

# LARGEST COAL PRODUCING COMPANY IN THE WORLD

Effective Organization Change  
Management for Successful  
ERP Implementation



## CLIENT PROFILE

India based coal mining company, engaged in production and sale of coal. They offer products, including Coking Coal, Semi Coking Coal, Non-Coking Coal, Washed and Beneficiated Coal, Middlings, Rejects, Coal Fines/ Coke Fines, and Tar/ Heavy Oil/ Light Oil/ Soft Pitch.

## CLIENT CHALLENGES

With Digital Transformation becoming the need of the hour, client embarked on an ambitious transformational journey to implement a single Enterprise Resource Planning (ERP) System across the organization and all its subsidiaries. The client wanted to get rid of silos of information maintained by each department and converge them into a common entity. They wanted to integrate different functional systems of various subsidiaries and streamline organization wide business processes. Client's first ERP implementation did not accomplish their original goals and had to be called off. Thus, it was essential to generate acceptance of the changes expected to be ushered in by the project for successful implementation of ERP.

## SOLUTION

We designed and deployed a Change Management approach around a series of change cycles. Managing change, communications strategy and training were three main pillars of our successful Organization Change Management (OCM) plan. We assisted the client to plan, lead and manage people-side of implementing strategic change. OCM enabled the workers to embrace the changes taking place within the organization. It helped individuals, teams and the entire organization to transition from the present state to desired future.

## BENEFITS



Increased  
Efficiency



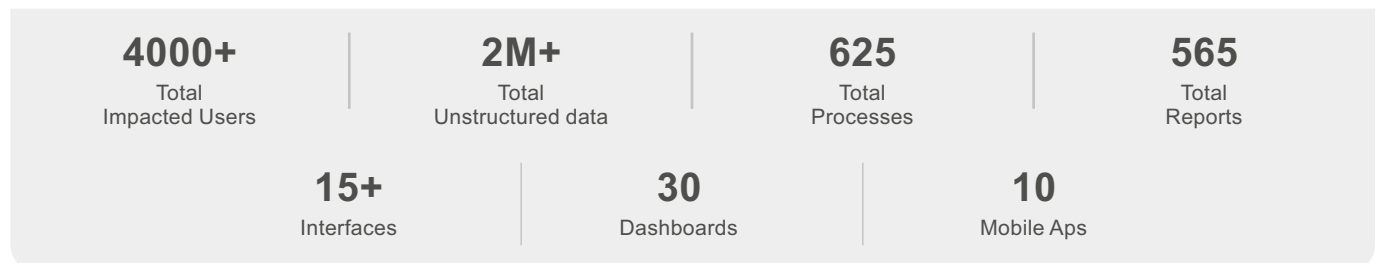
Improved Business  
Performance



Enhanced ERP  
System's Value

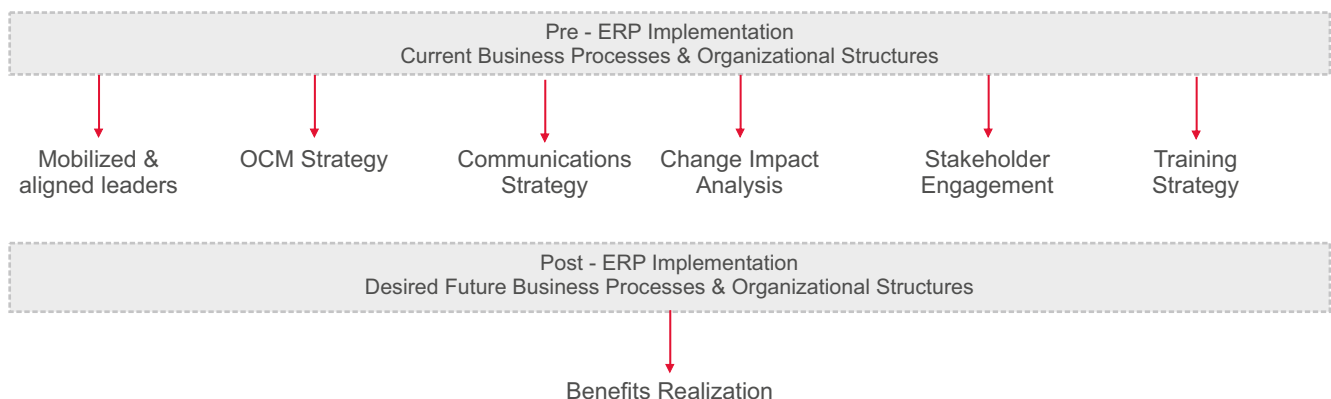
## BUSINESS SITUATION

ERP implementation results in significant changes to business, processes, work practices, organizational structures and roles. We guided the client by driving change management tactics that can be used to reduce the resistance. We designed a detailed change management strategy after a thorough culture assessment and stakeholder assessment. Top Management was engaged to drive awareness about the change. We conducted sessions to increase awareness and understanding of changes ahead. Project website was maintained and regularly updated with latest information. Periodic virtual sessions were conducted to keep morale and culture high, and monthly Q&A sessions were hosted to address all doubts. Thus, a robust change agent network got formulated to trigger effective communication and address all queries. We helped the client to smoothly transition from traditional way of business process to a new and different way.



## TECH MAHINDRA'S METHODOLOGY AND SOLUTION

With the help of our 'C4' methodology, a process oriented framework, we successfully executed change management program. 'C4' methodology ensured minimum disruption to business processes while changes were being implemented. C4 is an inclusive approach to change, based on a comprehensive cultural and various change assessments of the client organization.



**WHAT ARE YOUR CHALLENGES?  
LET'S WORK TOGETHER TO SOLVE THEM!**

To know more contact us: [befutureready@techmahindra.com](mailto:befutureready@techmahindra.com)

**BE. TECH MAHINDRA CONSULTING**