ACCENTURE CHEMICALS CUSTOMER SOLUTION

Today's chemical customers are beginning to look more and more like retail consumers when it comes to their expectations for digital interactions. Whether its touchless ordering, material searching and selection, or transparency in order status, customers' demands on chemical companies are evolving faster than many have been able to update their traditional systems and processes.

In recognition of this challenge, Accenture has worked with leading chemical companies to unlock the power of the Salesforce® Platform to deliver flexible and personalized customer experiences, and more importantly, convert digital interest into sales...no phone calls required.

The Accenture Chemicals Customer Solution is a highly flexible, modular application intended to shorten time to value. The preconfigured solution leverages the best-in-class Salesforce cloud platforms—including Service; Sales; Marketing; Community; Configure, Price, Quote (CPQ); Einstein Analytics (AI); and Business-to-Business (B2B) Commerce—with the intent of improving customer engagement, driving customer acquisition, increasing order size, lowering service costs and streamlining business processes. The solution's standardized integration API framework connects with a chemical company's back-end MuleSoft® or other middleware solution.

The solution helps chemical companies with the following use cases:

- **eCommerce:** Enables customer to search, browse and shop for products and samples. Includes login for a customer-specific product catalog and pricing.

- **Configurable Products and Quotes:** Allows customer to request a quote for a configurable product, review and approve a quote by providing signed paperwork (via DocuSign), and place an order automatically.

- **Lead and Opportunity Management:** Creates a lead if customer browses the commerce site or exits while products are still in their cart. The lead is routed to Salesforce Marketing Cloud® for automated follow-up and sent to the chemical company's internal sales team for action by a sales representative.

- **Service Tickets and Case Management:** Provides ability for customer to log and monitor service tickets.

- **Campaign Management:** Enables chemical company to drive visits and conversion with campaigns that utilize the commerce site, email, SMS, social media and retargeting.

- **Mobile Access/Artificial Intelligence-Driven Interface:** Supports customers on-the-go with a chatbot and increases average order size with suggested repeat orders and product recommendations.

Salesforce Automation
Sales Management
Customer & Product On-Boarding
Marketing Automation
Collaboration & Selling Stories

ACCENTURE CHEMICALS CUSTOMER SOLUTION

Contact Center
Configure Price Quote
Order & Service Requests
Partner Communities & Customer Self-Service
eCommerce
Merchandising

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in **Accenture Chemicals**

To learn more about Accenture Chemicals,
visit **www.accenture.com/chemicals**.

To learn more about Accenture's Salesforce solutions,
visit **www.accenture.com/salesforce**.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 492,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at **www.accenture.com**.

About Salesforce

Salesforce is the global leader in customer relationship management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, and artificial intelligence—to connect to their customers in a whole new way. The Salesforce Customer Success Platform includes industry-leading services spanning sales, service, marketing, commerce, communities, collaboration and industries, all on a single trusted cloud platform. Salesforce will power more than 2 trillion B2B and B2C transactions this year for more than 150,000 companies and millions of Trailblazers—the individuals and their organizations who are using Salesforce to drive innovation, grow their careers and transform their businesses. Salesforce is committed to a set of core values trust, customer success, innovation, and equality of every human being. The company is ranked #1 on Fortune's World's Best Workplaces list, and Forbes has ranked the company one of the world's most innovative companies for eight years in a row. For information, please visit **www.salesforce.com**.