

Customer Experience Management
Diploma in DS/IT
October 2024 Semester

ASSIGNMENT 1
(Individual)

Submission Deadline
End of Week 9,
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Tutor :	Ms. Christine Wong
Tutorial Group :	P02/DS-01
Student Name:	Tan Jun Yu Xavier
Student Number:	S10255651D
Video Link:	TanJunYuZavier_CXM_Asg1_Presentation

Penalty for late submission:

- 10% of the marks will be deducted for everyday (inclusive of Saturdays, Sundays, and Public Holidays) after the deadline.
- **NO** submission will be accepted after **25 December 2024 @ 2359hr**

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1. Introduction

1.1. Background of 3M



3M, originally known as the Minnesota Mining and Manufacturing Company, evolved from a small humble mining venture into a global powerhouse leader in innovation and manufacturing with their products improving the daily lives of people around the world. Below are some highlights that shapes 3M's rich history:

1902 – Humble Beginnings

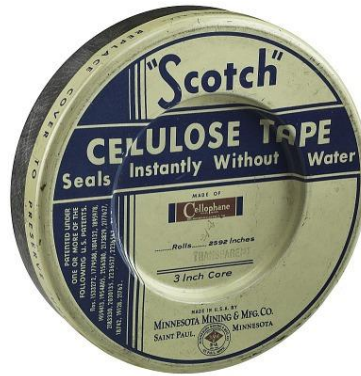
Founded by Dr. J. Danley Budd, Henry S. Bryan, William A. McGonagle, John Dwan, and Hermon W. Cable in Two Harbors, Minnesota, it began as a mining venture. Initial mining efforts failed to produce corundum which is essential for making sandpaper and sales were weak.

1925 – Invention of Masking Tape

A 3M lab assistant named Richard Drew, while testing abrasive samples at a body shop, noted that painters were having trouble masking car parts. He got an idea that led to the innovation of masking Tape. Leading to the creation of the Scotch® brand and diversifying 3M's product line.

1930 – Launch of Scotch® Cellophane Tape

At that time, Cellophane was popular, but there was no attractive way to seal the clear material. Richard Drew saw another customer need and introduced Scotch® Cellophane Tape, practical uses were discovered such as during the Great Depression, people used the product to mend torn book pages and documents.



1972 – 3M N95 Respirator

Being introduced as the first U.S. federal government-approved disposable filtering face-piece respirator for dusts. It was jointly approved by the U.S. Bureau of Mines and the U.S. National Institute for Occupational Safety and health (NIOSH). Making it a breakthrough for the industry, providing as it did a lightweight product that was single-use and able to filter particulates.



1980 – Introduction of Post-it® Notes

3M introduced Post-it® Notes, creating a whole new category in the marketplace, changing people's communication and organization behavior forever, while becoming 3M's most iconic offerings.

1.2. Product Category

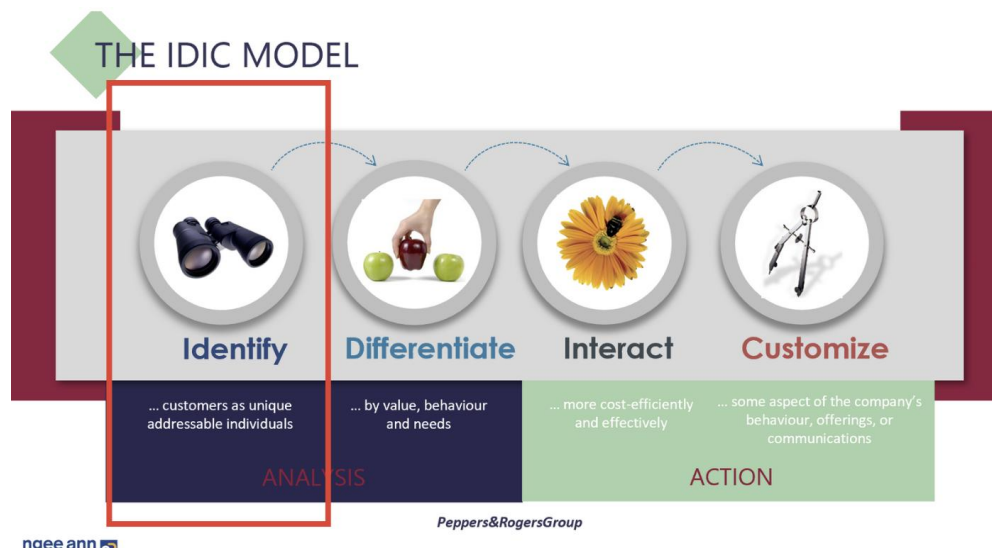
Among the wide diversified portfolio on the products that 3M offers, I have chosen to focus more on the **Stationery Category**, specifically the Post-it notes that were introduced and represent one of the company's most iconic innovations used by many.



Designed to help individuals and businesses to remain organized and communicate their thoughts effectively, these Post-it notes quickly became a staple in places such as offices, schools, and homes worldwide. A simple yet revolutionary design that is shaped as a small square of coloured paper with a low-tack adhesive strip. Their significance of it lies in their versatility and universal appeal. From students using it to jot down notes or reminders to corporate teams brainstorming ideas during meetings or sprints like Agile Scrum, the product caters to a diverse range of users. Its convenience, reusability, and ability to adhere without leaving residue address common frustrations like leaving stains on the surfaces after taking it down.

2. Identifying Customers

The **identify** phases in the IDIC model is critical for 3M to deliver tailored solutions, improve customer experiences, and drive loyalty. By understanding **who the customers are** and **what they value**, companies can align their offerings to meet diverse expectations and build stronger connections, ultimately enhancing customer satisfaction and retention.



2.1. What does identity mean to 3M?

2.1.1. Understanding “Who the Customer Is”

For 3M to understand who the customer is, they will need to go beyond demographics, but by focusing on their behaviours, preferences, and values. In the context of Post-it notes, 3M would recognize that its customer base includes diverse groups, such as students, professionals, and artists, each with their unique goals.

- **For example**, a student may use the Post-it notes for **exam preparation and revision**, leveraging their portability and ease of organization.



While an artist, might use them for **creativity projects** due to the many colours available for easier visualisation.



Each group interacts with the product in distinctive ways, reflecting their unique use of the product.

Therefore, it is more than just 3M categorizing customers, it is by knowing the “who” the customer is, it involves understanding their specific motivations and challenges, such as the need for convenience in notetaking, collaboration in offices, or inspiration for creativity.

2.1.2. Recognizing “What the Customer Values”

Customer identity to 3M also means being able to recognize what customers value most in their products, whether it is the products functionality, creativity, or emotional connection.

- **For example**, professional's priorities efficiency and reliability as time is of the essence, when ideas pop, quickly recording it down is crucial. This is where the Post-it notes deliver through with its compact, easy repositioning and residue-free adhesive. Another example would be creatives preferring the use of multi-coloured Post-it notes for visual brainstorming or mood boards.



By understanding these values, it is then able to resonate with its customers. Helping the company to design product variations that meet functional and emotional needs, such as larger Post-it pads if more space is required while retaining its essence.

2.2. How does 3M identify its customers accurately?

2.2.1. Leveraging Customer Relationship Management (CRM) Tools

Just like many big MMC companies like Coca-Cola, Amazon and Tesco, 3M utilizes CRM system to understand and identify customer needs and behaviours.

- **According to an article** from Salesforce, 3M has been invested in the Salesforce platform for over 6 years. By integrating the sales and marketing team through Salesforce, 3M was able to gain valuable insights into their customer base preferences and behaviours.

Innovative technology creates efficiencies across the sales process

We cannot successfully deliver solutions for our customers without supporting our business operations with integrated sales and marketing technology. 3M invested in the Salesforce platform over six years ago, which took the entire organisation on a [CRM journey](#). Every year we continue to build, and that [core platform](#) has allowed us to create more digital and integrated marketing campaigns to reach our key customer segments, and provide data insights to further understand our customers. That's where we see efficiencies. Using Salesforce we're integrating not only our sales and marketing teams, but also our operations, partners and distributors as well. Infact, we dive into more detail on how to streamline your sales processes in the [21 Pro Tips for Sales Leaders e-book](#).

Increasingly we are engaging with customers and prospects through digital, via social media including LinkedIn [Sales Navigator](#) and online events, nurturing them through their buying journey with relevant and targeted content. Customers often research before speaking to our sales team, so we need to understand where and how our customer consumes content and what is relevant to support their buying decisions.

It is this convergence of technology and sales that allows us to be more innovative in our work with our customers and partners. Salesforce supported by robust business processes and analytics allows us to generate insights that deliver value for our partners and customers.

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The Future of Work, According to Accenture and Deloitte

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This integration help enable the company to create more digital and targeted marketing campaigns, reaching key customer segments with relevant content and refine its strategies for engagement and product innovation.

2.2.2. Conducting Surveys & Market Research

3M identifies its customers accurately by conducting surveys and market research to understand their evolving needs and preferences.

- **Based on article** from SmartBrief on “How 3M is integrating the voice of the customer into everything it does”, using the voice of the customer allowed the team to pull “customer keywords” and collaborate with the marketing team to insert them into messaging. Resulting in a double-digit lift in sales without changing anything else. This shows that online customers’ feedback is mostly accurate and can determine a product success or failure.

3M doesn't look at social media as a new thing. For 100 years, the company has been working with customers to collaborate and create products. Social only offers the company more tools with which to do it.

But that doesn't mean 3M isn't aggressively exploring ways to use these tools to integrate the customer voice even more into the business. At [SocialMedia.org's BlogWell](#) conference, 3M's [Greg Gerik](#) explained how the company is doing it and some of the fantastic results it is seeing.

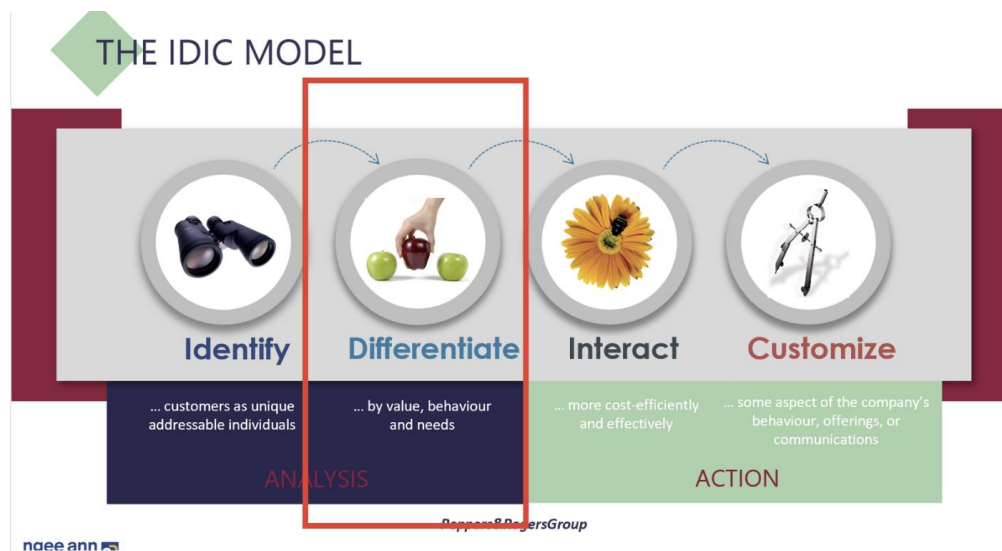
A few of his key take-aways:

- **Online customer panels are accurate.** Gerik and his team have found that their “virtual” customer panels — where customers share feedback on product features and design — accurately indicate product success or failure. Feedback trends offered by these panels match larger, broader, real-world customer opinions. It doesn't mean 3M has eliminated other customer-feedback-gathering techniques; it only means the company has another reliable tool to use.
- **Use the voice of the customer — literally.** Gerik and his team listen to the way customers describe 3M's products — which, as with most companies, tends to be different from how the marketing and public relations teams describe them. From their listening, Gerik and his team are able pull “customer keywords” and collaborate with the marketing folks to insert them into messaging. The result? A double-digit lift in sales without changing anything else.
- **Involve customers early.** By getting customers involved early in a product life cycle, the team is able to fail much faster — which is a good thing, Gerik said. Through this process, 3M is able to save money it otherwise would be spending on a product customers don't want or need.

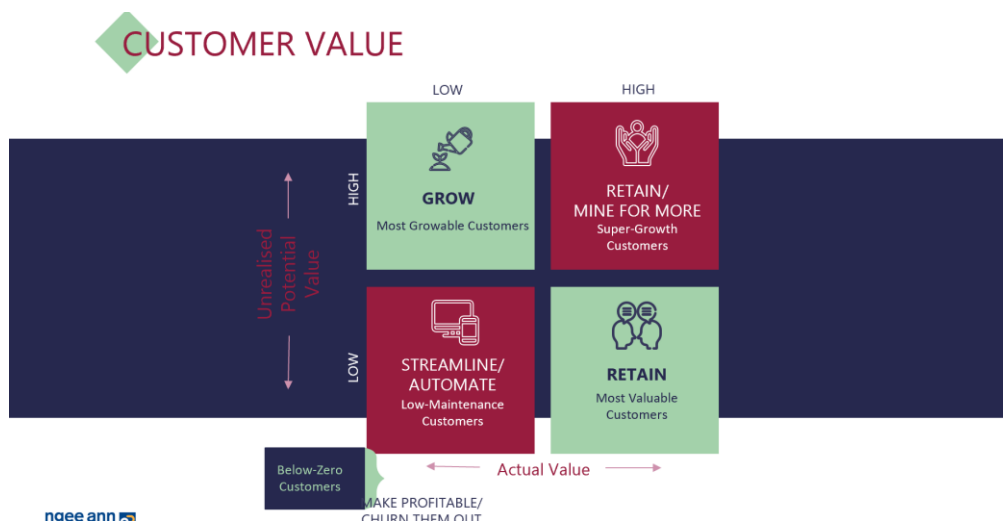
By involving customers early, 3M is not only able to fail much faster but save money it otherwise would be spending on a product customers don't value or need. Hence, surveys and market research techniques are widely adopted by companies like Starbucks and Apple, and this can help ensure 3M stays closely connected to its customers, identifying their needs accurately and reviewing their feedback critically and make better informed decisions about product development towards targeted customer segments.

3. Differentiating Customers

The **Differentiate** phase in the IDIC model involves differentiating customers which enables companies like 3M to identify its most valuable clients, growable opportunities, and those requiring streamlined services to ensure efficiency, enhance customer satisfaction, and maximize profitability.



3.1. Differentiating Customers by Value Across Different Categories



3.1.1. Most Valuable Customers (MVC)

Most Valuable Customers (MVC) are the highest revenue contributors, providing significant actual value to 3M and requiring focused retention efforts. MVCs can include large corporate clients, government entities, educational and healthcare institutions, that are purchasing a wide range of 3M products in bulk.

- **For example**, a healthcare institution might regularly procure 3M's medical supplies, personal protective equipment, and adhesives for its operations.

This customer segment is critical in maintaining steady revenue streams and often has long-term contracts with 3M. By providing personalized services, such as tailored supply chain solutions or providing loyalty programs like "Dare to Dream" which offers rewards for purchasing 3M products. 3M can strengthen their relations with these high-value customers and ensure their loyalty.

3.1.2. Most Growable Customers (MGC)

Most Growable Customers (MGC) represent those with lower actual value but with high unrealized potential, making them prime candidates for growth-focused strategies. MGCs can include small businesses, growing industries, and niche markets that currently use a limited selection of 3M products but could benefit from exploring additional offerings.

- **For example**, a small manufacturing business using 3M abrasives might also adopt its advanced adhesive solutions like structural adhesives, thermally conductive adhesives, specialty adhesives and many more depending on their needs with its benefits explained and how it can help them.

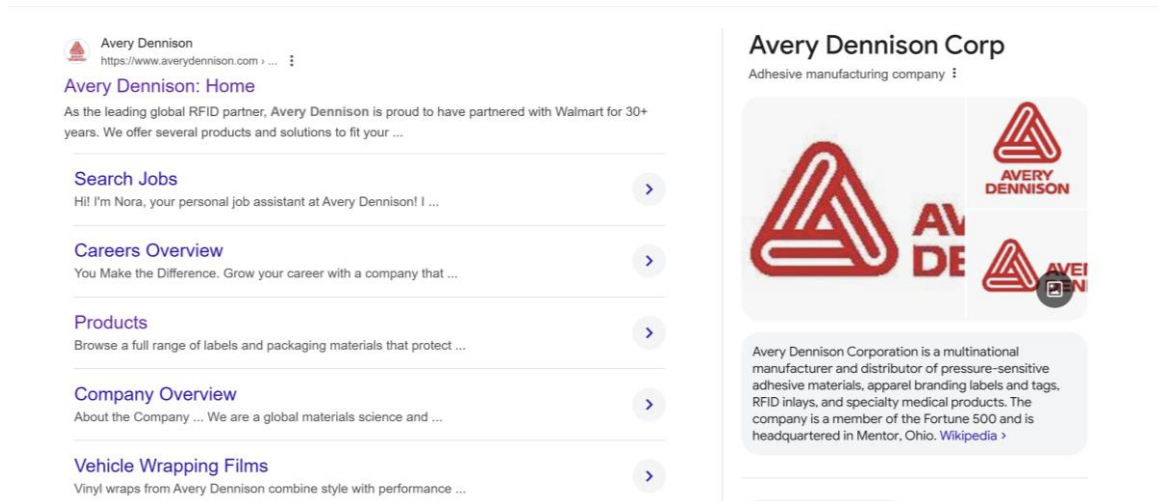
These customers may not currently generate high revenue but can grow with strategic efforts. Efforts such as providing product trials, cross-selling opportunities and enticing loyalty program benefits can encourage these customers to expand their use of 3M's diverse portfolio.

3.1.3. Low Maintenance Customers

Low Maintenance Customers require minimal effort to serve, providing consistent revenue at a low cost. This group can include individual consumers and small-scale buyers who purchase basic 3M products, such as everyday adhesives or office supplies, through retail

channels. They typically do not require additional support beyond the products' availability and ease of access to it.

- **For example**, a small home-based business may regularly purchase 3M Command Strips or Post-it Notes through online platforms like Amazon or retail stores like Walmart. These customers rely on the availability of these products without needing direct interaction with 3M's. Similarly, competitors like **Avery Dennison**, where their products can be found at most major retailers, such as Walmart, Target, and Staples.



By automating services, such as ensuring that these basic products are readily available at their local retail stores or through online channels that ship their address, 3M can continue serving this segment without dedicating significant resources.

3.1.4. Super-Growth Customers

Super-Growth Customers represents high actual value with significant unrealized potential, requiring greater efforts to retain and mine for more opportunities. This customer segment can include customers that are in rapidly growing markets, such as technology startups or global enterprises, that already are relying on 3M's solutions but could expand their engagement.

- **For example**, a technology company may be using 3M Optically Clear Adhesives (OCAs) but could adopt its advanced thermal management solutions as it scales. Similarly, 3M products can also be applied to different industries like the automotive sector, where (EV) manufacturers could use 3M's adhesives and safety solutions, such as thermal barriers.



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Electric Vehicle Market Finds Key Benefits with 3M™ Tape Products

Posted October 4th, 2021 by candotape & filed under [Adhesive Tapes](#), [Adhesives in Automotive](#)

Growth in the Electric Vehicle Market

Driven by advancements in technology and decreasing production costs, the electric vehicle market has grown significantly. This market is expected to continue to grow, especially if the [proposed infrastructure bill](#) passes, as it includes significant investments in the electric vehicle industry, including EV manufacturers and electric battery manufacturers.



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By offering customized and personalized solutions for their needs, 3M can deepen relationships and capture a larger share of these customers' expanding needs or collaborate with other sectors.

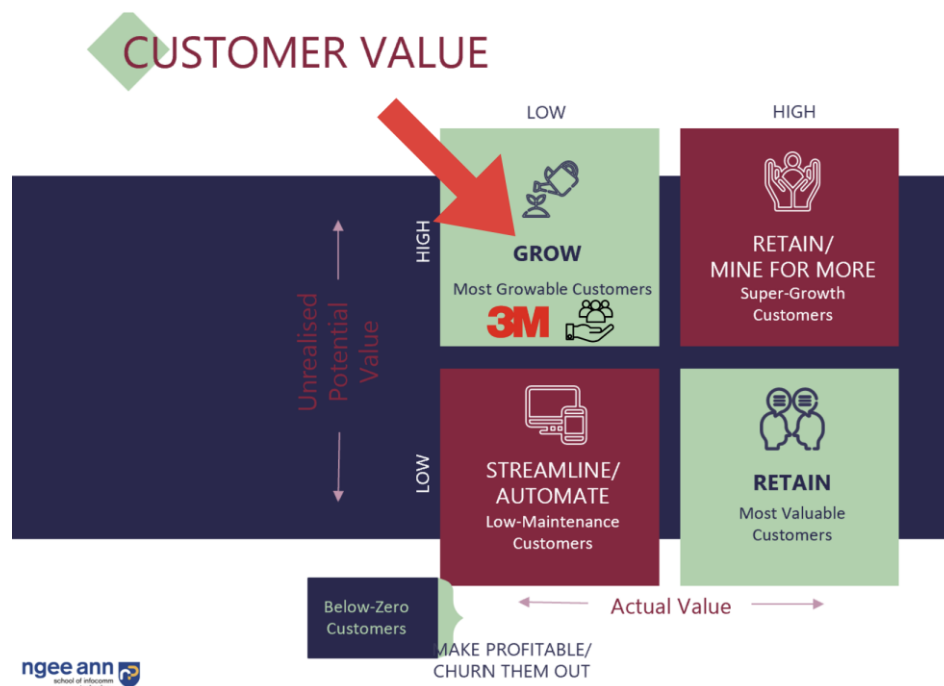
3.1.5. Below-Zero Customers

Below-Zero Customers cost more to serve than the value they bring in, often due to high service demands or low profitability.

- **For example**, customers with frequent complaints, high return rates, or low-volume purchases across niche products can drain 3M's resources without significant returns.

While 3M aims to retain as many customers as possible, sometimes it is unable to satisfy everyone's demand and need and must evaluate the feasibility of serving Below-Zero Customers. Strategies could include offering lower-touch services or streamlining product offerings.

3.2. Selecting a Customer Group & Crafting a Strategy



Based on the customer value matrix, 3M customer group best fit in the “**Grow**” quadrant where it consists of the most growable customers and where their potential can be unlocked by implementing targeted strategies designed to increase their engagement and purchasing behaviour across its diverse product portfolio.

MGCs include customers or businesses that may be currently using a limited range of 3M’s offerings but have the potential to grow with exposure to other solutions.

- **For example**, small businesses that primarily purchase 3M’s office supplies like Post-it notes may also benefit from others like personal protective equipment like the N-95 that was used during the Covid-19 period in offices to reduce transmission.

Research indicates that tailored marketing and customer education campaigns like workshop booths can successfully drive increased awareness and adoption of products and services. To grow this potential customer segment, here are 3 ways the company can follow.

1. **Cross-Selling Opportunities:** Since 3M already uses CRM tools like Salesforce, it can identify patterns in purchasing behaviour and recommend complementary products. Like 3M, companies such as **Avery Dennison** use CRM systems to analyse purchasing trends and suggest related items, such as sustainable labels alongside basic stationery. However, 3M’s approach could differentiate itself by

leveraging Salesforce to provide tailored recommendations or by offering samples of Post-it Notes in different colours and shapes to encourage broader adoption and engagement.

2. **Customer Education and Awareness:** 3M could develop interactive campaigns, such as webinars or live demonstrations, to educate MGCs on the breadth of its offerings and how they address specific challenges across industries like healthcare, construction, and manufacturing. Similarly, **Faber Castell** have workshops that showcases their products through practical applications. These initiatives would position 3M as a valuable partner while showcasing the versatility of its solutions.



Soft Pastel Art Workshop By Faber-Castell

Sun 9 Jun 2024, 3.30pm
Location: Marina Foyer Atrium
Duration: 1 - 1.5 hour

Pre-register at \$35 per child at the Customer Service Counter (suitable for 5 - 12 years old)

Embark on a delightful adventure into the whimsical world of 'Beary Love' at Faber-Castell Soft Pastel Workshop! Guided by renowned Pastel Nagomi Art instructor Zu Wee, participants will learn to craft an endearing bear character artwork, using soft pastels and their fingers. Each participant will also be provided with 1 set of Faber-Castell Soft pastel art starter kit worth \$36.70, and a 15" x 15" photo frame, worth a total of \$57 which can be brought home after the session.



3. **Feedback-Driven Personalization:** 3M can maximize the use of surveys and customer feedback to uncover untapped needs and tailor new solutions. For instance, competitors like **Staples** have responded to growing demand for sustainability by introducing eco-friendly product lines. 3M could similarly expand its environmentally friendly offerings, such as biodegradable Post-it Notes, to resonate with eco-conscious customers in the MGC segment.

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Explore all our planet passionate solutions.

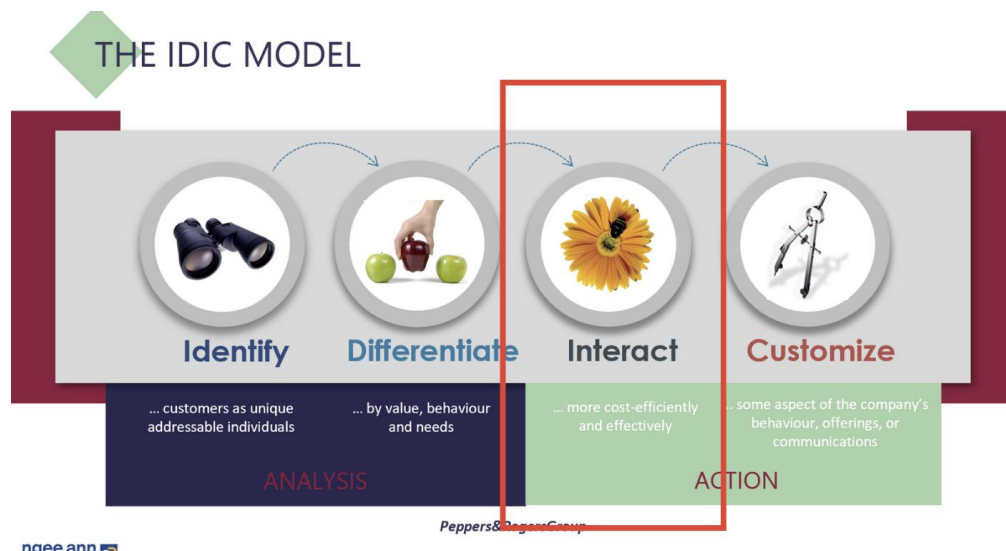


Therefore, targeting MGCs with a broad approach allows 3M to optimize its resources and engage more deeply with customers across industries, hopefully transforming them into long-term, high-value clients.

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4. Interacting with Customers

The **Interact** phase in the IDIC model emphasizes engaging with customers in a way that is both **cost-efficient and effective**, ensuring meaningful exchanges that build trust, strengthen relationships, and provide opportunities to gather valuable insights about customer preferences and expectations.



4.1. Methods Adopted to Build Customer Relationships across Social Media

3M has effectively utilized various strategies across social media platforms to build and strengthen customer relationships. Below are some ways they are doing it.

4.1.1. Educational Content Sharing

3M regularly shares engaging and informative content on platforms like YouTube, where they share educational videos like tutorials on how to use their products effectively. This not only helps engage customers, but it also maximizes the value of 3M's offerings and positions it as a thought leader in various industries.

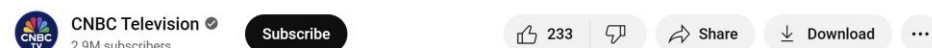
- **For example**, on YouTube, 3M releases videos such as "When to Replace or Change a Respirator, Cartridge, or Filter," offering valuable insights on maintaining and using safety products. Additionally, 3M partners with other platforms like CNBC Television to educate a wider audience on critical topics like how to properly wear an N95 respirator amid the COVID-19 pandemic.



When to Replace or Change a Respirator, Cartridge, or Filter



The right way to wear a N95 respirator amid coronavirus fears, according to the company that makes it



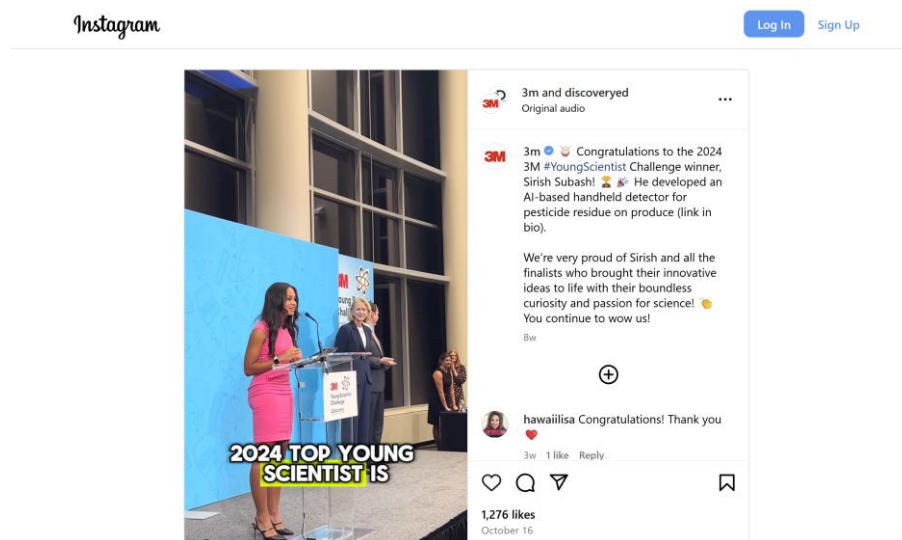
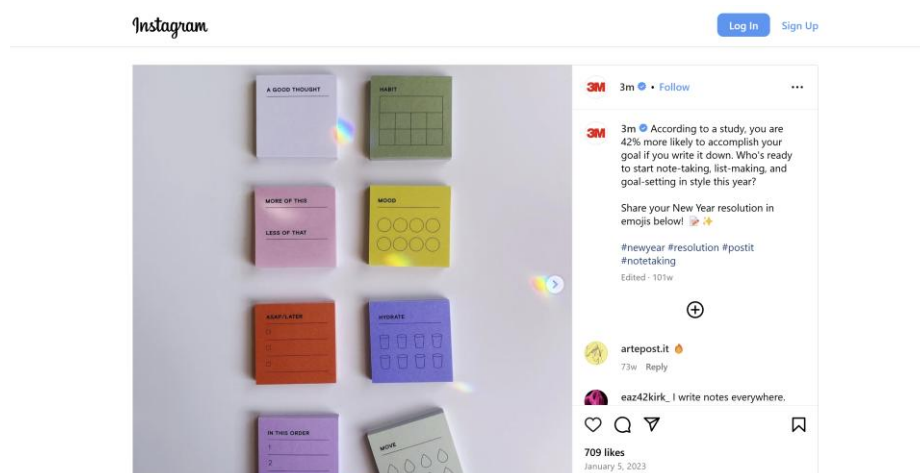
These initiatives in the social outreach to the wider range of users help spread 3M presence further while strengthening trust and loyalty by addressing customer needs proactively, while also improving product adoption.

4.1.2. Active Engagement on Social Media

3M uses social media tools like Instagram, Twitter(X) and LinkedIn to engage and respond to comments, answering queries, and sharing successful events of users. This two-way

interaction helps foster community building and demonstrates 3M's commitment to listening to its customers.

- **For example**, on Instagram, 3M frequently posts about the benefits of using Post-it Notes, like a caption that encourages users to achieve their goals through notetaking and goal setting: "According to a study, you are 42% more likely to accomplish your goal if you write it down. Who's ready to start note-taking, list-making, and goal setting in style this year?" Another example includes a video showcasing Sirish Subash, a winner of the 2024 3M Young Scientist Challenge, which celebrates the accomplishments of the next generation of innovators.

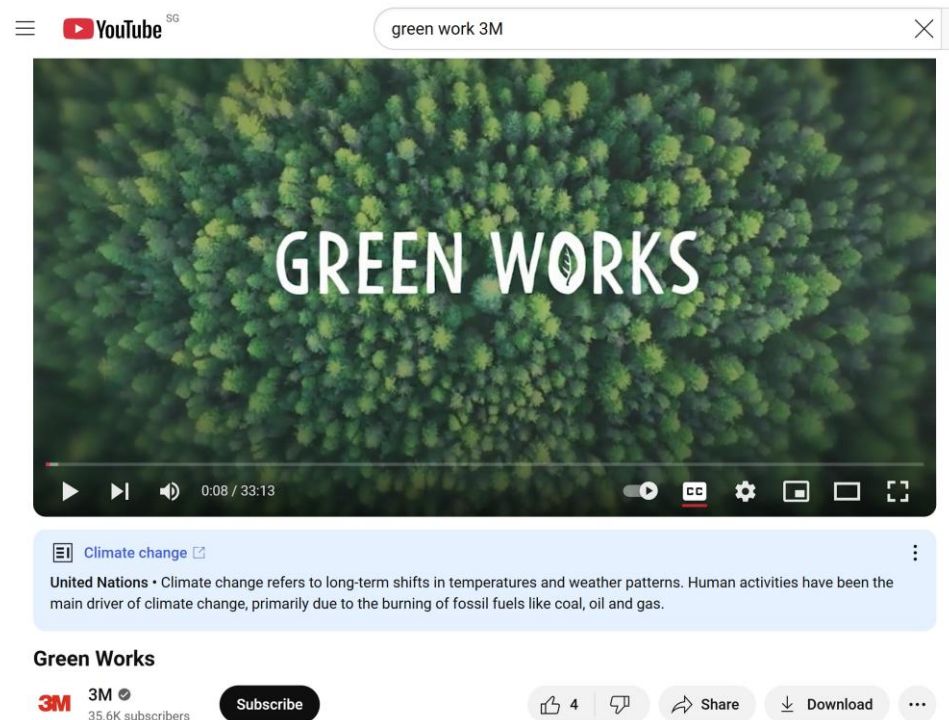


These interactions help sustain active engagement by demonstrating how 3M products contribute to success in personal and professional endeavours. Sharing success stories and showing how customers benefit from using 3M, the company humanizes its brand, fostering a deeper relationship and encouraging customers to view 3M as a trusted partner.

4.1.3. Highlighting Corporate Social Responsibility (CSR)

3M uses its social platforms to share its efforts in sustainability and community service. This aligns the company with socially conscious values, resonating with a growing segment of environmentally aware customers.

- **For example**, the “Green Works” docuseries, shared on 3M’s social channels, highlights individuals working in green jobs that tackle pressing climate challenges, emphasizing 3M’s commitment to sustainability and environmental impact.



Therefore, 3M enhances its reputation as a responsible corporate citizen and attracts customers who value companies with a strong commitment to societal and environmental goals. This can help strengthen emotional relations with customers, leading to increased loyalty and positive brand perception of 3M.

4.2. Bottom-Line Benefits

With the methods carried out by 3M to engage with customers, here are some benefits the company would reap from these efforts.

4.2.1. Strengthened Customer Loyalty and Retention

3M's active engagement on across social media platforms helps strengthen customer loyalty by creating meaningful two-way interactions. Customers feel valued when 3M responds promptly to their inquiries, highlights their successes, and acknowledges their creativity.

- **For example**, 3M shares user-generated content, such as innovative uses for Post-it Notes or real-world success stories of customers who benefit from their products. Celebrating achievements, like Sirish Subash, the winner of the 2024 3M Young Scientist Challenge, reinforces the emotional connection customers have with the brand.

By continuously fostering these relationships, 3M encourages repeat purchases across its diverse product lines, ensuring a steady revenue stream while building a loyal customer base.

4.2.2. Enhanced Brand Visibility and Awareness

Interactive campaigns and impactful content have significantly increased 3M's visibility, helping the company stay top-of-mind for consumers and businesses. Social media amplifies these campaigns by reaching audiences across multiple platforms.

- **For example**, campaigns like Post-it® "Make it Stick" not only engage users but also encourage them to share their creativity with how they can use it, expanding 3M's reach organically. Additionally, educational videos on YouTube, such as those focused on safety product usage or application of 3M products in real world context, allows professionals and individuals alike to relate and see the benefits of how 3M products can be of a great addition to them.

These efforts establish 3M as a thought leader and attract new customers by reinforcing its position as a brand that solves real-world problems while inspiring creativity and innovation.

4.2.3. Improved Customer Engagement and Satisfaction

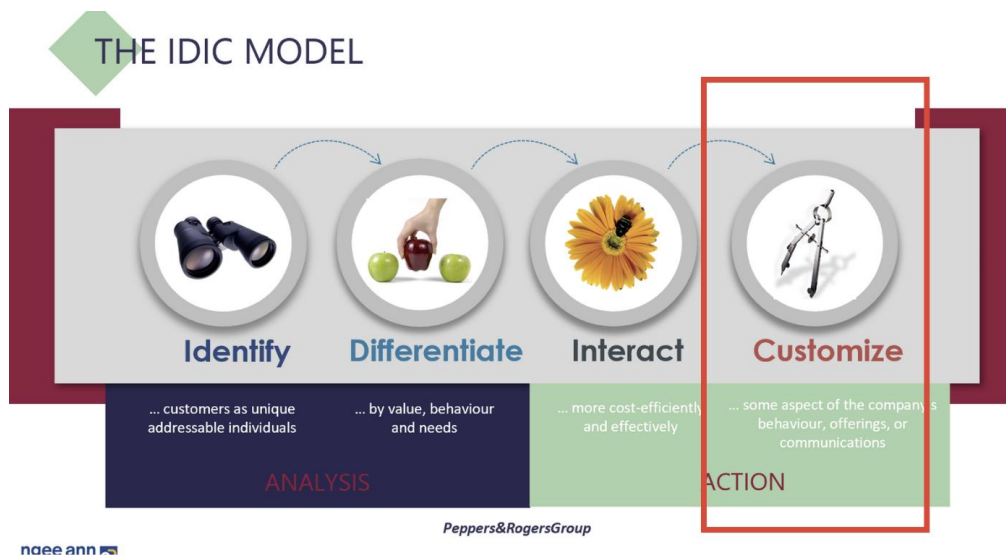
By addressing customer needs directly and proactively, 3M improves engagement and satisfaction. Educational content, two-way conversations, and CSR initiatives help customers feel connected to the brand.

- **For example**, 3M's social media tutorials, like "When to Replace or Change a Respirator," empower users to use their products effectively and confidently. Highlighting CSR initiatives, such as the "Green Works" docuseries, allows customers who are conscious on sustainability, understand 3M's commitment to causes they care about.

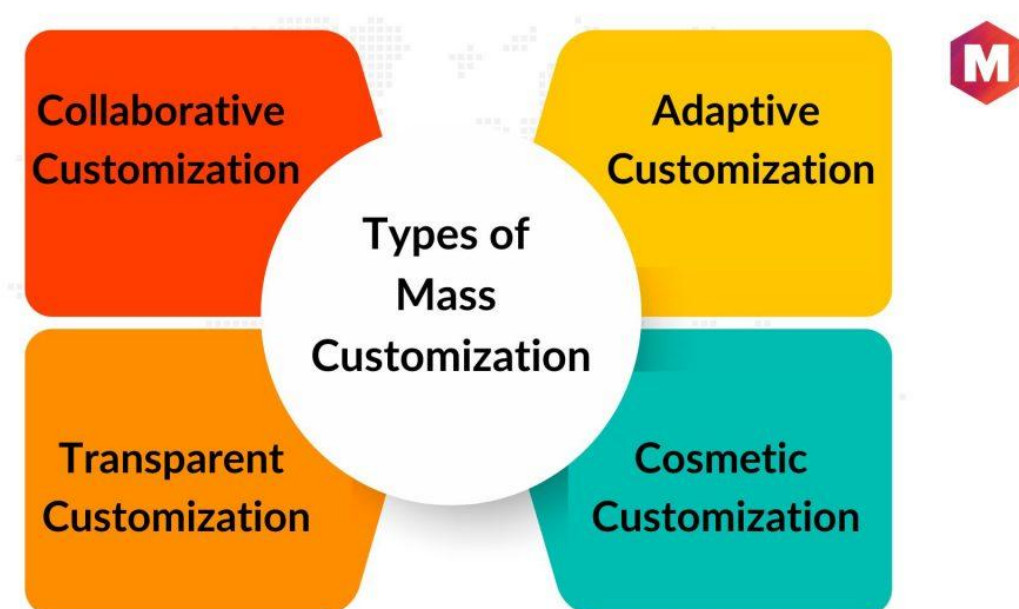
These efforts not only strengthen customer relationships but also drive positive reviews, word-of-mouth referrals, and deeper brand advocacy, all of which can help contribute to 3M's long-term growth.

5. Customization of Customers Expectations

The **Customize** phase of the IDIC model focuses on adapting aspects of a company's **behaviour, offerings, or communications** to meet individual customer preferences. Emphasizing tailored experiences that align with customer needs, fostering satisfaction and loyalty.



5.1. Type of Mass Customisation Adopted by 3M



The type of Mass Customisation Adopted by 3M for the Stationery Product Category like the Post-it Notes falls under the **collaborative customisation**.

This approach allows customers the option to engage in the personalization process it offers, where they can select features like size, sheet count, and addition of logo and text. This customisation allows customers like individuals to be creative and unique to themselves or corporate where they can print their company logo on their Post-it notes that helps to establish an identity on their Post-it notes unique to them.

- **For example**, businesses and event organizers can leverage on 3M's online customisation platform to create branded Post-it notes. These customers can add their brand identity like their logos or taglines to the notes, tailoring them for corporate events, employee kits, or customer giveaways.

The screenshot shows the 3M Promotional Markets website for Post-it custom printed products. The header includes the 3M logo, 'Promotional Markets', and links for 'Distributor Tools', 'Login', and 'Register'. A search bar and navigation tabs like 'SHOP BY: DIE CUT SHAPES', 'APPLICATIONS', and 'Price Range...' are visible. The main content area is titled 'Post-it® Custom Printed Notes Full Color Program — PD34P-25'. It features a product image of a Post-it note with a Statue of Liberty design and the text 'CLARATTO'. To the right, there are configuration options for 'Size' (3 x 4), 'Sheet count' (25-sheets or 50-sheets), 'Service' (Standard or Low Quantity), and 'Estimate Your Price' with an 'Enter Quantity' field. A table at the bottom shows pricing for quantities of 250, 500, 1000, and 2500 units per case.

Qty	250	500	1000	2500	Unit/Case Wt.
PD34P-25 Sheets pricing (USD*):					

By allowing customers to co-create and make a unique Post-it notes, 3M not only meets individual preferences but helps fosters a sense of ownership and uniqueness.

5.2. Technology that Helps Accelerate Mass Customisation

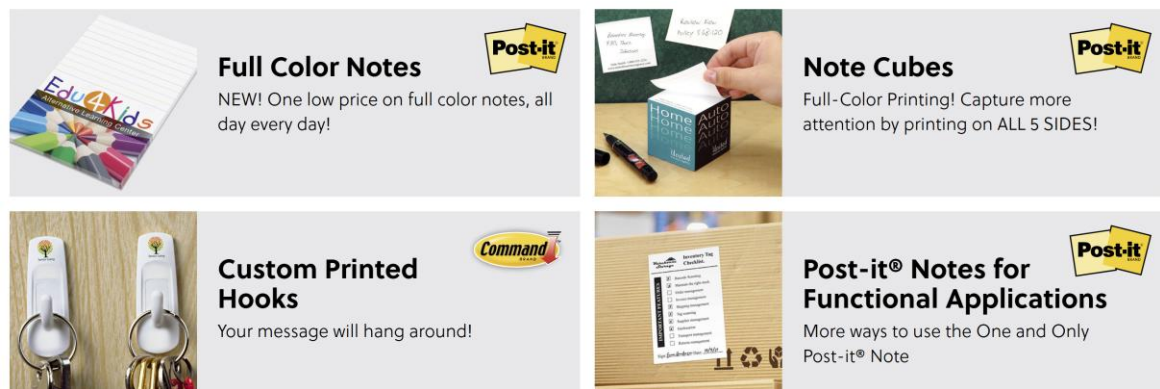
3M integrates advanced technologies to enable mass customisation while maintaining operational efficiency. Below are a how technologies can help 3M accelerate Mass Customisation:

5.2.1. Web-Based Technology for Personalization

Web-based platforms allow customers to personalize 3M products, offering them control over features such as size, color, logos, and text. These platforms ensure that customers can make their own unique designs with the number of customizable options available to them, allowing them to take charge of it.

- **For example**, a corporate client can visit the Post-it Custom Printed Products website to select specific colours, add a company logo, and include a tagline for a branded product. Similarly, students can design motivational Post-it Notes with quotes or creative visuals to make their study sessions more enjoyable.

Our Most Popular Categories



This is a great way that shows “anything that can be digitized can be customized”, making 3M’s web platform important for individuals that love customization.

5.2.2. Data Integration and Customer Memory

3M utilizes Customer Relationship Management (CRM) tools and data analytics to record customer preferences, anticipate needs, and tailor recommendations. Data from past purchases, customers interactions, and feedback helps 3M create a more personalized

experience. This system ensures repeat customers receive relevant product suggestions based on their specific needs.

- **For example**, a business that frequently orders branded Post-it Notes in square shapes might receive recommendations for other innovative options, such as hexagonal-shaped Post-it Notes or complementary products like highlighters or adhesive tapes.

This shows that by linking customer interactions with historical data can help enhance the customization process and maintain competitive advantage.

6. Conclusion

6.1. Summarising the Key Features of how Salesforce has Assisted 3M to Succeed

Salesforce has been instrumental in 3M's success, particularly during challenging periods like the COVID-19 pandemic. Below is a summary of key features that have contributed to 3M's achievements:

6.1.1. Enhanced Data Integration and Unified Platform

Salesforce has enabled 3M to centralize customer data through its Customer 360 platform, providing a single source of truth across global teams. During the pandemic, 3M needed a consistent way to use customer data to identify opportunities and improve service delivery. Salesforce allowed service teams, technical support, and sales personnel to collaborate using the same dataset, ensuring alignment and quick decision-making.



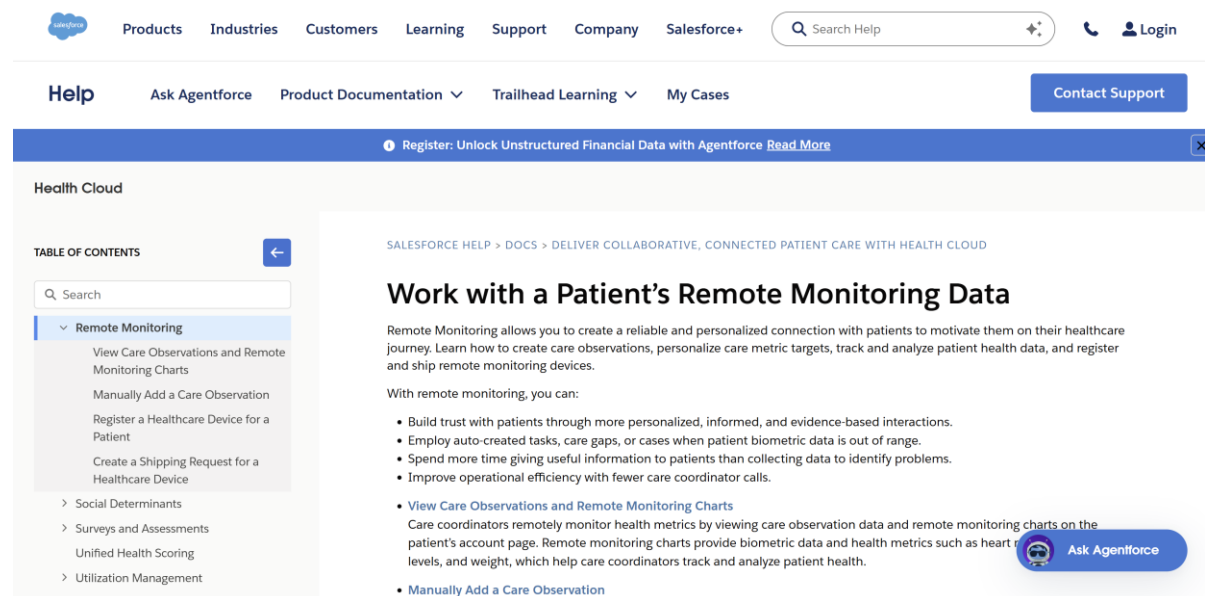
- **For example**, Salesforce helped 3M prioritize high-demand industries like healthcare by streamlining data integration, ensuring rapid supply of personal protective equipment (PPE) to critical regions.

This centralization aligned with 3M's need for agility during the pandemic, enabling it to make faster, data-driven decisions while ensuring consistent customer service globally.

6.1.2. Improved Remote Work Capabilities

Salesforce provide tools that supported 3M's transition to 100% remote work during the pandemic, maintaining operational efficiency. The pandemic forced 3M's teams to adapt to global remote work environment. Salesforce's platform ensured all team members could access customer data and collaborate seamlessly from their homes.

- **For example**, a sales representative in the healthcare division could use Salesforce to remotely monitor customer needs and update orders for PPE, ensuring fulfilment despite logistical disruptions.



By enabling remote work at scale, Salesforce ensured 3M's workforce remained productive and connected, even during unprecedented challenges.

6.1.3. Accelerated Customer Support and Decision-Making

Salesforces enabled 3M to deliver insights and solutions at a faster pace, meeting customer demands in days instead of weeks or months. The urgency during the pandemic required 3M to provide quick responses to customers, especially in healthcare, Salesforces real-time data analytics allowed the company to anticipate customer needs and resolve issues swiftly.

- For example, through Salesforce. 3M prioritized PPE shipments to hospitals and clinics, ensuring critical supplies reached healthcare workers without delays.

Understanding U.S. Production Capabilities

What we are doing

At 3M we are dedicated to improving and transforming our supply chain to help better protect citizens.



24/7 Production

More than quadrupled monthly U.S. respirator production, resulting in more than 95 million respirators per month.



Accelerated Production of Other Solutions

Including biopharma filtration for vaccines and therapies, hand sanitizers and disinfectants.



Majority of N95 Production for Healthcare

Helping frontline workers and first responders get needed protective equipment.



Authentication and Combatting Price Gouging

Helping identify authentic 3M products and stopping those exploiting demand for critical 3M products during a pandemic.

[Back to top](#)

This rapid response capability strengthened 3M's relationships with customers and enhanced its reputation as a reliable partner during crises.

6.2. Proposed Additional Features in Salesforce

Below, I will be proposing **additional features in Salesforce** that will further aid the organisation in enhancing its customer experiences leading to a better business outcome.

6.2.1. AI-Powered Predictive Analytics

Introducing advanced AI-powered predictive analytics in Salesforce could help 3M anticipate customer needs and trends with greater precision. AI can analyse large datasets from customer interactions, supply chain operations, and market trends to forecast future demand, improving resource allocation and service readiness.

- **For example**, AI could be used to predict an increase in demand for PPE during seasonal health outbreaks or identify rising popularity of sustainable packaging products based on global environmental policies.



This feature would benefit and enable businesses like 3M to proactively address market demands, ensuring smoother operations and higher customer satisfaction.

6.2.2. IoT Integration for Real-Time Monitoring

Salesforce's integration with IoT-enabled devices could allow businesses to collect and analyse live product performance data. IoT sensors can track usage patterns, environmental conditions, or equipment health, providing actionable insights for both the business and its customer.

- **For example**, a sensor in industrial equipment could monitor wear and tear like the number of uses and send real-time maintenance alerts through Salesforce, ensuring that customers receive proactive service before a breakdown occurs.

This feature would enhance customer trust and satisfaction by offering predictive, data-driven solutions to potential issues which can be attended to and save time.

6.2.3. Multi-Channel Marketing Automation

Enhancing Salesforce's automations capabilities to include dynamic, multi-channel marketing campaigns could help businesses reach diverse audiences more effectively. Marketing automation tools can manage campaigns across email, social media, SMS, and many more, with content dynamically tailored to individual customer profiles.

- **For example**, 3M can use Salesforce to launch a campaign promoting their Post-it notes or adhesives tapes, where each channel delivers tailored messages like email for corporate clients and SMS for individual users.

This feature would increase campaign efficiency and maximize reach, ensuring the right message reaches the right audience at the right time.

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