

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

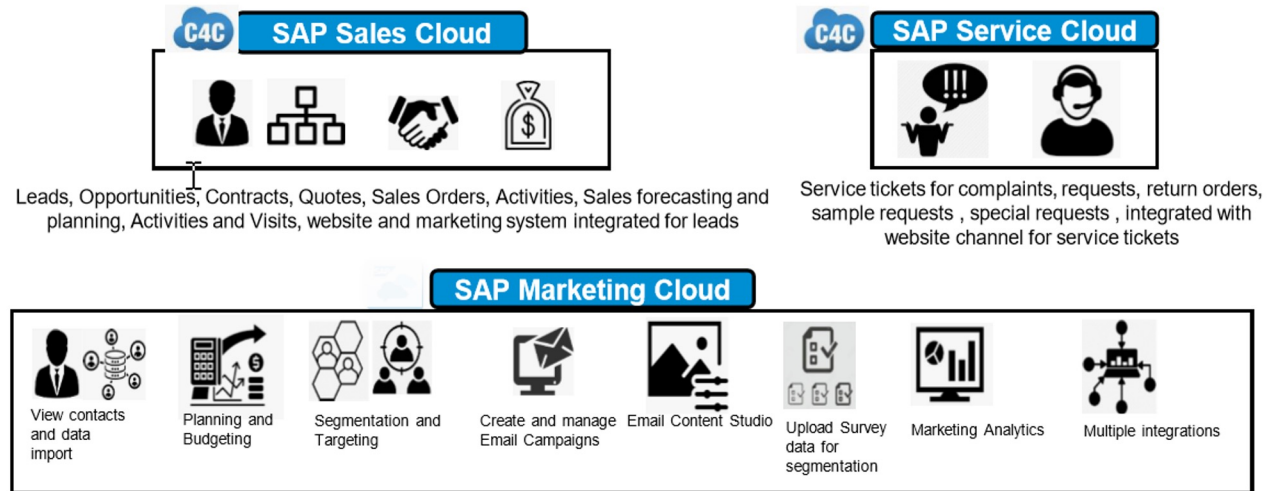


- Greenfield Implementation of SAP Sales, Service, Marketing integrated with SAP ECC back end.
- Unified sales, service and marketing processes for industries Petroleum, Petrochem, Port, Tank, Utilities , Land and real-estate, Fly ash
- Manage the end-to-end sales and service process and lifecycle for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

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