

Empowering teams to deliver better experiences

Connected Data Powers Seamless Service Operations



Many millions of organizations around the world rely on Schneider Electric (SE) to power their homes, businesses, and data centers. SE replaced its home-grown master data management (MDM) solution with Reltio Connected Data Platform. As a result, the team has increased efficiencies, better served their customers, and identified new revenue opportunities.

Founded
1842

Head office
Rueil-Malmaison, France

€28.9 billion
in revenue

128,000+
employees worldwide

115+ countries
where SE is represented

**Fortune's 2022 World's Most
Admired Companies**
Fortune (5th year in a row)

Meet Schneider Electric

With a rich history beginning in 19th century France, Schneider Electric has evolved into a global powerhouse focused on corporate social responsibility and delivering shareholder value. Named “Most Sustainable Company in the World” in 2021 by Corporate Knights, a prominent brand in the clean capitalism media space, Schneider Electric’s mission is to empower all to make the most of available energy and resources by bridging progress and sustainability—an initiative known as “Life is On.” The company achieves this by driving digital transformation, integrating world-leading process and energy technologies to realize full efficiency and sustainability opportunities for its customers.

Challenges

Schneider Electric had long been using a home-grown solution as its system of record to support a myriad of sales, marketing, support, and other operations. While the tool was fairly sophisticated and met the company’s needs at the time, it was maintained and updated by just a single person with the in-depth technical knowledge required. Updating, enhancing, and even maintaining the system was becoming unsustainable. Management decided it needed a more supportable, adaptable, and innovative solution.

Why Reltio

Schneider Electric was no stranger to partnering with key vendors to drive innovation to achieve its objectives. “That’s what set Reltio apart from other solutions—the ability to innovate, be disruptive, and present forward-thinking ideas,” said Loïc Tordo, Product Director - Customer and Vendor Master Data at Schneider Electric. The team also wanted to work with a company that would be responsive to their feedback and requests.

Schneider Electric already understood the benefits of cloud-based systems. Its global CRM system and many of their productivity tools were already in the cloud, and its ERP systems were moving to the cloud. “It was pretty much a given that the solution we picked would be fully cloud-native,” Tordo adds. They turned to Reltio—the first cloud-native SaaS solution for MDM.

“We have a very open dialogue with the team at Reltio. We have a very good customer success team. We really feel we are heard and things are continually progressing.”

– Loïc Tordo

Product Director, Customer and Vendor Master Data,
Schneider Electric

Solution

Schneider Electric viewed customer data as a strategic asset—one that would enable the company to increase its top line and drive operational efficiency. The company needed to ensure that critical customer attributes and relationships were complete, consistent, and accurate. So they could understand the customer journey and support key business functions across customer care, sales, service, marketing, and more.

Schneider Electric now uses the Reltio Connected Data Platform as the authoritative source for 5 million organizations and 13 million individuals. Reltio unifies data across its 20+ systems: global CRM with Salesforce, SAP and Oracle ERP systems, sales quotation systems, marketing lead management, and an ecommerce platform, among others.

Within Reltio, data is cleansed and enriched with Dun & Bradstreet’s data to continually update business profiles for their clients and prospects. Instead of relying on an account manager to research and manually update this data—total sales volume, number of employees, and more—it is fed automatically into Reltio. Having more comprehensive and better-quality data fuels more accurate sales targeting and mining for potential opportunities within their existing customer base.

Then, using survivorship rules, they master the data and return it to the source systems, overriding values if needed. So if they have three ERP systems, they are able to record the classification once in Reltio and return it to each of the ERP systems. And that data, in turn, is used by downstream analytical and operational systems for consistent reporting. Reltio also provides address validation, currently in use for the United States and Europe.

“To tap into new business, we were looking at accounts declared active in our CRM. We found a lot of accounts marked inactive were—based on our ERP—active. So far we identified a significant amount of potential sales opportunities by simply connecting our CRM and ERP systems.”

– Loïc Tordo

Product Director, Customer and Vendor Master Data,
Schneider Electric

Solution

- Replaced a legacy MDM developed in house with Reltio Connected Data Platform
- Connected 20+ systems including a global Salesforce instance, SAP ERP, Oracle ERP, and more
- Leverages Reltio partner Dun & Bradstreet to enrich organization data

Benefits

- Several millions of new potential sales opportunities uncovered
- Several hundreds of thousands of shipping cost savings per year
- Improved data accuracy, consistency, and enrichment
- Better segmentation and classification of customers
- Increased efficiency for service and support teams
- Significantly reduced manual data entry

Results

Increased efficiency and accuracy for service and support teams:

With Reltio as the trusted source of customer data, the time to create a new organization in operational systems is reduced by about 50%. And reducing manual, paper-based processes enabled client-facing teams to improve data accuracy and resolve open cases faster—to serve more clients better in less time.

Discovered several million in potential sales opportunities:

Reconciling data between their CRM and ERPs, they identified customers mistakenly designated inactive—those were not considered potential sales targets. By correcting them as active, they added additional marketing targets and sales opportunities to their pipeline. “We’re still finalizing the process and amount of the opportunity, but so far, we’ve identified several million in potential business by simply connecting our CRM and ERP systems.”

Saved several hundred thousand per year in logistics costs:

Ensuring correct addresses before shipping products resulted in customers getting their shipments faster and lower shipping costs by reducing returns and reshipments.

More rapid resolution of customer issues:

Reltio also makes their field service team’s job easier and speeds resolution of customer problems. Previously there was a lag of 24 hours for batch processing between CRM and their legacy MDM. In the meantime, no work order could be created in the system. So service was slowed or—in more urgent situations—a paper-based work order was created, requiring manual after-the-fact data entry. “Now, with the Reltio platform, we are moving data in nearly real time. In less than five minutes, a new customer entry is certified with Reltio. That helps our staff be more efficient and provides a better service experience to our customers,” said Tordo.

The Reltio platform has given Schneider Electric access to high-quality, reliable data to fuel all aspects of its operations—driving efficiency, improved customer experience, new sales opportunities, and cost savings. And Schneider Electric pushes Reltio to the top of its game in innovation.

“The Reltio platform has enabled us to provide data quality at the source in every connected system—in real time. It supports our business operations, improves customer experience, increases our efficiency, and drives revenue growth.”

– Loïc Tordo

Product Director, Customer and Vendor Master Data,
Schneider Electric



What's next

Schneider Electric still has plans for new and impactful ways to leverage the Reltio Connected Data Platform. They are in the process of integrating activities for organizations that are both clients and vendors of Schneider Electric. That way, they can increase their negotiating power by knowing not only what they have sold to those organizations, but also what they have purchased from them. They plan to connect to various compliance systems—for example, third-party screening and contract lifecycle management—while continuing to improve data quality with additional preventive controls. They also anticipate enriching data on individuals—subject to data privacy regulations, of course. And with their focus on sustainability, both for their organization and that of their customers, it's no surprise that integrating their energy and sustainability services is in the works.

WHY RELTIO

At Reltio, we believe data should fuel business success. Reltio's cloud-native master data management (MDM) SaaS platform unifies—in real time—core data from multiple sources into a single source of trusted information. Leading enterprise brands—from more than 140 countries spanning multiple industries—rely on our award-winning solution to turn data into their most valuable asset.

To learn more, visit www.reltio.com

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