29 JUNE 2020

CUSTOMER DATA STANDARDS

Customers

Customer Data Standards
TC-CDS-Customers-1.1

Customers

Data owners:

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SMEs:

Stephen Frayle, Greg McCarthy, Stuart Thornley

Responsible:

Rental, Power Systems, Sales, Parts & Service reps

e.g. CSAMs, ISRs, TAMs

Not for: Credit controllers

Contents

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Document History

Document information

Current Version	1.1
Release Date	19 June 2020
Document Owner	Jessica Macfarlane

Document amendment history

Version	First Release	Sections(a) Amended	Summary of Amendment

Business Rules: Credit customers

Rule 1	The Business ERP (NAXT) must be the "One Source of Truth" for Customer information across the Business
Rule 2	Any Business application containing Customer information must be consistent with NAXT, primarily CRM (SalesLink)
Rule 3	Account numbers must be generated by NAXT and must be unique
Rule 4	Credit accounts must only be created by Credit team for transactional purposes
Rule 5	All account addition requests must be checked in NAXT for potential duplication before creation - NAXT must flag duplicates
Rule 6	Every Customer account must be set up with a primary Division and a primary Industry Code
Rule 7	There must only be 1 Customer account created in NAXT per Customer legal entity (NZBN) for all transactions
Rule 8	Customers operating at multiple sites can have multiple accounts but only 1 account per site with the following naming convention: "Registered legal name (Site name)" Example: Downer NZ Pty Ltd (Auckland)
Rule 9	Credit limits for each Customer account will be managed by Credit controllers
Rule 10	Only the Credit team must have access to administer Credit Limits for Customers in NAXT - "Credit Limit by Business Area"
Rule 11	Only nominated Marketing Gatekeepers and the Credit team must have access to perform any updates to Customer Master data
Rule 12	All requests to close Customer accounts must be validated and documented with written communication
Rule 13	All Customer accounts to be closed must be deactivated to prevent further transactions - Naming convention must not include "Do Not Use". It should

	include the current business practice of adding "XXX" to the customer name as a prefix.
Rule 14	When a Customer account is closed, any Equipment records must be transferred to the new Owner account or be made inactive. Only nominated CSC and Marketing Gatekeepers should update Equipment.
Rule 15	Customers transacting online (PCC) must have accounts created in NAXT
Rule 16	NAXT user access levels and system functionality must be in accordance with established Business rules
Rule 17	Data Owners are accountable for adherence to established Data standards and ongoing Data integrity
Rule 18	Nominated SMEs must ensure Business rules and Data standards developed are feasible across all impacted Business areas and work with Data Owners on change management
Rule 19	Retention of Customer records must be in accordance with local regulations
Rule 20	Any changes and exceptions to these rules must be approved by the Data Standards Owner

Customer Data Standards: Customers

Business Rules: Cash Customers

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Rule 1	The Business ERP (NAXT) must be the "One Source of Truth" for Customer information across the Business
Rule 2	Any Business application containing Customer information must be consistent with NAXT, primarily CRM (SalesLink)
Rule 3	Account numbers must be generated by NAXT and must be unique
Rule 4	Cash Sale accounts must be administered by the nominated cash sale Gatekeepers for transactional purposes
Rule 5	All account addition requests must be checked in NAXT for potential duplication before creation - NAXT must flag duplicates
Rule 6	The following steps must be taken before an account is created: 1. Search in NAXT (ERP) or SalesLink (CRM) if the Customer already exists 2. Ask "Have you purchased from us before?" If yes, utilise existing account. If no, move to step 3 below 3. Ask "Do you intend to purchase from us again?" If yes, encourage a Customer account to be created. If no, use the branch cash sale account
Rule 7	If a Customer account is created, the minimum requirements are Customer name, address, and contact details
Rule 8	Every Customer account must be set up with a primary Division and a primary Industry Code
Rule 9	There must only be 1 Customer account created in NAXT per Customer legal entity (NZBN) for all transactions – If there is already a trade account, a cash sale account must not be created
Rule 10	Customers operating at multiple sites can have multiple accounts but only 1 account per site with the following naming convention: "Registered legal name (Site name)" Example: Downer and Company Limited (Auckland)

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Rule 11	Nominated Marketing Gatekeepers and the Credit team must have access to perform any updates to Customer Master data
Rule 12	All requests to close Customer accounts must be validated and documented with written communication
Rule 13	All Customer accounts to be closed must be deactivated to prevent further transactions - Naming convention must not include "Do Not Use". Closed accounts must have prefix 'XXX' added to the customer name field.
Rule 14	When a Customer account is closed, any Equipment records must be transferred to the new Owner account or be made inactive
Rule 15	Customers transacting online (PCC) must have accounts created in NAXT
Rule 16	NAXT user access levels and system functionality must be in accordance with established Business rules
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Customer Data Standards: Customers

Navigation

GGNZ > Sales and Marketing > Common > Customers > All customers
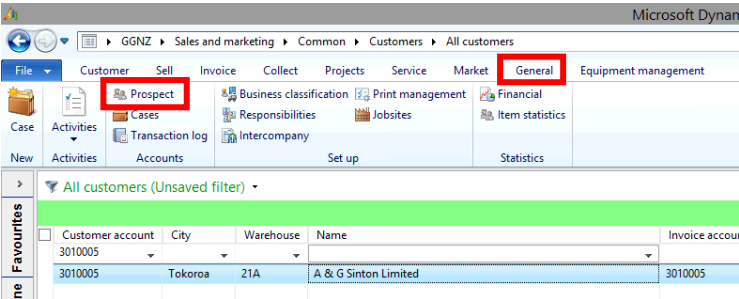
GGNZ > Sales and marketing > Common > Prospects > All prospects
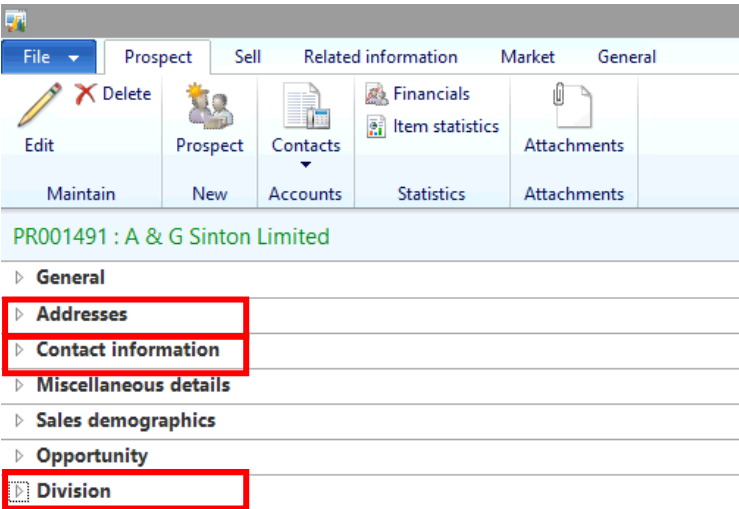
Customer Data Standards: Customers

Addresses > Purpose Delivery

Field	Mandatory	Data Standard
Name or description	Y	Registered Legal Name - must not include "Do Not Use"
Purpose	Y	Defaults to delivery. Credit should be in charge of Purpose "Business".
Country	Y	
Post Code	Y	Select from the dropdown. Credit Controllers to add new Postcodes along with associated fields
Street	Y	Must not be blank, not to be used for notes
City	Y	Populates automatically if Postcode is selected
State	Y	Populates automatically if Postcode is selected

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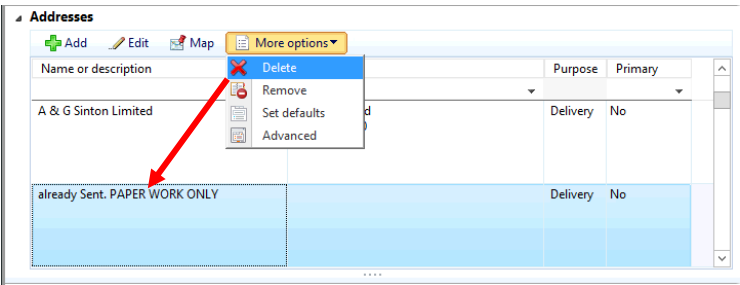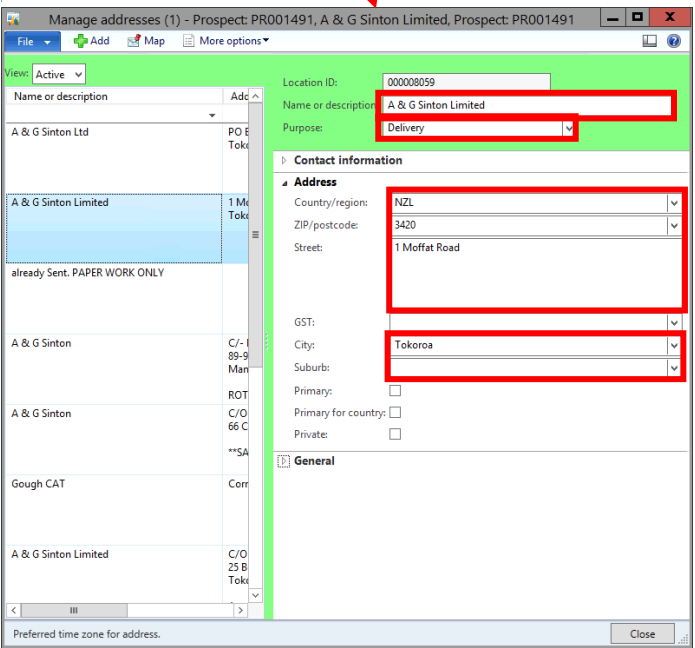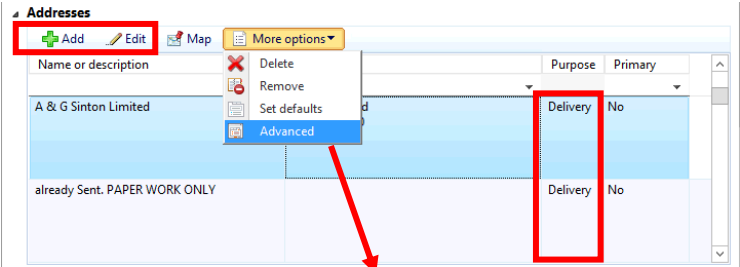
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Contact information

Field	Mandatory	Data Standard
Type	Y	Phone/E-mail address etc
Contact No	Y	Must select 1 Primary check box, New Zealand phone number format including area code - no spaces, no symbols, no notes e.g. 0271234567 or 039876543
Email Address	N	Must select 1 Primary check box
Primary check box	N	One primary contact type must be selected per customer account
Mobile check box	N	Required for every mobile number on account

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Division

Field	Mandatory	Data Standard
Division	Y	Select your division e.g. EPT, EEQ, EPS. Remove legacy or unused divisions e.g. TWL, EEN, ETR
Primary Division	N	Only one Division must be selected - Primary checkbox ticked. It's associated Industry code will represent the customer's main industry.
Industry Code	Y	Each division must have an associated industry code populated. E.g. select both SIC and CIC codes.
Primary Industry Code	N	More than one Industry Code may be populated; however, the Primary checkbox must be selected only once

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