

Fujitsu's Customer Engagement transformation with Salesforce

Customer 360 with Salesforce



5 silos that prevent enterprise customer contact DX

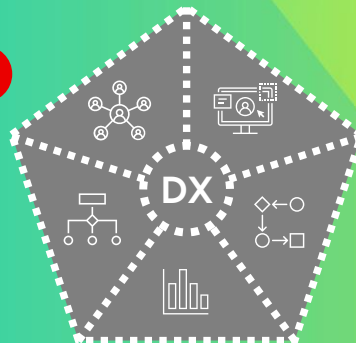
The silos (lack of coordination) among customers, business processes, departments, partners, and IT is a major factor hindering corporate restructuring.

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



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

IT silos

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

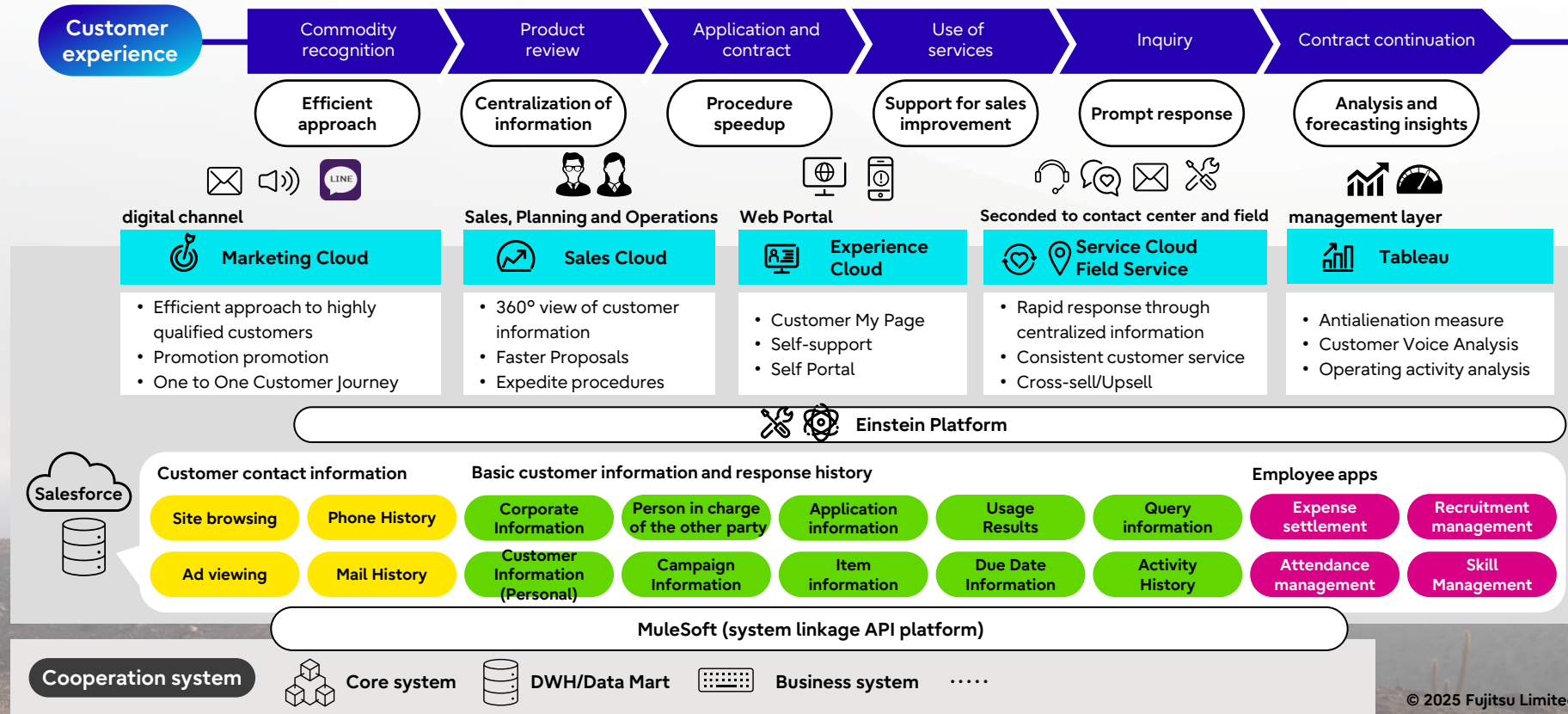
Customer Contact DX with Customer360

By cooperating with each division, centered on customers,
we will break away from silos and optimize the entire life cycle activities



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

Commitment of top management

No commitment -> Independent departmental initiative



Planning concept

The objective and desired image were 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)



Colonisation

Introduce it, and you're done. No continuous improvement measures



Services provided



Upstream consulting



Deployment Services



Consolidation service

Service overview

- Customer360 Transformation Initiative Consulting
- Contact acquisition, information input, and lead acquisition design
- Digitization and utilization design of sales information
- Designing a plan for in-house data utilization
- Marketing, Sales, Call Center Organization, Operations, IT environment design
- 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

Promote implementation across departments



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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