AI Mansour Automotive. The company has realized several benefits after the implementation, including time saving for the whole performance process, the performance process has become more consistent across the company. The system allowed great visibility over the performance process, each employee has a clear and transparent view throughout the performance cycle from the time the process starts till it finishes, they can check when the cycle started, where has the form reached and where should it be directed to. They also found great simplicity using the Cloud, it is as simple as using a website, the web-based system allowed employees and managers to always stay connected wherever they are.