



Taiwan | Retail &amp; Wholesale

# Panasonic Sales Taiwan consolidates their CRM to deliver exceptional experiences

## Client profile

Panasonic Sales Taiwan brought together the business-to-consumer and business-to-business operations of Panasonic in Taiwan to deliver solutions as 'One Panasonic'. Harnessing advanced technologies and extensive on-site expertise, Panasonic Sales Taiwan offers comprehensive solutions to a diverse range of customers. Contributing to the Taiwanese society has been a core Panasonic value for over a century. Panasonic Sales Taiwan continues this, using their manufacturing capabilities to solve social problems to enhance the quality of life across the globe.

**'Our business-to-business customers will enjoy fast, meticulous service, while we respond to new demands or solve potential problems simultaneously, creating a win-win situation between Panasonic and our customers.'**

**Masaya Imanishi,**  
President for the Business  
Solution Division,  
Panasonic Sales Taiwan

## Summary

Committed to delivering an exceptional customer experience, Panasonic Sales Taiwan looked to consolidate their sales processes and data management across three business divisions. Working with the NTT team in Taiwan, they migrated their sales environment to Salesforce, ensuring all the sales team members' data was integrated into a single platform. This made the data accessible to the entire team, leading to timelier, data-driven decision-making.

## Vision

### Improving lives through intelligent, integrated data management

Faced with a dispersed, varied network of data across their sales teams, Panasonic Sales Taiwan wanted a technology solution that would integrate all their data, enabling effective decision-making that would be accurate and include all relevant information.

Critical to this was ensuring that they were able to deliver exceptional customer service. In order to achieve this, they integrated their three divisions. To ensure the success of the integration they needed bring together the different workflows and enable data sharing across the entire organization. Accomplishing this would ensure that they were able to provide a smoother customer journey through a single platform, capturing and managing all customer requests for quotations or assistance.

## Transformation

### Consolidating fragmented data sources to deliver enhanced customer experience capabilities

Across Panasonic Sales Taiwan's various business divisions, sales team members were using spreadsheets to capture and share information, with each division using a different workflow process.

Using a consultative approach, we worked with NTT DATA and helped Panasonic to define and consolidate their requirements from all divisions.

**Which technologies?**

- Salesforce Customer 360

**Which services?**

- Cloud Migration Services
- Customer Experience

**Which partners?**

- NTT DATA
- Salesforce

**'Continuous innovation and enhancing customer experience has always been the utmost priority for Panasonic.'**

By adopting Salesforce, we were able to accelerate communication and decision-making across business divisions.'

**Masaya Imanishi,**  
President for the Business Solution Division,  
Panasonic Sales Taiwan

As Panasonic Japan already made use of the Salesforce customer relationship management solution, we implemented Salesforce for Panasonic Sales Taiwan. The solution included a dedicated project manager, consultants and developers to ensure we delivered a comprehensive solution that met the established requirements.

Further to implementing Salesforce as the preferred business-to-business solution, we proposed a marketing automation platform for their business-to-consumer operations which would enable omnichannel data management and a personalized customers experience. This cloud-based platform provides data-driven analysis, artificial intelligence-empowered consumer behavior prediction, API system integration and automatic omnichannel communication.

**Results****Delivering enhanced, meaningful customer experiences**

Through their new, integrated customer relationship management platform, Panasonic Sales Taiwan can improve both business-to-business and business-to-consumer sales and create a model for offering maintenance services.

**360-degree visibility**

Salesforce provides a comprehensive data set on businesses and individual customers, enabling Panasonic Sales Taiwan to understand their customers' needs and enhance the services they provide.

**Sales process transformation**

Leveraging Salesforce, the sales team were able to change their behaviors by adopting digital transformation technologies that consolidated all customer and sales data. Decisions are now based on data that includes all relevant information and are more effective and timelier as a result.

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