

Leading producer and supplier of industrial gases streamlines processes, cuts costs with Salesforce.com solution

Overview

*Country/ Region: France
Industry: Gas Manufacturing*

Customer Profile

Disparate business processes and systems across its European affiliates for the Industrial Merchants and Health Care divisions, and heavy manual dependence led to discrepancies in sales reporting and customer feedback.

The Solution

Infosys defined a unified CRM landscape by harmonizing the business processes and built a robust sales and service solution based on Salesforce.com. The solution was deployed in 8 European countries in 7 languages.

The Benefits

- *Leveraged a single CRM SaaS-based application to streamline processes across European business divisions*
- *Improved customer management and customer retention systems*
- *Provided an efficient Sales Management system*
- *Reduced IT operation and system maintenance costs*

Company is a leading producer and supplier of industrial gases to the global medical, chemical and electronic industries. Operating in more than 70 countries, it provides innovative solutions based on constantly enhanced technologies. Enabled by a strong research and development base, the company produces gases such as oxygen, nitrogen, hydrogen, carbon dioxide, argon, helium, etc.

The company was encumbered with incongruent business processes, hampering efficiency and agility. The Customer Relationship Management (CRM) systems across its European affiliates and Industrial Merchants and Health Care divisions were heavily dependent on error-prone manual data entry processes. The lack of automation increased the overhead spending on sales personnel.

The company wanted an agile and future-ready solution to meet their evolving business needs. It chose Salesforce.com as the enterprise-wide Software-as-a-Service (SaaS)-based CRM application owing to the scalability and flexibility it offered in customization. The company partnered with Infosys to design and automate its sales and service processes, build robust interfaces, and roll out the solution across multiple geographies in Europe. Leveraging its manufacturing domain expertise, Infosys built an enterprise-wide CRM application for Leads Management, Sales Management, Customer Data Management, and Claims Management at a low total cost of ownership (TCO).

The agile solution helped enhance collaboration, tracking and reporting across eight European countries in seven languages with over 1,500 business users even as its scalability helped support expanding business operations.

Situation

The lack of automation and the resulting heavy manual dependence on error-prone data entry processes, was affecting the performance of the company's Industrial Merchants and Health Care divisions. It was grappling with the following issues:

Incongruent Systems: The Industrial Merchants and Health Care divisions were facing huge discrepancies in sales reporting and customer support feedback owing to disparate business processes and systems across its European affiliates. The manual and inconsistent processes were due to:

- Use of localized systems in different languages and currencies for every affiliate according to the regional/local business requirements
- Lack of collaboration between the affiliates and the corporate hierarchy. The affiliates were functioning as standalone organizations and the company was unable to leverage synergies with the corporate organization. Moreover, sharing of information between the corporate and affiliates was on a manual basis, which was an error-prone, effort-intensive and time-consuming exercise.

Heavy manual dependency: A plethora of manual processes for data entry and lack of automation increased the overhead spending on sales personnel and also resulted in longer lead time for approvals.

Lack of consistent business processes and standards: Lack of standards, controls, compliance, and governance across the divisions resulted in delays in critical business decisions and resolution of issues. It also led to inaccurate/ cumbersome performance monitoring of sales personnel.

Infosys' Approach

Infosys mapped the company's business needs to build interfaces and automate the sales and service processes by leveraging out-of-the-box Salesforce.com functionalities to implement the following custom applications:

1. Leads Management
2. Sales Management
3. Customer Data Management
4. Claims Management

The program was designed around an implementation approach that consisted of three stages – Analyze, Design and Develop, and Deploy. The key activities across the four custom applications were as follows:

Solution	Leads Management	Sales Management	Customer Data Management	Claims Management
Analyze	Requirements gathered by brainstorming with multiple stakeholders	Requirements gathered across businessDomains	Analyzed the incumbent systems of existing European affiliates to map the business processes	Conducted an in-depth study to route the various levels of approvals and automations required
Design and Develop	Designed a simplified solution for tracking leads and launching campaigns with customer contacts	Developed tools to track opportunities, proposals and sales targets for sales personnel by enabling single-point reporting for the corporate hierarchy	Integrated data from ERP for financial information, stock balance, scanned contract documents, plant maintenance,etc., by sourcing through Application Program Interface-driven (API-driven) integration with ORACLE, SAP R/3 and SAP BW	Automated the customer claims/debit process with multiple levels of approval so that frequent alerts are sent to top management
Deploy	Deployed in Southern Europe initially and then extended to the whole of Europe	Rolled out to multiple affiliates as a single solution in a phased manner	Deployed in Southern Europe initially and then extended to the whole of Europe	Deployed in Iberia initially and then extended to the whole of Europe

Solution

Infosys first conducted an in-depth study to analyze the requirements across business functions. It then designed a simplified solution, developed the necessary tools and deployed them across the enterprise. Infosys built robust interfaces, customized Salesforce.com, and

rolled out the application across the company's European affiliates, helping meet the business objectives. Infosys designed, developed and implemented the solution to provide enhanced collaboration, tracking, reporting and agility, even as it ensured the scalability to support expanding business operations.

The **Leads Management tool** provided an automated mechanism to track campaign launches and enhance lead follow-up with an improved contacts response process. This included:

- Creating an alert mechanism to track high-value leads
- Providing an enhanced campaign builder to search for contacts matching the right campaign launch
- Using Salesforce.com to improve contacts' response for all targeted leads

The **Sales Management system** incorporated enhancements in the existing Salesforce.com automation management to focus on customers more effectively and efficiently by:

- Scoring values for all customers and thus empowering sales representatives to focus more on high-value customers
- Opportunity tracking from initiation to closure and workflow notification to the relevant sales representatives
- Defining sales targets for regional administrators for a particular year and tracking and reporting to the corporate office

The **Customer Data Management system** enabled a single point of view for various customer activities across systems by integrating:

- Data from ERP for financial information, stock balance, scanned contract documents, plant maintenance, etc., which are sourced through API-driven integration with ORACLE, SAP R/3 and SAP BW
- Salesforce.com with Business Intelligence for opportunity won/loss analysis through an API-driven interface built in embedded JAVA classes in an ORACLE database

The **Claims Management tool** helped customers register credit or debit requests and track them by:

- Automating calls for the call centre with the help of a local telecom provider
- Having a central front-office team get in touch with the customer and provide adequate information frequently

Business Benefits

Since Salesforce.com application allows easy customization, company was able to address all the unique requirements. Further, its multi-tenant architecture ensured security, reliability and elasticity. With the solution implemented by Infosys, the company's divisions are now more agile, and are enabled to continually align business processes with changing market realities. Moreover, the SaaS-based application was quickly deployed with a lower TCO, allowing a faster time to market without complex IT issues.

The salient business benefits provided:

- A single CRM tool to streamline processes across European business divisions with over 1,500 users across 8 countries and 7 languages
- Enhanced customer management and customer retention systems
- An efficient Sales Management system that allows sales representatives to capture leads offline while on field visits
- Lowered IT operation and system maintenance costs
- Reduced agent handling time in crisis situations



About Infosys

Infosys provides its clients with business and technology consulting services that deliver measurable business value to help you build tomorrow's enterprise. Through a well-integrated end-to-end range of consulting, technology, engineering and outsourcing, Infosys clients derive the business value they've always been requiring from enterprise transformations. Our extensive research teams, including the award-winning SET Labs, ensure Infosys solutions are always cutting-edge and relevant. Our high investment in training – over 10,000 graduates a year pass through our Mysore campus, the world's largest corporate university – ensures our people stay best-in-class. Infosys (NASDAQ:INFY) also believes in giving back to the communities with scholarships, libraries, schools, and many other fields through the Infosys Foundation.

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