Customer experience transformation initiative Thai petrochemical giant

A Thai Public SET-listed Petroleum and Petrochemical company.

Challenge



- No single view of all customers and transactions
- Needed a multi-industry and multi business solution
- Ability to cross sell and upsell across business units
- Remove manual process and set up best in class process
- Scattered data across multiple systems and single source of truth.

Solution



- Greenfield Implementation of SAP Sales, Service, Marketing integrated with SAP ECC back end.
- Unified sales, service and marketing processes for industries Petroleum, Petrochem, Port, Tank, Utilities, Land and real-estate, Fly ash
- Manage the end-to-end sales and service process and lifecycle for Domestic & **Export customers**

SAP Sales Cloud

Leads, Opportunities, Contracts, Quotes, Sales Orders, Activities, Sales forecasting and planning. Activities and Visits, website and marketing system integrated for leads

SAP Service Cloud

Service tickets for complaints, requests, return orders. sample requests, special requests, integrated with website channel for service tickets

SAP Marketing Cloud







Targeting











Upload Survey Marketing Analytics data for

Results



- Provide a 360 degree view of the customer and transactions
- Consolidate the data across multiple systems (SAP C4C, SAP ERP, SAP Marketing, SAP Success Factor and IRPC Portal)
- Generate Sales leads from marketing campaigns and events

- Manage automation across all processes
- 7 Industries on a single platform