

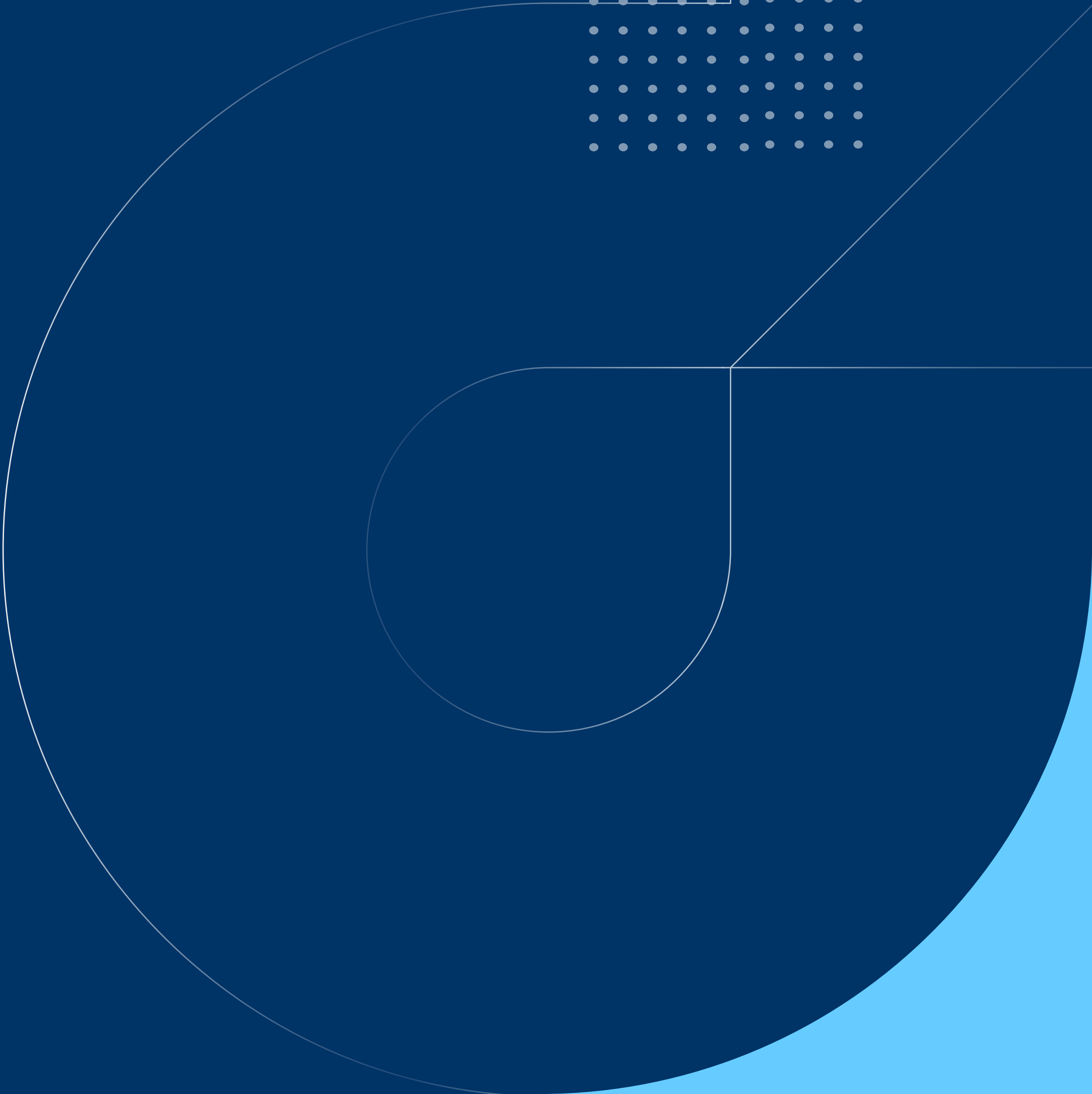
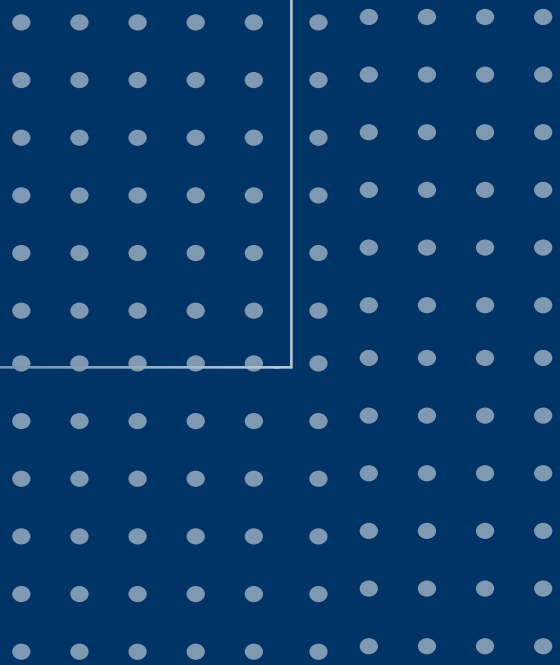


---

## **Empowering Newell Brands** to Centralise Their Customer Service Functions

# TABLE OF CONTENT

Project Overview	3
About Company	4
Challenges	5
Approach & Solution	6
Our Experience	7
Project Outcomes	8
About Dogma Group	9



# PROJECT OVERVIEW

Client:



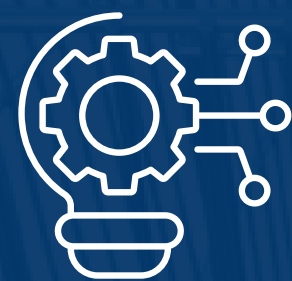
Industry:

FMCG



Country:

The UK



Technology Included:

**infor**

---

# 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®.



Empowering Newell Brands to centralise their customer service functions

# 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.

5

Dogma applied their integration expertise by linking the best-fit CRM system to Newell's ERP system and its data warehouse.

# OUR APPROACH & SOLUTION

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

## Step #1: **Discovery Session and Product Selection**

When Newells Group approached Dogma 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.

## Step #2: **Fit Gap Analysis**

Dogma 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, Dogma was employed as part of Newell brands strategy to **centralise Customer Service functions across Europe**. They chose Dogma for its **CRM expertise** and **ability to develop and configure the system to meet business requirements cost-effectively**.

## Step #3: **Data Migration and Intergration**

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



# PROJECT OUTCOMES

The major **Business Benefits** to Newell Brands:



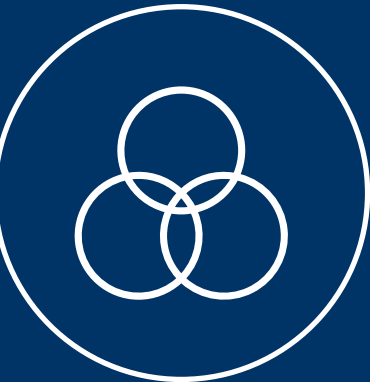
Consolidated approach to call handling



Single, fully integrated system across all European divisions



Auditable claims progress



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



Effective and efficient Customer Service



Maintenance of high-level customer satisfaction



24X7 technical support

## WHAT OUR CLIENT SAYS



“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.

Dogma was the ideal implementation partner for us; knowledgeable, responsive and agile. As our Service Centre and systems have matured, Dogma have played an important part in supporting us on that journey.”

**Neil Trigg**

Newell Brands EMEA – IT Director



# ABOUT DOGMA GROUP

The Dogma Group is a progressive digital transformation company committed to delivering the digital imperative and becoming the most trusted advisor to its clientele.

In a hyper-connected world, with disruptive competitors and new business models we understand the need to deliver the digital imperative, i.e. fundamental action to adapt and remain competitive.

The Dogma group understands that each journey of digital transformation is unique for every client, and we ensure this through our philosophy of fluid transformation. Each solution is customised for organisations of all sizes, across industries and various life cycles. We innovate & strategize, create sustainable solutions, drive rapid returns on investment and create value from data.

Our passion for sustainability and its impact aligns us with the UN's sustainability goals and we actively encourage gender equality and diversity across our workforce.

## TAKE THE NEXT STEP

Want to leverage our expertise for your next Project?

TALK TO THE EXPERTS

Don't take our word for it, [call us today on 01296 328 689](tel:01296328689) to arrange a no-obligation demonstration.



## Transformations **with Trust**

We are committed to acting responsibly by integrating sustainability into every step of the business, including clients, partners' solutions, and the entire supply chain.



**Ready to embark on your  
digital transformation journey?**



Let's talk

**dogma** consultancy

**sirius** app

**dynamic** ai

**dogma** international