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**

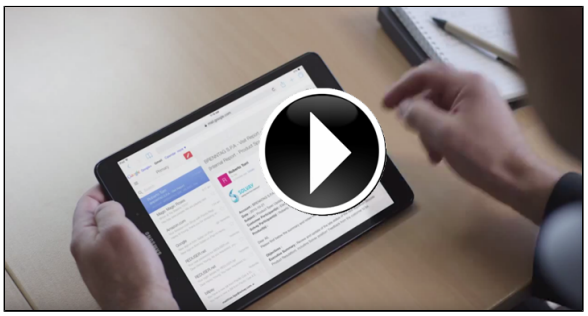
CRM first steps

Table of Contents

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

Objectives & Benefits

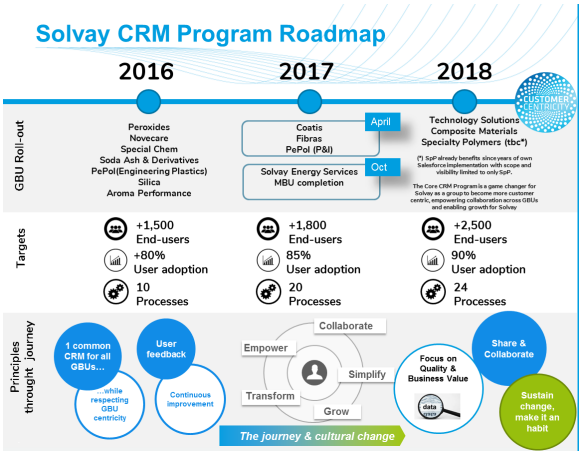
Watch this video to know more about CRM...

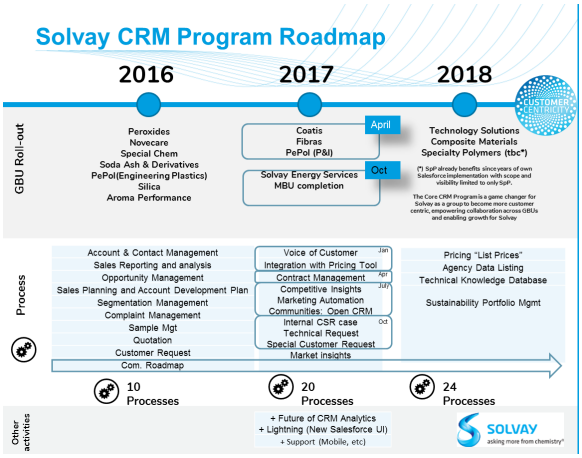


With the new CRM system, you can benefit from **one source of the truth** for all customer related data and from **enhanced collaboration worldwide.**

The CRM Roadmap

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



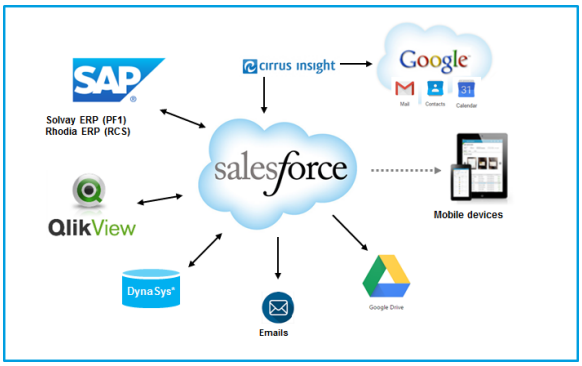


Solvay CRM & Salesforce...

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

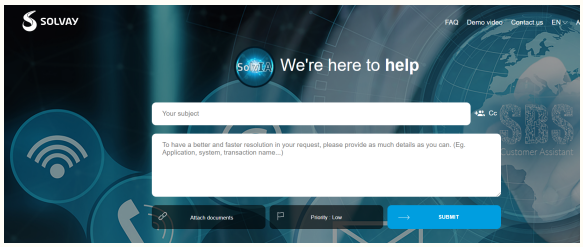
Customer Request | **Commercial Roadmap** *(Release 3.0 – May 2016)*

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