



Coloplast Ltd
Peterborough, United Kingdom
www.coloplast.co.uk

Industry:

Life Sciences

Annual Revenue:

US\$1.2 billion

Employees:

7,000

Oracle Products & Services:

Siebel CRM
Siebel Analytics
Siebel Loyalty
Siebel Marketing
Siebel Service
Siebel Sales

Implementor:

Oracle Consulting

“The full benefits of implementing Oracle’s Siebel customer relationship management solution support the cultural changes needed to better support customers and lower costs.” – Graham Sethna, Managing Director, Coloplast Ltd

Coloplast Ltd Adopts New Customer Profiling and Measurement System for Increased Profitability

Coloplast Ltd is a wholly owned subsidiary of Coloplast A/S, a Danish company specializing in the manufacture and sale of medical appliances for ostomy, urology and continence, and wound and skin care. The company was founded in 1957 by a former nurse who wanted to improve the quality of life for people with physical impairments, and this has remained the company’s mission ever since. Today, Coloplast A/S employs more than 7,000 people around the globe, and it is a leading supplier of medical devices to hospitals and the community. Its UK subsidiary has been rated by the *Sunday Times* newspaper as one of the country’s top 100 companies to work for.

Challenges

- Maintain and grow market share by gaining greater insight into customer characteristics, needs, and buying behaviors
- Gain the ability to segment Coloplast’s customer base for more targeted and less costly marketing campaigns
- Create a single view of the customer that can be shared by sales, marketing, service, and support operations for increased customer service and greater customer satisfaction and loyalty

Solution

- Implemented a Siebel customer relationship management (CRM) platform from Oracle, enabling enterprisewide sharing of business intelligence for sales, marketing, service, and support operations
- Enabled Coloplast to segment customers for marketing purposes and track success of sales and marketing campaigns for more informed decision-making and future cost savings
- Introduced the ability to measure the profitability of each customer, enabling priority service to be extended to the more valuable customers
- Allowed business managers across the organization to analyze data and report on their business area, using Oracle’s Siebel Analytics and Analytics Dashboard