

# Introduction to CRM

The Solvay CRM program is bringing to the group a **single CRM solution worldwide** that **empowers** different sales, marketing & customer service teams who can **better collaborate** to identify, record and serve customer needs. It supports the objective of becoming a more **customer centric organization**, ultimately supporting **business decision making**.



The CRM solution is built around a set of business processes and underlying applications that helps manage all customer information, activities and conversations. It helps to better understand every customer and deliver the right message or answer.



**CRM first steps**

## Table of Contents

- [Objectives & Benefits](#)
- [The CRM Roadmap](#)
- [Solvay CRM & Salesforce...](#)
- [10 key processes in CRM](#)

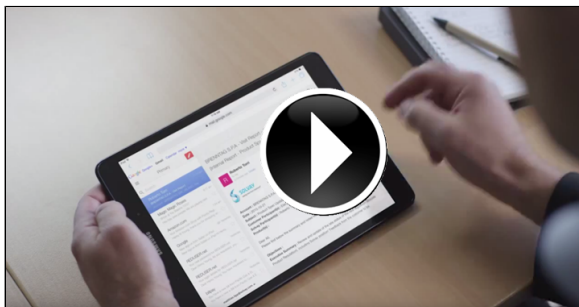


For more info :

- View the [Case processes by GBU](#)
- View the [Customer Service Best practices](#)

## Objectives & Benefits

Watch this video to know more about CRM...



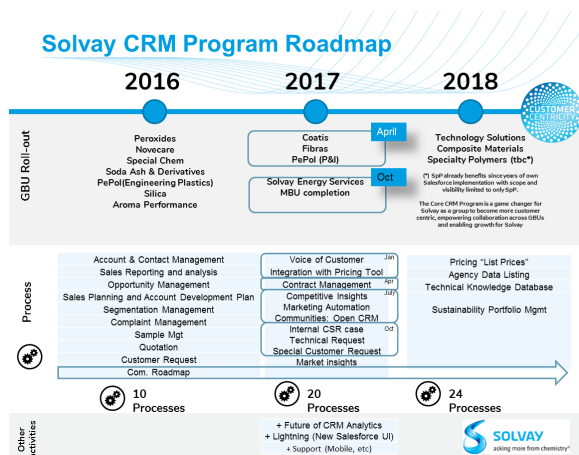
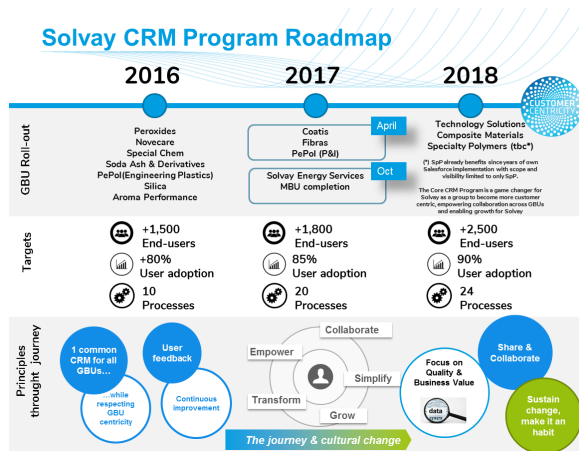
With the new CRM system, you can benefit from **one source of the truth** for all customer related data and from **enhanced collaboration worldwide**.

### One global CRM system



## The CRM Roadmap

**The Roadmap** prolongs full implementation in the GBUs until 2018 to gradually integrate GBUs and new functionalities:



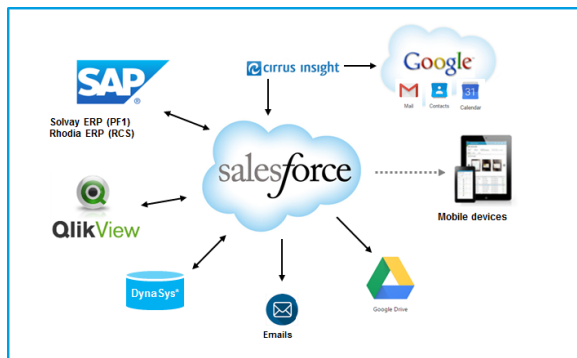
## Solvay CRM & Salesforce...

Solvay has identified Salesforce.com as the platform to support its Customer Relationship Management (CRM). Salesforce.com is a cloud-based platform which is quick & fast to design and build, which supports a wide range of customer related processes based on best practices and which offers a user friendly interface to accelerate ramp up and usage.



However, the Solvay CRM solution is more than Salesforce!

It is highly integrated with other systems to better meet the needs of Solvay users, and it provides a **wind** **ow to SAP**



## 10 key processes in CRM

The Solvay CRM solution supports 10 customer related processes that have been designed according to the needs of the GBU's.

### Processes from Release 1.0

- |                                                                                                                                                                                                                                                                                                                                      |                                         |                                 |                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Single point of access to all customer specific information and to relevant contact data</li> <li>Cross GBU 360° view on accounts</li> <li>Consolidated view of our customer groups / Key account management</li> </ul>                                                                       | <b>Account &amp; Contact Management</b> | <b>Sales Planning &amp; ADP</b> | <ul style="list-style-type: none"> <li>Visit preparation: Visit reports; manage customers in a coordinated way</li> <li>Account Development Plan to manage our key accounts or growth customers through structured approach and global collaboration</li> </ul>                                                        |
| <ul style="list-style-type: none"> <li>Standardized Opportunity stages</li> <li>Pipeline visibility (project based business, new geographies, ...)</li> <li>Competitive insights &amp; cross-BU leads</li> <li>Allocate optimal resources to a development project</li> </ul>                                                        | <b>Opportunity Management</b>           | <b>Market Segmentation</b>      | <ul style="list-style-type: none"> <li>Easy access to Market Information to provide operational intelligence that supports decision-making</li> <li>Use market segmentation model to evaluate and define end use applications to ensure they provide operational intelligence that supports decision-making</li> </ul> |
| <ul style="list-style-type: none"> <li>Real-time reports and dashboards on customer transactions</li> <li>Reporting and dashboards on all info in CRM (pipeline, competition, # of reports / sales rep, ext.)</li> <li>Essential metrics offering an understanding of current and future marketing and sales performance.</li> </ul> | <b>Sales Reporting &amp; Analysis</b>   | <b>Complaints Management</b>    | <ul style="list-style-type: none"> <li>Manage and keep track of Complaints by activating the appropriate people to address customer issues to their level of satisfaction</li> <li>Drives continuous improvement internally for products and services in a sustainable manner</li> </ul>                               |

### Processes available as from Release 2.0 & 3.0

- |                                                                                                                                                                                                                                                                                                                                                                                   |                          |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Common platform to manage the sample request process from request to handling</p> <ul style="list-style-type: none"> <li>Automated workflow that will reduce the number of "touch-points" for fulfilling a sample request</li> <li>Keep sample requests visible and in a single place</li> </ul>                                                                               | <b>Sample Management</b> | <b>Quotation</b>                                   | <ul style="list-style-type: none"> <li>Harmonization and automation of the quotation process, for growth or recurrent business</li> <li>Allows to create and send out a quote</li> <li>Focus on internal communication and with the customer</li> </ul>                                                                                                                                                                                                  |
| <p>Managing standard requests from the customer related to product specification, quality, delivery and services provided by Solvay</p> <ul style="list-style-type: none"> <li>Information on all customer standard requests to improve follow-up</li> <li>Traceability linked to regulatory support documentation</li> <li>Key Performance Indicators (KPIs) tracking</li> </ul> | <b>Customer Request</b>  | <b>Commercial Roadmap (Release 3.0 – May 2016)</b> | <p>Platform to manage the commercial roadmap process, enabling online bottom-up entry from the sales force, harmonized with budget, BFR and S&amp;OP processes, and interfaced with the forecast process.</p> <ul style="list-style-type: none"> <li>Harmonized process &amp; tool(s) across budgeting/BFR/forecast/commercial roadmap</li> <li>Easy access to data and Commercial Roadmap analyses (e.g. heat maps, yearly trajectory, etc.)</li> </ul> |

With these 10 processes, CRM aims to accompagny you in your customer journey!





### 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/>

The screenshot shows the Solvia Freshdesk interface. At the top left is the 'S SOLVAY' logo. In the top right corner, there are links for 'FAQ', 'Demo video', 'Contact us', and 'EN'. The main heading is 'We're here to help'. Below this is a form with a 'Your subject' input field. To the right of the input field is a 'Cc' button. Below the input field is a larger text area with a placeholder text: 'To have a better and faster resolution to your request, please provide as much details as you can. (Eg. Application, system, transaction name,...)'. At the bottom left of the form is an 'Attach documents' button. At the bottom right is a 'Priority' dropdown menu set to 'Low' and a blue 'SUBMIT' button.

*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*