

FD - P24. Community

What is My Syensqo Portal?

Syensqo group wants to leverage customer experience to generate above market customer-driven growth. Other chemical companies are also embracing digital go to market models, it is critical for Syensqo to provide a unique customer platform with:

- Total access and complete visibility into their own account
- A personalized experience and a quick access to many services online to accelerate business collaboration

The objective is also to measure customer experience and performance across all existing self-service channels and gain insights about customers (purchase behavior, product interests, communication pattern).

Sections:

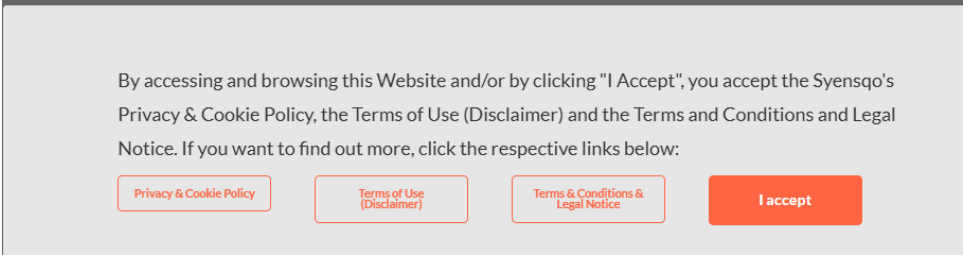
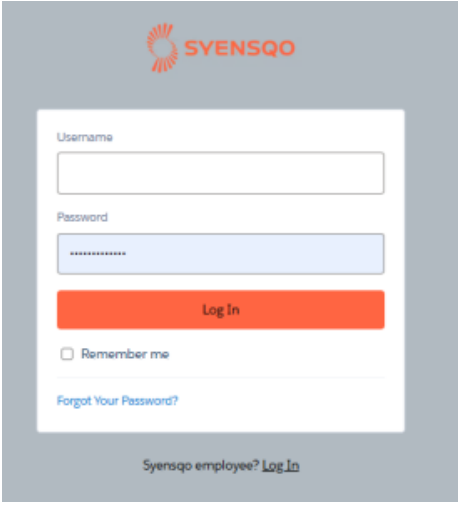
- [MSP User Access Management](#)
- [MSP Functionalities](#)
- [MSP Roll-out checklist](#)
- [MSP Data maintenance checklist](#)
- [MSP Functional Architectural diagram](#)

Users - Customer context

i In 2018 pilot, we worked with **Noveware** on one of their main distributor: **AZELIS**. Today more distributors and customers have been onboarded.

The customer segment that is being addressed here is: **DISTRIBUTOR** and **CUSTOMER**. For more roll-out, please find more info here.

MSP Platform

Customer Journey	Screens
<ol style="list-style-type: none"> 1. User accesses to URL of the platform https://syensqo-crm.my.site.com/CustomEngagementPlatform/login 2. Accepts the cookies 	
<ol style="list-style-type: none"> 3. Logs in with Username and Password 	

4. Access to online services:

1. **PRODUCT**

- a. Solution Finder
- b. [Product Catalog](#) (currently points to [syensqo.com](#) product finder - only public info)

2. **ORDERING**

- a. [Link to syensqo-ecommerce](#)
- b. [Sample request ordering](#)

3. **DOCUMENTS**

- a. [Search and download of documents](#) (SDS, RDS, TDS, General Statements, Certificates, Brochures & Marketing docs)
- b. [Case \(questions\) request](#)

4. **BANNER AND WEBINAR**

- a. [Links to events](#)
- b. [Watch webinars](#)

