

SpP ECCO - Enhance Customer Centric Organization

Business Goal

ECCO is the customer organization organized by customer segmentation and market clusters.

Links & documents

[Project documentation](#)

[List of Jira 2020](#)

FAQ

Reporting Region ECCO

It is available at the account level, on the children pages. It is used to regroup sub-regions (still exists and updated by the GBU Data steward). This field was created to be used on reports.

Values are (in November 2020): Great China, EMEA, Americas and APAC.

Team cluster

It is available at the account level, on all pages (parents and children).

Account owners can ask for a change by using the "Challenge team cluster" button. It triggers the approval process (refer to the related Q&A to learn more about this part).

The field on the page layout only is editable for the Data steward and admin users. Please be careful because if someone edits the field (Sarah or us) on the page layout, the value is changed without approval process.

The change request is sent to Sarah for approval. When she approves / rejects, the Account owner receives a notification to inform him/her.

The Account owner will not be able to "Challenge Team cluster" before the first request has been approved/rejected. If she/he tries to click on the button again, a message will appear to indicate her/him that a request was already submitted.

If the account owner asked for the change on the account A1 and Sarah approved, only A1 will be impacted (Team cluster updated). The parent (A) and children (A2, A3...) will not. Also, no case is generated for CSR at the moment because the SAP part is not ready for now.

Please note that this wasn't the initial behaviour. When Team cluster was implemented, one change was impacting all accounts (parent + children) and a case was generated (one by region) for CSRs. The case part will maybe be reimplemented later.

Market cluster

It is available on:

- Realized Sales
- Sold & Pending
- Devpool
- MGP
- Campaign
- Complaints (Cases)

It depends on the "Team cluster" field which is available at the account level.

When a new record is created (RS, S&P or devpool):

- If Team cluster = "Channel Partners" ==> Market cluster = "Channel Partners"
- If Team cluster = another value ==> Market cluster depends on the End use

Please check the end use mapping on the setup part.

If a user asks you why a specific Market cluster is used, guide her/him to the **File tab** > "Library " tab (referential). If she/he needs more explanations, ask her/him to refer to the CRM Champion or Data Steward. Same comment for Team cluster.

Sold & Pending

- The record is edited = "Market cluster" is recalculated (use this method to force the calculation if needed).
- Team cluster change* (Account) = no impact on the "Market cluster".

- End use change* (End use object) = no impact on the "Market cluster"

*The records will be deleted during the night and replaced by new ones (with correct values). Business agreed to have the new "Market cluster" available within 24h.

Realized Sales & Devpool

- Team cluster change (Account) = "Market cluster" is recalculated (only refresh needed)
- End use change (End use object):
 - Realized sales: during the night, the "End use" field is updated (batch). "Market cluster" is recalculated at that moment (trigger).
 - Devpool = immediate change (trigger)

Security

The security part was reviewed as with the ECCO project, the organization changed to a regional focus:

- [iCare ECCO Public Group / Roles philosophy](#) (September 2020)
- [Review iCare role hierarchy](#) (September 2020)

SCME - To learn more

 Unable to locate Jira server for this macro. It may be due to Application Link configuration.

Initial logic:

 Unable to locate Jira server for this macro. It may be due to Application Link configuration.

New logic in October 2020:

 Unable to locate Jira server for this macro. It may be due to Application Link configuration.

Check the linked issues + search "Team cluster" to find all other Jira related to this field.

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End Use

[End Use Mapping](#)