

Industry: Global
Specialty Chemicals

Country: United States



Client: Leader in Global Specialty Chemicals Industry.

Business Requirements:



Create a platform to track customer service activity which was previously done using fax, email, and phone



To provide a way to share order information with the supply chain to ensure timely delivery of raw materials



Check the feasibility of Salesforce and then deploy salesforce across the organization and serve over 2,000 users in sales and customer service organizations



Integrate the application with customer, vendor and materials data across 2,500 potential users companywide

Scope of Services:

1. Design Custom tabs and customized Web links to overcome inefficiencies in the sales process
2. Improved customer monitoring and handling capabilities.

Project Related Issues:

1. Futran Solutions provided solution to improve customer service and improve customer relationship
2. Futran Solutions successfully Improved service accessibility for customers

Results:

1. Improved mechanisms for capturing customer feedback
2. Improved service turn-around-times
3. Streamlined and automated workflows

Technology Environment:



Apex CRM