COMPASS
GROUP

Compass Group
Chatillion, France
www.compass-group.com

Industry:
Professional Services

Annual Revenue:
$24.6 billion

Employees:
415,000

Oracle Products & Services:

Oracle CRM On Demand
Oracle User Adoption Services

"Oracle CRM On Demand provides Compass Group with a solid platform to efficiently manage the sales and contract retention process. Oracle's know-how in the area of user adoption and training has been an important factor in our success so far." – Jeroen Kurvers, International Clients Services, Compass Group

Compass Group Formalizes its Processes in Europe with Customer Relationship Management Solution

Compass Group is a market leader in providing foodservice and support services, priding itself on developing and delivering original food and service solutions to the workplace, schools and colleges, hospitals, at leisure, or in remote environments. With an extensive geographic and market sector coverage, Compass Group's business is diverse, operating in over 90 countries. In France, the group serves up to 800,000 people daily and manages 2,800 restaurants.

Challenges

- Replace numerous sales systems with a single customer relationship management (CRM) solution, reducing maintenance costs
- Improve revenue predictions and future business opportunities
- Roll out uniform and homogeneous client history, shared by all collaborators
- Implement a user friendly tool with rapid end user acceptance
- Share client information across the organization to optimize cross-sales activities and visibility of sales opportunities

Solution

- Deployed Oracle CRM On Demand across 17 countries, three groups (Eurest, Scolarest, Medirest), and in six languages, involving more than 500 end users
- Leveraged the "best practices" of the CRM application in order to formalize processes across Europe
- Shared the same CRM database across sales and marketing
- Achieved acceptance of the CRM tool by end users at all levels of the organization
- Integrated the OLAP analytical platform with the tool in order to create reports and to optimize sales management
- Optimized account and opportunity management
- Worked with the Oracle project team on data cleaning and integrating data
- Utilized Oracle University to train administrators, ensuring total independence in the daily management of the application
- Leveraged Oracle User Adoption Services to do business analysis, configuration and to define user's access rights.

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