

# CRM - GBU Technology Solutions

## Introduction

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## SalesForce CRM Training materials

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### FAQ

- [Important Tips, Tricks and Guidelines](#)

### Detailed Training Material:

- [TS CRM Sales Scope End User Training](#)
- [TS Specific guidelines for creation of Account Plans](#)
- [TS Specific guidelines for creation of Opportunities](#)
  - [New \(Summer 2021\) Opportunity Management Process training](#)
- [TS CRM Services Scope End User Training](#)
- [TS Install and use of CRM on Mobile Device](#)
- [Salesforce CRM Lightning for Gmail + Google Calendar](#)
- [TS CRM Complaint Management \(CCIR\)](#)
  - [Short Complaint Management training documents: TS Quality Excellence - Training and Tools](#)
  - [Video Complaint Management Best practices](#)

### Other Important Links:

- Need **access to core CRM** - please submit your request through Digital Workplace: [Application Access Request](#) for **Core CRM**

## Who's who in GBU CRM Team

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CRM Champion / Data Steward: [Pam Accardi](#)

See full list of Process Owners and Key Users in Technology Solutions [HERE](#)

### Lead Management:

Our Marketing team in Technology Solutions assigns the Leads, that are entered in SalesForce CRM via the Syensqo.com website (webforms), to the correct commercial owner (New Business Development, Account Managers, etc).

Product Info Team ([aishwarya.lambat@syensqo.com](mailto:aishwarya.lambat@syensqo.com)) can help to assign leads to other GBU's if they don't belong to Technology Solutions.