

# M

(M) 7 terms

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Market segmentation Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

### Definition

[Link](#) [Link](#)

Market segmentation is one of the functionalities of the CRM that allows mapping sales according to the end-use customers make with our products, and maintaining the segmentation at Corporate level and at GBU level up to date and consistent with the evolution of our business

### Label(s)

- [market\\_segmentation](#)
- [end-use](#)

Market Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

### Definition

[Link](#) [Link](#)

Highest level of the market segmentation defined at Corporate level. It corresponds to a dimension linked to consumers behavior that has been chosen to be strategic for the Solvay Group. It should be considered as an end-Market (e.g. Automotive). No change is allowed for Markets since it is a strategic decision at Comex level

### Label(s)

- [Application](#)
- [market\\_segmentation](#)
- [segment](#)
- [end-use](#)
- [application](#)

Motive Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

### Definition

[Link](#) [Link](#)

The motive describes about which aspect the customer is complaining. Motive and submotive are not intended to describe the cause of the Complaint but only the « experience » of the customer. Examples of motives: delivery, order & documentation, packaging, product

### Label(s)

- [Complaint\\_Management](#)
- [complaint](#)
- [sub-motive](#)
- [complaint\\_management](#)

Material code Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

### Definition

[Link](#) [Link](#)

SAP-code used to describe the product

### Label(s)

- [SAP](#)

- [product](#)
- [Product](#)

Material description Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

**Definition**

[Link](#) [Link](#)

Commercial name of the product

**Label(s)**

- [SAP](#)
- [product](#)
- [Product](#)

Mass clone Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

**Definition**

[Link](#) [Link](#)

Functionality in Salesforce.com allowing to duplicate a record / line multiple times (e.g. mass clone a quote)

**Label(s)**

- [Quotation\\_process](#)

Metrics Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

**Definition**

[Link](#) [Link](#)

Numbers or figures which will help you to measure the website's traffic in Google Analytics

**Label(s)**

- [google-analytics](#)