# Introduction to CRM

The Solvay CRM program is bringing to the group a **single CRM solution worldwide** that **empowers** diff erent 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.

**For more info :**

- **View the Case processes by GBU**
- **View the Customer Service Best practices**

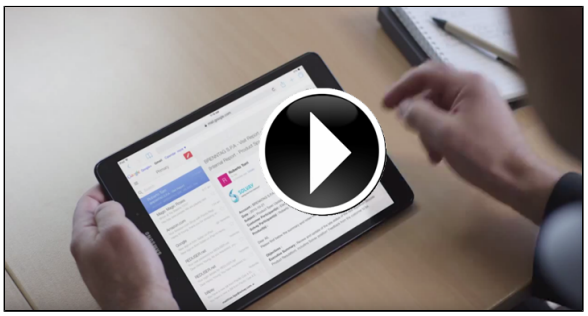
***CRM first steps***

## Table of Contents


- Objectives & Benefits
- The CRM Roadmap
- Solvay CRM & Salesforce...
- 10 key processes in CRM


## Objectives & Benefits

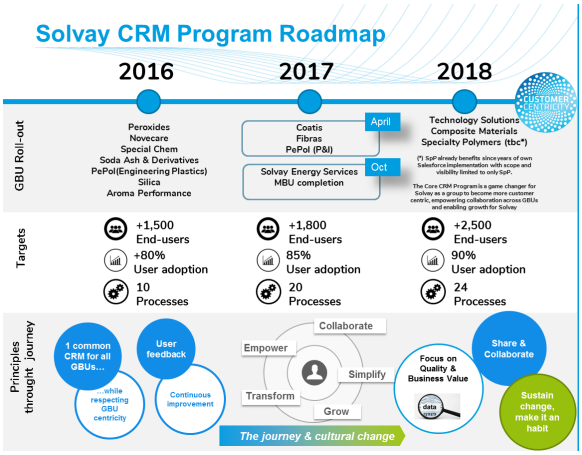
**Watch this video** to know more about CRM...

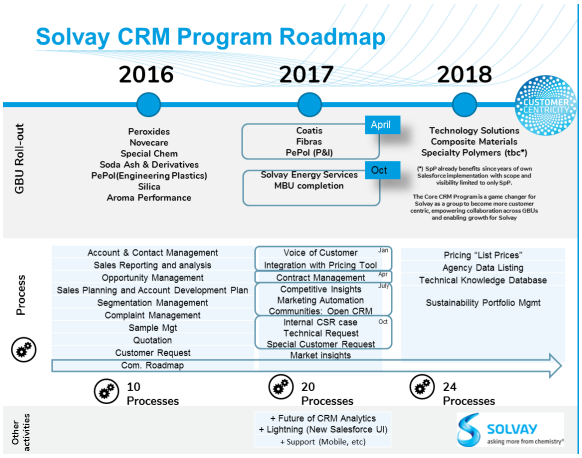


With the new CRM system, you can benefit from **one source of the truth** for all customer related data and from **enhanced collaboration worldwide.**

## The CRM Roadmap

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



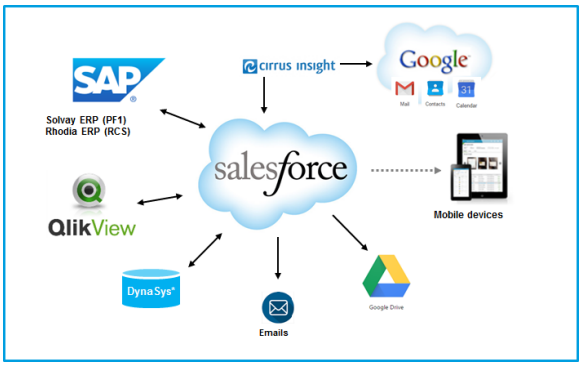




# Solvay CRM & Salesforce...

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 GBUs.

**Processes from Release 1.0**

- **Single point of access** to all customer specific information and to relevant contact data
- **Cross GBU 360° view** on accounts
- **Consolidated view of our customer groups / Key account management**

**Account & Contact Management** | **Sales Planning & ADP**

- Visit preparation; Visit reports: **manage customers in a coordinated way**
- **Account Development Plan** to manage our key accounts or growth customers through structured approach and global collaboration

- **Standardized Opportunity stages**
- **Pipeline visibility** (project based business, new geographies, …)
- **Competitive insights & cross-BU leads**
- Allocate **optimal resources** to a development project

**Opportunity Management** | **Market Segmentation**

- Easy access to **Market Information** to provide **operational intelligence** that supports decision-making.
- Use **market segmentation model** to evaluate and define end use applications to ensure they provide operational intelligence that supports decision-making.

- **Real-time reports and dashboards** on **customer transactions**
- Reporting and dashboards on **all info in CRM** (pipeline, competition, # of reports / sales rep, ext.)
- **Essential metrics** offering an understanding of current and future **marketing and sales performance.**

**Sales Reporting & Analysis** | **Complaints Management**

- **Manage and keep track of Complaints** by activating the appropriate people to address customer issues to their **level of satisfaction**
- Drives **continuous improvement** internally for products and services in a sustainable manner

**Processes available as from Release 2.0 & 3.0**

Common platform to **manage the sample request process from request to handling**
- Automated workflow that will reduce the number of "touch-points" for fulfilling a sample request
- Keep sample requests visible and in a single place

**Sample Management** | **Quotation**

- **Harmonization and automation** of the quotation process, for growth or recurrent business
- Allows to **create and send out a quote**
- Focus on **internal communication and with the customer.**

Managing **standard requests** from the customer related to product specification, quality, delivery and services provided by Solvay
- Information on all customer standard requests to improve follow-up
- Traceability linked to regulatory support documentation
- Key Performance Indicators (KPIs) tracking

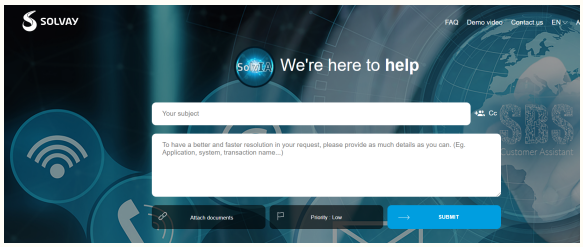
**Customer Request** | **Commercial Roadmap** *(Release 3.0 – May 2016)*

Platform to manage the commercial roadmap process, enabling **online bottom-up entry from the sales force, harmonized with budget, BFR and S&OP processes,** and interfaced with the forecast process.
- Harmonized process & tool(s) across budgeting/BFR/forecast/commercial roadmap
- Easy access to data and Commercial Roadmap analyses (e.g. heat maps, yearly trajectory, etc.)

**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/




*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*