

Introduction to CRM Lightning

Presentation

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



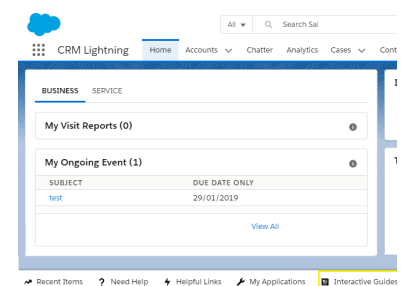
For more info :

- View the [Case processes by GBU](#)
- View the [Customer Service Best practices](#)

Training Materials

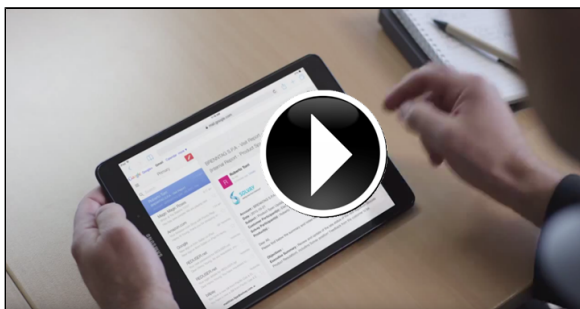
- [Tutorial videos](#)

Learn more by using the **Interactive guides**



Objectives & Benefits

Watch this video to know more about CRM...



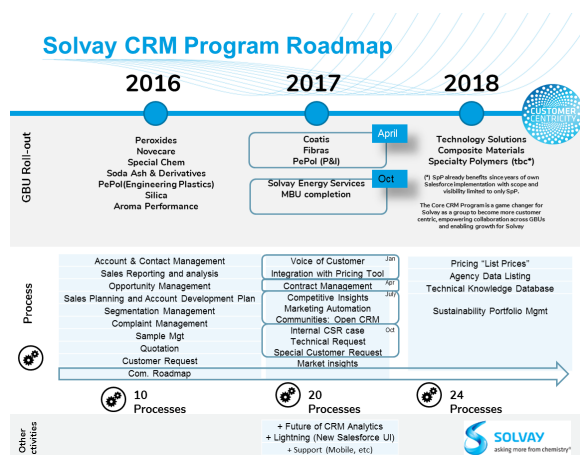
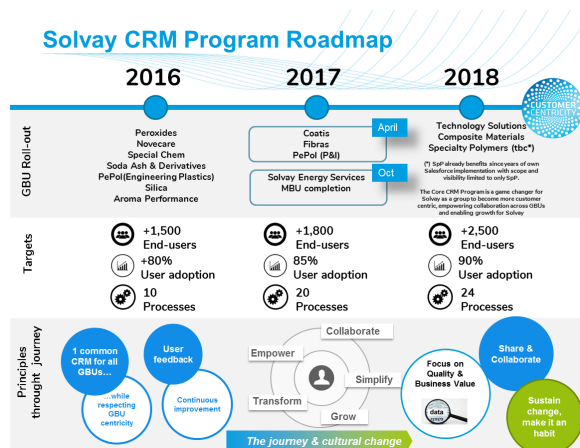
With the new CRM system, you can benefit from **one source of the truth** for all customer related data and from **enhanced collaboration worldwide**.

One global CRM system



The CRM Roadmap

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



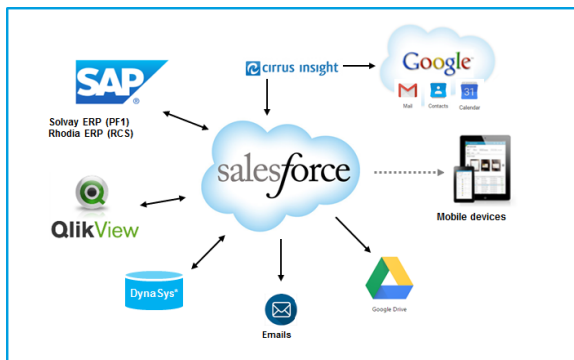
Solvay CRM & Salesforce...

Solvay has identified [Salesforce.com](https://www.salesforce.com) as the platform to support its Customer Relationship Management (CRM). [Salesforce.com](https://www.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
	Opportunity Management	Market Segmentation	
	Sales Reporting & Analysis	Complaints Management	
- Standardized Opportunity stages - Pipeline visibility (project based business, new geographies, ...) & cross-BU leads - Competitive insights & cross-BU leads - Allocate optimal resources to a development project			- 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, etc.) - Essential metrics offering an understanding of current and future marketing and sales performance.			- 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.
	Customer Request	Commercial Roadmap (Release 3.0 - May 2016)	
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			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!

