

NEC Open Innovation Centre CRM



CUSTOMER PROFILE

Our client Global Safety Division, NEC Corporation, is focusing on creating Solutions for Society, whereby businesses can utilize the strengths of info-communication technologies (ICT) to create the social value of safety, security, efficiency and equality.

NEC is a well-established company that provides integrated solutions in smart cities, retail services, telecommunication, smart energy, finance and many other domains. Besides developing leading-edge technologies, the company is also a proven system integrator and has helped customers in the public and private sector to create new services. Social issues are resolved as value is created for customers through innovations utilizing biometrics, internet of things (IoT) and artificial intelligence (AI).

CHALLENGE

NEC established the Open Innovation Centre (OIC) in Singapore in 2018 as an added impetus to its innovation journey. The OIC showcases cutting-edge NEC technologies in which visitors can experience intelligent systems in a relatable and natural context. The OIC is a managed area and staff will need to pre-register their customers whom they are inviting to visit the centre. A schedule of the customer visit and a list of visitors are then created, after which approval from internal management is sought.

Post-visit, a follow up report is to be submitted to capture the discussion points and follow-up actions arising from the visit. If possible, potential sales engagements such as proofs of concept (POC), project opportunities, etc. will also be required in the mid-term after the visit.

Industry
Infocomm & Service

Solution

- CRM

BENEFITS & ROI

3

Months to production

Half day to 2 mins

Generate Statistics report

50%

Increase in reporting efficiency

Realtime

Notifications & Reporting

100%

Visibility and Traceability

As a start NEC made use of Excel spreadsheet to manually manage this process. This has its limitations in terms of enabling team collaboration, ensuring accurate and timely data entry, and incorporating automatic reminders and notifications. To staff managing the centre, the manual process is time consuming and ineffective in providing a quick dashboard for management reporting and visit outcome compilation.

SOLUTION

NEC approached Par3 to provide a software that has robust business workflow capabilities to help the OIC team to manage its visitors and the visit outcomes. We recommended our proprietary CRM software FloWave which offers usability, flexibility and speed to configure business workflow.



THE DETAILS

With the implementation of the CRM, stakeholders such as Account Managers, Supervisors, OIC Centre Manager are able to manage the entire end-to-end process from visit registration to closing activity. Management is able to instantly generate reports and statistics, which will help in facilitating any decision-making arising from the visit. More importantly, the centre can track the history of visits.


Within the short period of time, FloWave also helped to seamlessly migrate past historical data into the system. FloWave has given NEC management timely statistical information of visits, and to accurately track the historical utilization of the OIC resource.

“We are thankful for this partnership with Par3. With FloWave, we are able to have the flexibility to continuously change and evolve as our business need changes.”

- Aw Beng Teck
Marketing Director
Global Safety Division

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