

# Enabling Customer Centricity through Cloud CRM Salesforce Platform for Top German Manufacturer

CASE STUDY.

## CLIENT BACKGROUND

Our customer is a German chemicals manufacturing company and the world's biggest chemical producer. The customer has subsidiaries and joint ventures in over 80 countries and operates six integrated production sites and 390 other production sites in Europe, Asia, Australia, the Americas, and Africa.

## Business Challenges

The customer had divergent systems and scattered data across the systems, resulting in:

- Lack of a 360-degree view of the customer, resulting in broken customer journeys
- No self-service options and preference management
- Missing precision and proactive engagement; lack of intelligence in marketing automation
- Lack of marketing insights to maximize campaign effectiveness and drive marketing returns on investment (ROI); quality and quantity of lead generation

## SOLUTION

Cloud-based CRM (customer relationship management) has emerged as the platform of choice for a 360-degree view of customers and customer interactions. It is no longer the domain of sales alone; the entire organization must be customer-centric. Salesforce CRM drives digital transformation efforts because it can provide new technologies for existing data; it requires smarter calculations and a representative view of how the organization is working.

## Tech Mahindra Approach

Our approach was to ensure we provide our customer with:

- A complete 360-degree customer view
- Carefully curated and integrated customer journeys
- A global versus local template
- An omnichannel experience across touchpoints
- Precision and proactive engagement throughout the lifecycle
- Digitalization, automation across business units
- Innovation that results in campaign effectiveness
- Well key performance indicators (KPIs) and governance

## BUSINESS & COMMUNITY IMPACT

With Tech Mahindra onboard, the customer empowered its Marketing, Sales, and Service teams to deliver a superior customer experience by aligning with global best practices, automating customer engagement processes, and providing hyper-personalized insights to successfully grow.



Improved customer engagement resulting in higher customer satisfaction



Better visibility into the different stages of customer engagement



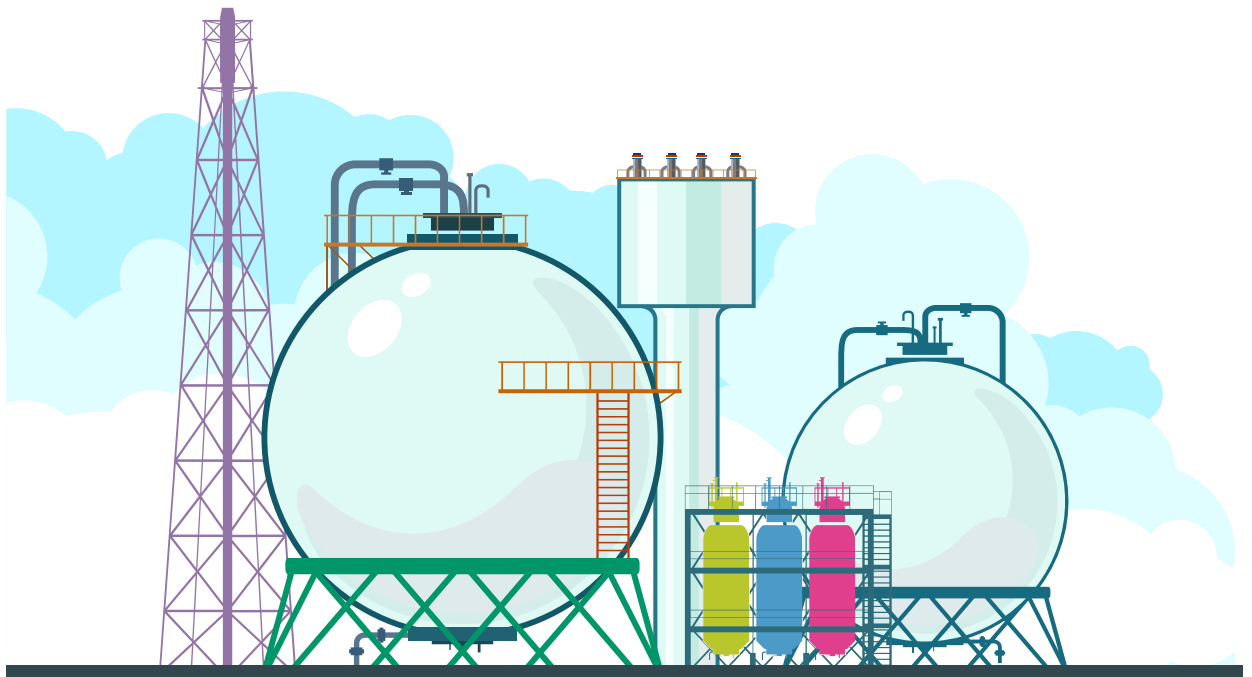
Tailored journeys resulting in faster deal closures



Marketing analytics driving key marketing decisions



Segmented and focused campaigns



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