

# EMEA - SFP \_ Supplier Financing Program

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**.

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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.

## 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**.

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## The CRM Roadmap

**The Roadmap** prolongs full implementation in the GBUs until 2017 to gradually integrate GBUs and new functionalities:

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## 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.

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**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 **window to SAP**

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## 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.

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### CRM first steps

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**With these 10 processes, CRM aims to accompany you in your customer journey!**

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