

Requesting a Change to a Corporate Segmentation

Overview

In this section, you will find information about:

- How to request to a change in corporate segment / application

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Concerned profiles:

- STRATEGIC MARKETING
- CORPORATE SALES & MARKETING

Corporate Segmentation Change Request

- Corporate Segmentation is represented by the list of **all the Markets, Segments and Applications (first 3 levels)** that represent the entire Solvay Group's business. It has been **co-constructed with all the GBU's and the Corporate Strategic Marketing team**.
- The Corporate Segmentation is **owned by the Corporate Strategic Marketing team** but the **GBU's remain owner of the "End Use"**, last level of the Segmentation.
- This means that the Corporate Segmentation is **common to all pilot GBU's** and if needed, a change can be **requested by email**.
- Since a change can have an impact on all the GBU's that use the system, the decision process might include formal discussions between the different Marketing Representatives before the change is approved or rejected.
- The person responsible for approving or rejecting the change is the **Corporate Marketing Director**, expert of the concerned Market.
- **Chatter Group "Corporate Market Segmentation"** was created to inform all GBU's /Functions about changes in Corporate Market Segmentation.

Responsible	Request Submission	Request Treatment	Request Implementation	Request Finalisation
SBS			Alignment of the different IT systems with master segmentation Analysis of impacts on End Uses and Products Linked to the Applications ²	
GBUs	New Request Submission (email)		Future changes posted in Chatter (for information only)	
corporate M&S digital & CRM		Request Assessment & Treatment	Implementation of the request in the master segmentation	Request is closed
corporate Marketing Directors	New Request Submission	Request Validated ¹ ?	Yes Deployed WEB+CRM ³ No	

Comments:

- ¹ Impact on other GBU's should be taken into account. Necessary alignment within GBU's to be conducted
- ² End-uses can be impacted in case of Reallocation, Split & Deactivation of the segment/application
- ³ By default, it will be present in Solvay internet site except if only CRM is requested

For all requests, please contact [Anastasia Kravtsova \(anastasia.kravtsova@solvay.com\)](mailto:Anastasia.Kravtsova@solvay.com)

 No change is allowed for Markets since it is a strategic decision at Comex level

 The Corporate market segmentation with the 3 levels is available [via this link](#).

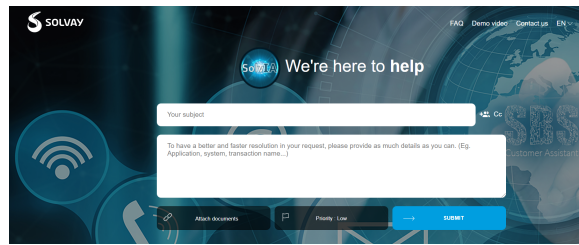
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Related articles

- [Market Segmentation: Presentation](#)
- [Requesting a New End-Use](#)
- [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/>

The image shows a contact form for SOLVAY. The background is dark blue with a globe and network icons. The SOLVAY logo is in the top left. In the top right, there are links for 'FAQ', 'Demo video', 'Contact us', and 'EN'. The main heading is 'We're here to help' with a SOLVAY icon. Below this is a 'Your subject' text box. Underneath is a larger text box with the instruction: 'To have a better and faster resolution in your request, please provide as much details as you can. (Eg. Application, system, transaction name,...)'. At the bottom, there is an 'Attach documents' button with a paper icon, a 'Priority: Low' dropdown menu, and a blue 'SUBMIT' button.

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FAQ Demo video Contact us EN

SOLVAY We're here to help

Your subject

To have a better and faster resolution in your request, please provide as much details as you can. (Eg. Application, system, transaction name,...)

Attach documents Priority: Low SUBMIT

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