

# CRM - GBU Aroma Performance

## Introduction

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For more info :

View the [GBU Case Processes](#)

## Training materials

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Available here:

- [Customer Creation Process](#)
- [Opportunity Management Process](#)
- [Quick guide: how to keep opportunities up to date](#)
- [Growth Dashboard Guide](#)
- [Contract Database](#)
- [Aroma Lead management](#)
- [Data connector for Salesforce](#)

## Who's who in GBU CRM Team

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**CRM Champion:** [Simon Delens](#)

**Key Users by Region:**

- EMEA: [Michael Decker](#)
- NAFTA & LATAM: [Laila Jorge](#)
- APAC: [Sue Wei Leong](#)

**Key Users by Process:**

- Complaints, Customer Requests, Customer Specific Requirements: [Marina Rodel](#), [Sandrine Harket](#)
- Sample Requests: [Marie Pereira](#)
- Opportunity Management: [Paul-Antoine Valois](#)
- Customer Service: [Marie Pereira](#), [Jessica Guo](#)
- Lead Management: [Maud Joassard](#)