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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 Segmentati on. 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 ☐	
Save Market Segment Cancel	



Hewillstillneed to capture the Market Segment that is a nonconforming request is approved to close this 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 Request

Request Edit [Save] [Save & New] [Cancel]

Information

Request Created: [Redacted]

New End Use Request

New Suggested End Use: [Air Conditioning Device]

Application: [COOLING & HEATING SYS]

GBU: [Soda Ash&Derivatives]

Reason/Rationale: [No other end use fit the need.]

Request Closure Comments

Internal Comments: [Text Area]

[Save] [Save & New] [Cancel]

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

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

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

Lookup

cool [Go!]

Search ☐ Name ☒ All Fields

< [Clear Search Results](#)

Search Results

Market Segmentations [2] [My Columns](#)

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
Back to List: Users

Approval History (2) | Open Activities (2) | Request History (2) | Request Teams (2)

Request Detail

Request Number: Req-0171
Request Created: [Date]

Unlock Record | Edit | Close Request

Status: Approval Pending

New End Use Request

New Suggested End Use: Air Conditioning Device
Application: COOLING & HEATING SYSTEMS
Opportunity: Chris Opportunity
Periods: [Date]
Reason/Rationale: No other end use fits the need

Request Closure Comments

Internal Comments
Created By: Christian Cano, 18/01/2016 13:35
Last Modified By: Christian Cano, 18/01/2016 13:35

Unlock Record | Edit | Close Request

Approval History

Recall Approval Request

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

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

Approval Request
Request: Req-0171
Back to Request: Req-0171

Approve/Reject Approval Request

Request Number: Req-0171
Owner: Christian Cano
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 i 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

Request Detail

Request Number: Req-0171 Close Request Status: Closed

New End Use Request

New Suggested End Use: Air Conditioning Device
 Application: COOLING & HEATING SYSTEMS
 GBU: Perovskite
 Reason/Rationale: No other end use to the need

Request Closure Comments

Internal Comments: Created By: Christian Cango, 18/01/2016 13:35 Close Request Last Modified By: Christian Cango, 18/01/2016 13:53

Approval History

Action	Date	Status	Assigned To	Actual Approver	Comments	Overall Status
Request Sent To Marketing Department	18/01/2016 13:45	Approved	Nayven Simon	Christian Cango	Your request is approved.	Approved
Approval Request Submitted	18/01/2016 13:35	Submitted	Christian Cango	Christian Cango	Submitted for Approval	

- 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

[Back to the top](#)

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