

Panasonic Sales Taiwan consolidates their CRM to deliver exceptional experiences

Panasonic

Client profile

Panasonic Sales Taiwan brought together the business-to-consumer and business-to-business operations of Panasonic in Taiwan to deliver solutions as “One Panasonic.”

Harnessing advanced technologies and extensive onsite expertise, Panasonic Sales Taiwan offers comprehensive solutions to a diverse range of customers. Contributing to Taiwanese society has been a core Panasonic value for over a century. Panasonic Sales Taiwan continues this, using their manufacturing capabilities to solve social problems to enhance the quality of life across the globe.

Committed to delivering an exceptional customer experience, Panasonic Sales Taiwan looked to consolidate their sales processes and data management across three business divisions. Working with the NTT DATA team in Taiwan, they migrated their sales environment to Salesforce, ensuring all the sales team members’ data was integrated into a single platform. This made the data accessible to the entire team, leading to timelier, data-driven decision-making.

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Our business-to-business customers will enjoy fast, meticulous service, while we respond to new demands or solve potential problems simultaneously, creating a win-win situation between Panasonic and our customers.”

Masaya Imanishi

President for the Business Solution Division,
Panasonic Sales Taiwan

Business need

Improving lives through intelligent, integrated data management

Faced with a dispersed, varied network of data across their sales teams, Panasonic Sales Taiwan wanted a technology solution that would integrate all their data, enabling effective decision-making that would be accurate and include all relevant information.

Critical to this was ensuring that they were able to deliver exceptional customer service. To achieve this, they integrated their three divisions. To ensure the success of the integration, they needed to bring together different workflows and enable data sharing across the entire organization. Accomplishing this would enable them to provide a smoother customer journey through a single platform, capturing and managing all customer requests for quotations or assistance.

Solution

Consolidating fragmented data sources to deliver enhanced customer experience capabilities

Across Panasonic Sales Taiwan's various business divisions, sales team members were using spreadsheets to capture and share information, with each division using a different workflow process.

Using a consultative approach, we helped Panasonic to define and consolidate their requirements from all divisions.

As Panasonic Japan already made use of the Salesforce customer relationship management (CRM) solution, we implemented Salesforce for Panasonic Sales Taiwan. The solution included a dedicated project manager, consultants and developers to ensure we delivered a comprehensive solution that met the established requirements.

Further to implementing Salesforce as the preferred business-to-business solution, we proposed a marketing automation platform for their business-to-consumer operations which would enable omnichannel data

management and a personalized customer experience. This cloud-based platform provides data-driven analysis, AI-powered consumer behavior prediction, API system integration and automatic omnichannel communication.

Outcomes

Delivering enhanced, meaningful customer experiences

Through their new, integrated CRM platform, Panasonic Sales Taiwan can improve both business-to-business and business-to-consumer sales and create a model for offering maintenance services.

360-degree visibility

Salesforce provides a comprehensive dataset on businesses and individual customers, enabling Panasonic Sales Taiwan to understand their customers' needs and enhance the services they provide.

Sales process transformation

Leveraging Salesforce, the sales team was able to change their behaviors by adopting digital transformation technologies that consolidated all customer and sales data. Decisions are now based on data that includes all relevant information and are more effective and timelier as a result.

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Continuous innovation and enhancing customer experience has always been the utmost priority for Panasonic. By adopting Salesforce, we were able to accelerate communication and decision-making across business divisions.”

Masaya Imanishi

President for the Business Solution Division,
Panasonic Sales Taiwan

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