

High performance. Delivered.

Schneider Electric: Salesforce.com CRM Solution

Client profile

Schneider Electric is a \$20 billion worldwide leader in energy management solutions with presence in 120 countries and more than 100,000 employees. The company bases its headquarters in Rueil-Malmaison, France and specializes in electrical energy transmission and automation.

Business challenge

A number of mergers and acquisitions, including a changing business model, forced Schneider Electric to experience fragmented business processes with a range of disparate systems in use around the world. To sustain its expansion plans, Schneider decided to align its business units on the same front-office processes and enhance collaboration across its business by deploying a single customer relationship management (CRM) solution worldwide.

The company launched a global initiative to enable a unified CRM experience, driving:

- Process efficiency
- Cross-selling and collaboration across sales and opportunity management.
- Marketing.
- Customer service.
- Quality management.



After investigating several tools, the company selected salesforce.com's® suite of cloud-based CRM applications as the platform due to its ability to deploy a unique CRM solution to over 26,000 end users worldwide. Using a cloud technology – such as salesforce.com – would allow the client to have a single, global body for its CRM. The salesforce.com suite included: Sales Cloud®, Service Cloud®, Salesforce Platform™ and Salesforce Chatter™.

How Accenture helped

Schneider asked Accenture to help with the implementation due to its capacity to deliver on time with speed and high quality, as well as its strong cost model and Global Delivery Network.

Schneider set an ambitious goal for Accenture in designing, implementing and deploying the Salesforce solution to more than 25,000 end-users in more than 100 countries within an 18-month timeline. Bringing to mind its differentiating skills in Industry, Management Consulting and System Integration and the Cloud Center of

Excellence in India, Accenture provided an industrialized approach to deploy the solution world-wide and also drive business value realization through adoption and change. This approach, which uses the rapid deployment toolkit, allowed for the deployment of several sequences of countries in eight to 12 weeks.

The Accenture team based the deployment strategy on maximizing value creation with the rapid deployment of a core light CRM solution, which provided six functionalities:

- Opportunity management.
- Sales force efficiency.
- Case management.
- Account management.
- Real time commercial business intelligence.
- Collaboration capabilities for front office teams.

To aid in this, the team created the capability to add plug-ins in order to insert additional processes and functionalities as required. This sophisticated capability would cater to the needs of the most complex organizations such as customer care center management, field services, issue-to-prevention, and partner relationship management.

This global core solution adopted Schneider's "go fast, go good enough" approach, starting with core opportunity management functionality in an initial release. After the initial release, the team added more advanced functionality and integration with back-office systems as well as incorporating feedback received from users on the deployed functionality.

In addition, Accenture drove the change management on several sequences of countries by delivering training documents, training sessions, change assets and network of excellence and business value realization toolkit.

High performance delivered

This has been the largest Salesforce implementation in Europe to date, enabling 26,000 users in more than 100 countries and involving five business processes (sales, marketing, customer care, issue-to-prevention and services). With Accenture delivering on time and within budget, the majority of the work was completed in a relatively quick timeframe (within 24 months) and has shown value in increasing cross-selling and accelerating solution selling for the client.

The Salesforce cloud-based solution gave Schneider a 360° view of customers and an unprecedented level of collaboration between its business teams. The results included:

- Six business processes deployed to more than 26,000 users in 100 countries within 18 months.
- An average adoption rate of five connections per week.
- An overall adoption rate of 70 percent.
- Training satisfaction at 95 percent.
- Quarterly and monthly releases delivered with more than 20 percent of cross-selling.

For Schneider employees and leadership, the program enriched customer knowledge stored, structured and shared across the company and enhanced day-to-day collaboration on key business data and standard business interactions and sales methodology. The program also simplified reporting to ease sales representatives' day-to-day activity as well as enhanced strategic and operational key business indicators (KBI).

"In partnership with Accenture and salesforce.com, we were able to deploy multiple business processes to 26,000 users in 100 countries in 18 months. This project has already demonstrated a valuable ROI by increasing cross-selling and account coverage by more than 20 percent each and generating an impressive 70 percent adoption rate," said Philippe Trichet, Senior Vice President Customer Experience and CRM at Schneider Electric.

Schneider Electric also signed an extension of Accenture's service until 2014 for Accenture to provide partner relationship management and field services that will accelerate its switch to digital, based on its front office deployment, making the solution available to more than 100,000 partners and 12,000 field engineers over the next two years.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 281,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

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