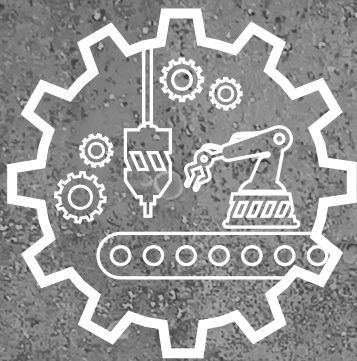


# CUSTOMER ENGAGEMENT PLATFORM FOR MANUFACTURING



## Helping Swiss Multinational Company gain Customer Insights and increase Sales

### Overview

The multinational corporation, headquartered in Switzerland, operates mainly in the robotics, power and automation technology industry segments. One of the largest engineering companies worldwide, it employs approximately 140,000 people in around 100 countries.

The company recently launched a new sales transformation program, part of its "Next Level Strategy", which aims to position the company as a global leader by focusing on profitable growth, execution (through a market-leading operating model, a linked strategy, performance management and compensation) and collaboration (the way the company collaborates internally, streamlining its market-focused organizations).

### Key Highlights



22,000+ users and 5 new Releases in less than 11 months



4 divisions and 27 Business Units across the globe



One global CRM system for 100+ countries



True Template approach without localizations

## Cloud-SaaS-CRM Implementation & Advisory Services

We are helping the client in their SaaS Transformation and support to “move his CRM business into the cloud” by advising the client to the future of cloud, providing the right architectural setup, and providing deepest and most distinctive “SaaS CRM” Consulting Services worldwide.

### End-to-End Solution

Accenture was selected to deliver an end-to-end customer relationship management (CRM) solution based on the salesforce platform. We provided system design, implementation, roll-out, change management and project management services, and deployed the solution in 100+ countries.

### Transformational Outcome

By providing deeper insights into its customers’ needs, the new solution will enable the client to deliver an improved customer experience and increase employee efficiency through improved sales pipeline management. With the program the client will be able to better identify and target its most profitable product and market segments. This will improve the client’s ability to make internal trade easier, more customer-centric, improve service delivery, avoid long customer response times, and ensure internal collaboration across all business units and divisions.



**This was one of the fastest and most efficient Salesforce Implementation worldwide.**

**“This is a very significant program for Accenture as we are supporting the client as the strategic partner for its ambitious sales transformation objectives, being part of its “Next Level Strategy”.**

Thomas Gudermuth, Industrial Equipment Senior Manager and Program Lead

### Why Accenture?

As one of the first global companies to establish a strategic alliance partnership with Salesforce, Accenture continues to grow and strengthen its position as a leading Salesforce partner. Accenture is driving Salesforce’s largest transformational projects with a track record of thousands of Salesforce implementations at more than 1,000 enterprise organizations. With more than 8,100 Salesforce skilled professionals, Accenture’s ongoing investment in building deep specialist skills and leading capabilities is unparalleled in the Salesforce ecosystem.

### Contact

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### About Salesforce Fullforce



The Certified Salesforce Fullforce Program is a new industry-focused initiative that enables salesforce.com partners to go to market with specialized solutions that drive customer transformation across a number of key industries. A key component of the Salesforce.com Cloud Alliance Program, the Fullforce initiative recognizes partners who achieve sales and delivery objectives with validated Salesforce implementation expertise and success in product categories or select industries. Accenture is a certified Fullforce solution partner for the Utilities industry.

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