

**Empowering Newell Brands**  
to centralise their customer  
service functions



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# PROJECT OVERVIEW

Client:



Technologies Included:



Industry:

FMCG

Country/Region

UK

## ABOUT

### NEWELL BRANDS

Newell Rubbermaid is a global marketer of consumer and commercial products that touch millions of people every day where they work, live and play. Headquartered in Atlanta, Georgia, the company has about 19,000 employees worldwide, with sales of approximately \$6 billion.

Newell Rubbermaid brand is categorized into three products: Home & Family; Office Products; and Tools, Hardware & Commercial Products. Their corporate vision is to be a global company of Brands That Matter™ and digitally competent brand power house, known for best-in-class results. Over the years, the company has built a strong portfolio of brands, including Dymo®, Parker®, Waterman®, Paper Mate®, Graco®, Rubbermaid® and Irwin®.





## CLIENT **QUOTE**

“Implementing a CRM was a key component of our customer service centralisation project. It facilitated the seamless transfer to common processes and a unified way of working. At the same time ensuring a high level of customer satisfaction was maintained. SeeLogic were the ideal implementation partner for us; knowledgeable, responsive and agile. As our service centre and systems have matured, SeeLogic have played an important part in supporting us on that journey.”

**Neil Trigg**

Newell Brands EMEA – IT Director

# CHALLENGES

#1

Since the acquisitions over the years, Newell Brands used to operate some 35 disparate customer service centres across Europe.

#2

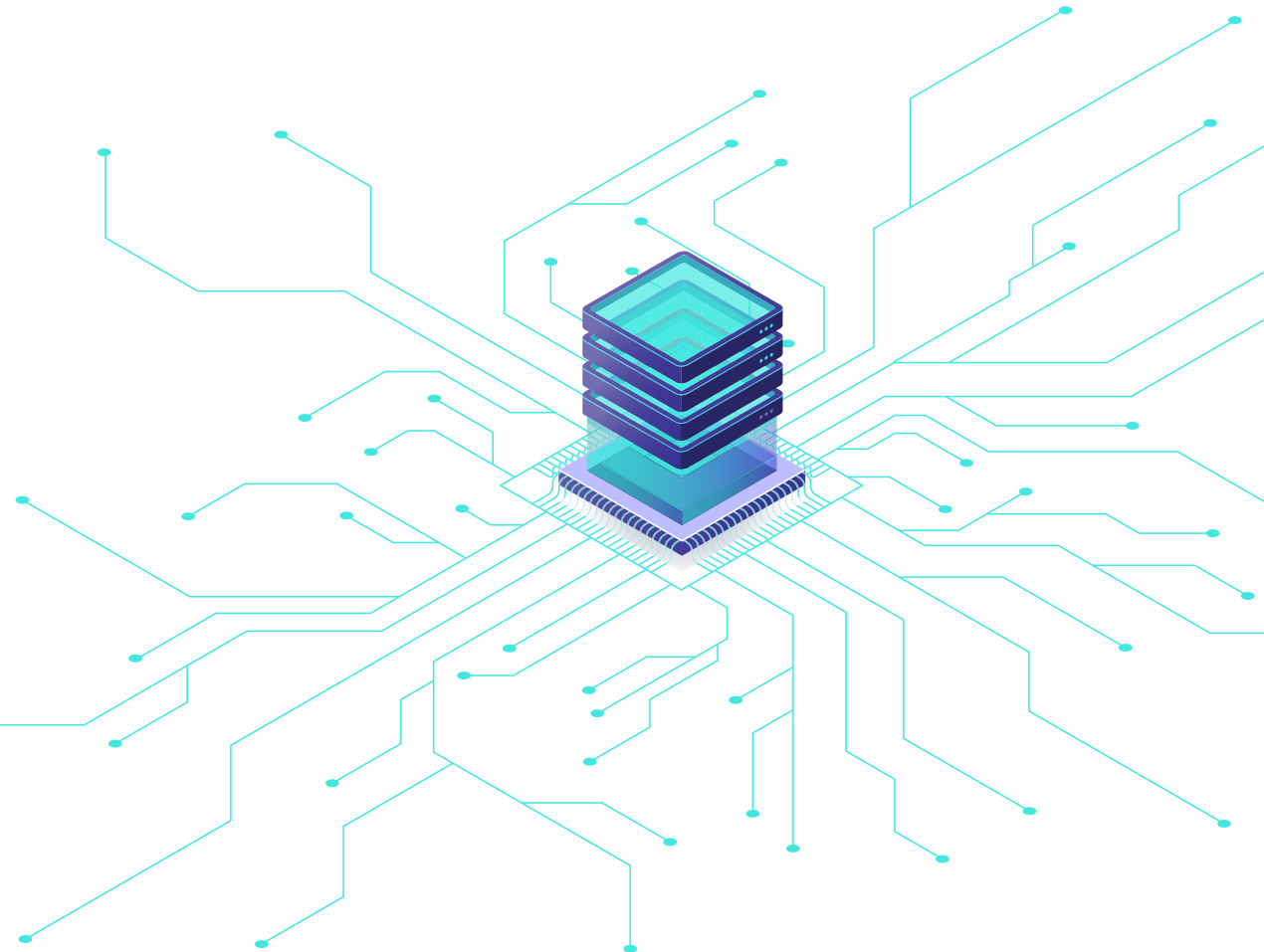
They were looking to centralise and streamline all their customer service centres with the goal to improve service quality and efficiency through simplified and centralised processes.

#3

They were looking for a trusted partner who could suggest, manage and implement the best-fit CRM to relieve their pains and transform their vision into reality.

#4

They needed CRM experts who could understand Newell's requirements, implement the best-fit CRM solution that was cost-effective and one that met their business requirements.



# OUR **APPROACH**

Newell Brands employed SeeLogic as their **CRM experts** for our **experience, product knowledge and expertise** in helping them realise the benefits of their system quickly and cost effectively.



## Discovery Session and Product Selection

When Newells Group approached SeeLogic with concerns with their existing system and visions, we took no time to realise the scope and helped them map their strategy. After carrying out an in-depth analysis comprised of business process mapping, and fit-gap analysis, **Infor** was chosen as the best-fit solution for the brand.



## Fit Gap Analysis

SeeLogic conducted analysis to show how the CRM system would be a good fit for the project plus a good match to Newell's wider European business model. Thus, SeeLogic was employed as part of Newell brands strategy to **centralise Customer Service functions across Europe**.

They chose SeeLogic for its **CRM expertise** and **ability to develop and configure the system to meet business requirements cost-effectively**.



## Data Migration and Intergration

In addition, SeeLogic applied its **integration expertise by linking the CRM system to Newell's ERP system and its data warehouse**.

SeeLogic had been previously supporting the UK team of the brand with a demonstrated history of their commitment to deliver excellent technical support, and out-of-hours coverage. This relationship, which we built on a high level of trust and mutual support, continued for over 10 years.

## OUR EXPERIENCE

"Organisations employ SeeLogic for our experience, product knowledge and expertise in helping them realise the benefits of their system quickly and cost effectively.

Clients generally know what they want, mapping this in sufficient detail, and working out how they will get the CRM system to do what they want, can be challenging. It is because of such challenges that clients look to recruit the professional services help & expertise. Although all clients are different, we have seen many of their challenges before so can move quickly. Likewise, our understanding of the product means we can focus on efficiency, effectiveness, ease of use, etc. And help the adoption of new processes within the organisation"

**Lenny Khan**

Customer Success Manager, SeeLogic



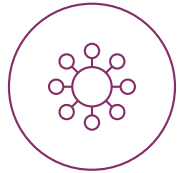
# BUSINESS BENEFITS TO NEWELL BRANDS



**Consolidated approach** to call handling



**Effective and efficient** Customer Service



**Single, fully integrated system** across all European divisions



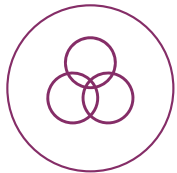
**Maintenance** of high-level customer satisfaction



**Auditable** claims progress



**24X7** technical support



**Integrated CRM & ERP systems** to provide a centralised view of the customer



## ABOUT **DOGMA GROUP**

Dogma is a group of companies helping you understand the fuller picture of cutting edge technology and implementing it effectively. This drives real outcomes around transformation, actionable insight, customer experience, and operational efficiency.

Dogma includes four specialist companies: SeeLogic, SeeLogic International, SiriusApp and DynamicAI. As single businesses, these provide focus and deep knowledge in their area of expertise: as a Group they provide integrated services offering you a greater breadth and bigger outcomes without the need for multiple suppliers and the challenges that can entail.

## TAKE THE NEXT STEP

Want to witness the power of Dynamics 365 Business Central for yourself?

### TALK TO THE EXPERTS

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