Fujitsu's Customer Engagement transformation with Salesforce

Customer 360with Salesforce



5 silos that prevent enterprise customer contact DX



The silos (lack of coordination) among customers, business processes, departments, partners, and IT is a major factor hindering corporate restructuring.

Partner silos

There are many partners and points of contact, so the output from strategy to implementation is not connected

Interdepartmental silos

Department-specific budgets and KPIs make it difficult to create a culture of collaboration between departments



IT silos

Department-specific budgets and KPIs make it difficult to create a culture of collaboration between departments

Customer understanding silos

Customer data is accumulated by department, and it is not possible to understand customers from the data origin

Business process silos

Various measures/mechanisms are being implemented for partial optimization due to the division of labor with emphasis on productivity

Customer Contact DX with Customer360



By cooperating with each division, centered on customers,

we will break away from silos and optimize the entire life cycle activities

Management

Data-driven forward-looking management

- Understanding the overall management situation
- Planning of strategy and implementation measures
- Instructions, messages

Field engineer

Improving Engineer Productivity

- · Automatic scheduling based on distance, etc.
- Mobile field operations reduce post-processing
- · Access the information you need offline



Call Center

Improving the quality of customer service

- Fast, customer-centric access to information
- Appropriate routing and automation
- Improve operational productivity



Marketer

Acquire new customers/Deepen existing customers

- · Selecting the Next Target
- · Customer-tailored messaging
- · Toss up to sales at the right time

Sales/Manager

Improvement of company-wide sales capabilities

- · pipeline management
- Improving Sales Productivity through Mobile Utilization
- · Collaborate with the proposal team



Customer Portal

Improving customer satisfaction through self-resolution

- · Promoting self-resolution through FAQ portal
- · Chatbot enables unattended guery resolution
- · Reducing the volume of calls to manned personnel by providing various information © 2025 Fujitsu Limited

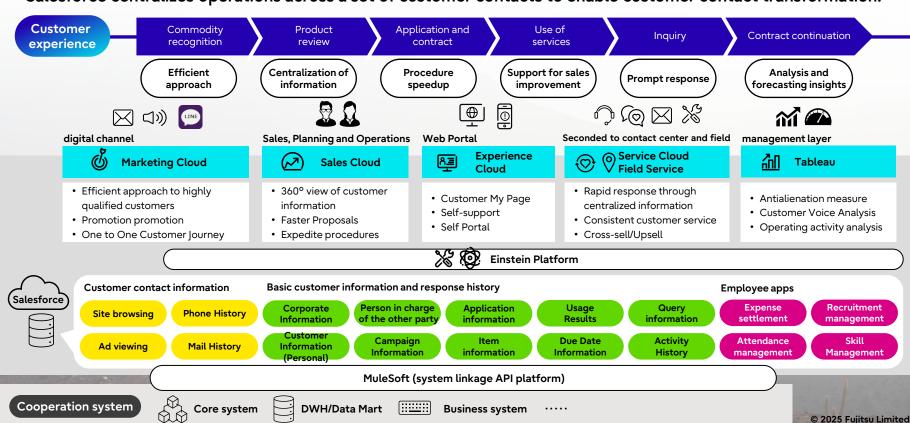
provision

Customer 360

Customer360 in Salesforce



Salesforce centralizes operations across a set of customer contacts to enable customer contact transformation.



Support Menu for Improving Profits



We provide one-stop support for DX transformation initiatives from consulting to IT planning, implementation, operation and improvement, involving all aspects from top management to field departments.

Common challenges-

Services provided -

Service overview-

Commitment of top management

No commitment -> Independent departmental initiative





Upstream consulting

- Contact acquisition, information input, and lead acquisition design
- Digitization and utilization design of sales information

Customer360 Transformation Initiative Consulting

- Designing a plan for in-house data utilization
- Marketing, Sales, Call Center Organization, Operations, IT environment design

Planning concept

The objective and desiredimagewere drawn, but as a result, existing SFA was replaced



Introduction

Lack of involvement of field departments only in lead departments (Sales officers, absence from the site)





Deployment Services

- Build Customer Contact Channels (Web/App)
- Improvement of communication automation (MA) environment
- Development of sophisticated and efficient sales environment (SFA/CRM)
- Development of call center environment and organization
- Development of field service environment and organization

 Continuous evaluation/analysis of execution results (data)
 Development of improvement measures and support for the creation of results

Colonisation

Introduce it, and you're done.

No continuous improvement measures





Consolidation service

5





Become the best customer DX partner

Fujitsu itself utilizes Salesforce throughout the company and is working to transform its customer approach by leveraging its global organizational strength of 130,000 employees.

In addition to our extensive customer support experience, we utilize the latest know-how acquired through our own implementation to support customer contact reform.

Don't hesitate to contact us!

Contact Fujitsu Salesforce CRM



Fujitsu Customer Contact Center Japan https://global.fujitsu/en-global/contact

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https://global.fujitsu/en-global/offering/customer-engagement-transformation

