



Compass Group PLC  
Chertsey, UK  
www.compass-group.com

#### Industry:

Professional Services

#### Annual Revenue:

US\$18,922 million

#### Employees:

388,000

#### Oracle Products & Services:

Oracle CRM On Demand

#### Implementor:

Oracle Consulting

**“With Oracle CRM On Demand, we have gained a unified view of our customers across our operations in 17 European countries. As a result, we have improved the effectiveness of sales and service initiatives, and gained the ability to produce more meaningful and actionable reports, specifically related to international clients.”** – Jan Neggers, Customer Relationship Management (CRM) Manager, Compass Group International Clients

## Compass Group Streamlines Sales, Operations, and Reporting in 17 European and APAC Countries

Compass Group PLC is a worldwide leader in food and support service provision. It has more than 388,000 employees across 55 countries. Compass Group is one of the most important players in the market and offers a range of service concepts for clients in the healthcare, corporate, and education sectors.

### Challenges

- Replace numerous in-house customer relationship management (CRM) systems and locally managed customer and project information with a centralized CRM system for operations across Europe and APAC for improved visibility into its customers
- Implement a phased roll-out of a cost-efficient CRM platform timed to the needs of autonomous national branch offices and commercial and operational departments
- Consolidate reporting and financial results to provide a complete and timely view of the company’s position
- Standardize data and accelerate information sharing across the company’s European operations
- Implement a user-friendly tool with multiple language capabilities to facilitate adoption and effectiveness

### Solution

- Implemented and standardized on Oracle CRM On Demand in 17 European countries to create a centralized data repository and enable a 360-degree view of customers
- Extended the CRM application from the commercial to the operational teams so that staff can pay close attention to customers and respond efficiently to their needs
- Enabled creating faster weekly and ad hoc international reports with higher reliability
- Enabled a consolidated view of international customers to improve sales activity effectiveness
- Increased the satisfaction and efficiency of more than 500 users with an intuitive application in multiple languages that offers easy access to complete and up-to-date data via an internet browser