



3M Mexico
Mexico DF, Mexico
www.3m.com.mx

Industry:

Industrial Manufacturing

Annual Revenue:

US\$350 million

Employees:

1,000

Oracle Products & Services:

Siebel On Demand
Siebel Analytics

“We've chosen Siebel due to its connectivity capabilities and the possibility of having On Demand, which reduces technology administration costs and increases productivity.”

– Gabriel Lopez, eProductivity & CRM Manager, 3M Mexico

3M Achieves Productivity and Increases Profitability with CRM Siebel On Demand

3M is a global company present in almost 200 countries, with more than 67,000 employees of all nationalities. 3M headquarters are in St Paul, Minnesota, in the United States. In Mexico, the company started operations in 1947 commercializing abrasives. Nowadays, the company offers a portfolio for the segments of manufacturing, consumer products, health, security, transportation and telecommunications, and has clients such as universities, government, doctors and dentists.

Challenges

- Increase company profitability through client segmentation
- Control field workers
- Save investments in software and maintenance by implementing a system that could be used remotely by representatives

Solution

- Increased revenue by 15 percent in 18 months and increased the number of sales representatives by 10 percent
- Improved the work of representatives, directing specific clients to suitable salesmen
- Increased the productivity of sales forces, which are now able to remotely collect information from CRM, such as prices and online promotions
- Reduced client strategy development from three to one month, by automating client data
- Standardized the accounts, establishing a common language for businesses using CRM On Demand to make market intelligence, with control of sales time of greater value, approach and visibility
- Saved technological and maintenance investments by implementing an On Demand system
- Increased sales possibilities by inviting the client base to participate in a dynamic training center during which approximately 35 percent of the participants make a purchase