

Requesting a New End-Use

Overview

In this section, you will find information about:

- How to request a new end-use
- Approve or reject the request
- the end-use implementation

Concerned profiles:

Sales - Marketing

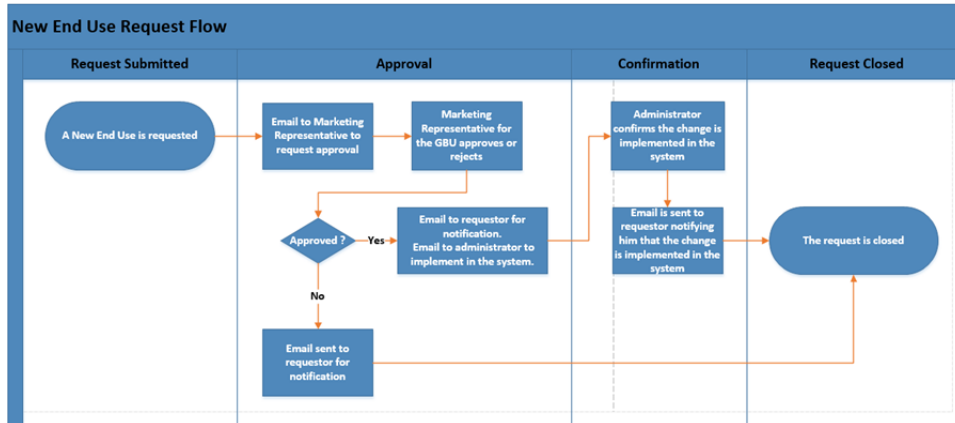
Step By Step

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Process for a New End Use Request

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Guidelines for the Creation of a new end use

In order to create a new end use, please take into consideration that it should be:

•**Univocal**: do not regroup different end uses under the same box. E.g. do not have an end use as follows "Shampoos (Anti-dandruff, repair, shine, baby, volumizing, moisturizing, light-feel, every-day use), rinse-off and leave-on conditioners, oil treatments, hair coloring" but split it in different end uses: "Shampoos - Anti-dandruff", "Shampoos - Repair", "Hair coloring", etc.

•**Descriptive enough**: the end use should describe clearly - even if in a concise manner - the use our customers make with our products. E.g. do not have an end use as follows "air sealant" but try to be more specific typing "rheology modifier for air sealants".

Moreover, please consider that an end use can indicate one of the following aspects:

•**What the customer is producing with our product**. E.g. Rear mirror for cars

•**The main functionality of the product**. E.g. "moisturizing agent for shampoo" or "flat glass for window glazing".

New End Use Request

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•David is adding a Product to his Opportunity and needs to capture the Market Segmentation. Unfortunately, he does not find an appropriate End Use in the list.

•In order to request a new End Use, he needs to *check* the **New End Use Needed** checkbox without having to fill the End Use field for now. He then proceeds to fill in the other fields of the Opportunity Product.

Opportunity Product

Market Segment	
End Use	Segment
Application	Market
New End Use Needed <input type="checkbox"/>	



Hewill still need to capture the Market Segment attention on this request is approved to close his Opportunity.

•Once the Opportunity Product fields

are populated, David *clicks* on **Save** and he is redirected to the page that allows him to request a New End Use.

New Suggested End Use
Here, David inputs the name of the new End Use he would like to add.

Opportunity
The Opportunity from which the request was created is automatically populated.

Application
David has to link the new requested End Use to an existing Application.

Reason / Rationale
David describes why he needs to have this new End Use.

GBU
The GBU field is prepopulated with the GBU captured on the Opportunity.

View List of End Use
David can have a look at a consolidated list of all the End Uses of all the GBUs to take some ideas.

•After clicking on the Application lookup field, David can search on the Applications or on the other columns as well by selecting "All Fields" before searching.

Search ~ Salesforce - Unlimited Edition - Google Chrome

https://solway-crm--dev1.cs80.my.salesforce.com/_ui/common/data/LookupPage?lkfm=edit

Lookup

cool

Search Name All Fields

< Clear Search Results

Search Results

Market Segmentations [2]					
Name	Application	Segment	Market	Keyword	Attribute
COOLING & HEATING SYSTEMS	-	ENERGY SAVINGS	BUILDING&CONSTRUCTION		
COOLING & HEATING SYSTEMS	-	POWERTRAIN EFFICIENCY	AUTOMOTIVE		

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•Once saved, a new "Request" is opened and an email is sent to the Marketing Representative of the concerned GBU to notify him to Approve or Reject David's request.

•The Request is opened and locked with an **Approval Pending** status that will not change until a decision is made.

Request: Req-0171

Request Number: Req-0171

Status: Approval Pending

Request Detail

Request Created: []

Unlock Record | Edit | Close Request

▼ New End Use Request

New Suggested End Use: Air Conditioning Device

Application: COOLING & HEATING SYSTEMS

Reason/Rationale: No other end use fit the need

▼ Request Closure Comments

Internal Comments

Created By: Christian Cabo, 18/01/2016 13:35

Last Modified By: Christian Cabo, 18/01/2016 13:35

Approval History

Action	Date	Status	Assigned To	Actual Approver	Comments	Overall Status
Request Assigned to Marketing Representative (Pending for first approval)						Pending
Reassign / Approve / Reject	18/01/2016 13:35	Pending	Navdeep Singh	Navdeep Singh		
Approval Request Submitted	18/01/2016 13:35	Submitted	Christian Cabo	Christian Cabo	Submitted for Approval	

•The Marketing Representative Approves or Rejects the request, preferably within one week

Approval Request: Request: Req-0171

Approve/Reject Approval Request

Request Number: Req-0171

Owner: Christian Cabo

Comments: Your request is approved

Approve | Reject | Cancel

Until the End Use is implemented by the Admin, it is not usable in the system.

•If rejected, an email is sent to David to notify him that his request has been rejected. In this case, David needs either to fulfill a new Request or select an End Use in order to be able to close the Opportunity.

Overall Status

Rejected

•If approved, an email is sent to David to notify him that his request has been approved and that the Administrator needs to implement the new End Use system.

-Another email is sent to the Administrator requesting him to implement the change in the system.

Overall Status

Approved

- Now that the request is approved, the Administrator *implements* the new **End Use** in the system and *ticks* the **Request Created** checkbox. The Status is to **Closed**.
- From now on, the End Use requested by David will be in the list of the End Uses of the GBU in SFDC and can be chosen by all Sales People for any Op

- An email is sent to David notifying him that the new End Use is available in the system.
- Before closing the Opportunity, David goes to his Opportunity, selects his Opportunity Product and captures the Market Segmentation with the new End

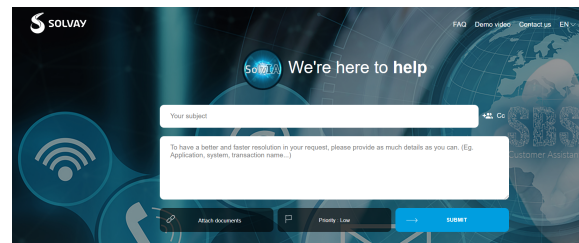
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Related articles

- [Requesting a Change to a Corporate Segmentation](#)
- [Reporting on GBU Segmentation Fields in SFDC.](#)
- [Create a New Opportunity](#)

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