



Project Fusion has caused a visible buzz and excitement across the organization for the past few months!

On March 25, 2013, a highly charged team of 55 people from 10 countries came together at the Marietta office to initiate the first phase termed "blueprint phase I". A two-month process, this phase focuses on the process standardization and basis for defining the ERP. Phase I lasted six weeks.

Overcoming challenges of acclimatizing into a new location, and different languages, the team completed the scheduled tasks on time and are ready to move to the next phase of the project from Mumbai.

Watch out for the monthly newsletter for Project Fusion updates.

Fronting the Birla Carbon Customer Experience

Salesforce.com (SFDC), Birla Carbon's Global CRM program goes live April 1, 2013!

One of the first global projects launched at Birla Carbon, this initiative was proposed and implemented within a period of eight months by a team of committed and passionate individuals keen to provide a superior experience to our customers. An initiative that was the result of a natural need identified during the commencement of our integration as *One Birla Carbon* – based on a mutual discussion between Jas Sandhu and Rahul Kohli. Historically both were driving a similar initiative for the erstwhile companies.

Some of the key challenges identified in the existing customer management process were:

1. Complexity in managing relationships with customers with operations in multiple countries with multiple touchpoints
2. Ability to effectively monitor and manage new business opportunities
3. Effective lead management
4. Lack of real-time updates and seamless availability of customer information for the engagement manager and the key stakeholders
5. Manual system of tracking and managing sales and marketing processes was challenging and limited the need for global standardization and harmonization
6. The existing product sample request management process was outdated and ineffective

Salesforce.com is a CRM solution that supports the standardization of the CRM process through intelligent automation.

At Birla Carbon, Salesforce.com is focused on the following four areas of the Customer Management process

- ❖ New Business Opportunities
- ❖ Lead Management
- ❖ Global Customer Engagement and Management
- ❖ Complaint Management

An automated Customer Relationship Management system would aid in improved understanding and effective management of our global customer accounts. Furthermore, it was an opportunity to strengthen our position as the leading global Carbon Black company.

With the leadership team on board for a new system, Jas Sandhu and Rahul Kohli were project sponsors for this initiative. Robert Means was given charge of the implementation of the initiative. A core project team comprising Mark Bass, Jose Dreux, Sandeep Arora, and Sven Zimmermann, supported by key internal IT resources, Morgan Bailey and Amit Sahu (who were responsible for coordination with other resources within the Birla Carbon IT organization), and external consultants kicked off the process with a three-week initiation meeting in Mumbai, India in August, 2012. What followed was a steady and streamlined rollout by adopting a multi-regional pilot phase which included a series of discussions outlining the project blueprint,

"SFDC is a very interesting tool, supporting customers' data collection, information sharing and several other activities. While we are not totally familiar currently with all its functionalities due to its broad application, the continuous usage of SFDC is going to drive the organization for a better position through resources optimization."

Jose Dreux
SFDC User, Brazil

"We sensed excitement but at the same time apprehension in moving from a familiar process to a new system. But it was very encouraging to see every member put aside their regional perspectives, and cultural differences to strive to deliver a system – keeping in mind the larger organization requirements."

Robert Means