

# 10. Customer Request Management

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Click [on this link](#) for the full training material (PowerPoint)



**Managing Customer  
Needs**

### Added Value

How will **Customer Requests** management help you?

- Provide you with information on all customer standard requests, from your GBU and cross-GBUs
- Improve customer requests' follow-up through a standard process
- Improve traceability linked to regulatory support documentation
- Track Key Performance Indicators (KPIs) (e.g. lead time, number of pending requests, ...)
- Get better insights into customer needs

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### What you need to know to start...

#### Standard Customer Request Definition:

A customer request represents one or more demand(s) from a customer related to one or several areas (e.g. logistics, packaging, documentation, training, technical support, regulatory compliance).

Special customer requests are not yet covered in Salesforce.com.

The Customer Requests module is divided into 5 different steps.



These different steps are sub-divided into the following sections on the Customer Request page:

- Case Information
- Customer Contact Information
- Description
- [Resolution](#)
- [Closure](#)

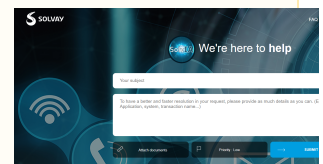
#### Sample Request VS Customer Request

- Customer Requests and Sample Requests are separated processes and no Customer Request should be created for a need of Sample.
- Sample Requests are created done directly from Case using the Sample Request functionality or from an opportunity but no Customer Request is created .



#### Need Help?

To request any support or if you have identified a bug or incident , please create a Freshdesk ticket using Solvia platform : <https://solvia.solvay.com/>



*you can copy users with email address , default priority is Low , then Submit . We advise you to put keywords in subject to ease dispatching to correct Agent : CRM - Complaint for example*