



Sociedade Michelin Participações
Indústria e Comércio Ltda.
Rio de Janeiro, Brazil
www.michelin.com.br

Industry:

Automotive

Annual Revenue:

US\$1 billion

Employees:

3,700

Oracle Products & Services:

Siebel CRM Base
Siebel Sales
Siebel Contact Center

Oracle Partner:

Deloitte.

Deloitte Consulting
www.deloitte.com.br

“We would not be able to survive in such competitive market without a system like Siebel CRM, which has become essential to all Michelin's processes today. The success was so great that other units at Michelin Group will also implement the product. The goal is for the system to become a global solution for the group in the near future.” – Cristiane de Lucas, Director, IT Systems, Sociedade Michelin Participações Indústria e Comércio Ltda.

Michelin Provides Sales Force with 360-degree View of Clients to Improve Competitive Intelligence

Founded in France in 1891 by brothers André and Edouard Michelin, this company was established in Brazil in 1927. Today, Michelin Brazil is represented by three industrial units and two agricultural units (plantations), and employs over 5,000 people, directly and indirectly. Michelin produces and commercializes tubes, belts, and tires, and exports its products to Argentina, Colombia, Chile, Venezuela and Peru.

Challenges

- Create an integrated vision of each client through the use of a customer relationship management (CRM) tool that could be shared internally with marketing and sales, and ultimately integrated with the company's enterprise resource planning (ERP) system
- Reduce the time involved in providing customer service via the call center, especially when managing customer claims
- Centralize and provide the sales force with relevant customer information to drive transactions with greater added value
- Integrate the CRM tools with Michelin's product resellers' extranet, entering orders directly into the company's system to accelerate order processing and invoicing

Solutions

- Implemented Oracle's Siebel Contact Center, enabling the company to reduce customer claims handling times by 50%
- Centralized all customer information securely and provided all 150 salespersons with a 360-degree view of each client—preparing them for each sales visit, collecting strategic information, and gathering intelligence for the company
- Reduced sales data collection times dramatically, enabling the company to perform this process daily as opposed to twice annually
- Improved ability to focus investments on appropriate marketing activities, providing the company with greater insight on target markets and resulting in greater returns and better quality
- Integrated Oracle's Siebel applications with the company's JD Edwards applications from Oracle, which accelerated order placement and invoicing