SEGEZHA GROUP USES CREATIO TO PROVIDE EUROPEAN CUSTOMERS WITH A CUTTING-EDGE USER EXPERIENCE

ABOUT THE COMPANY

Segezha Group is an international forest industry holding company that performs a full cycle of timber harvesting and advanced wood processing operations. Segezha Group's production assets across 13 countries in Europe include more than 50 plants dedicated to timber harvesting, sack paper, plywood, and log houses production. The company pledges itself to align its business goals with a sustainable development strategy. The foundation of Segezha Group's success lies in financial stability, business transparency, and legal compliance. With over 13,000 employees who share the same values, the company delivers high-quality products and services to its customers in more than 100 countries around the world.

KEEPING UP WITH CHANGING INDUSTRY AND TECHNOLOGY TRENDS

A dynamically growing competitive environment in the industry forced Segezha Group to raise the standards of customer services excellence and reevaluate the efficiency of its IT solutions.

Segezha Group was lacking a single source of customer data. Because every company's branch had its own ERP system for order and shipment management, it was impossible to have a comprehensive view of all business processes. Without a standardized approach to data management or end-to-end operational transparency, Segezha Group wasn't able to optimize its business performance efficiency. This, in turn, had an inevitable impact on customer experience.

Segezha Group wanted to break down data silos and minimize the possibility of error for sales and customer service employees. To do so, the company decided to set off on an ambitious digital transformation journey. Creatio has become their system of choice that meets all requirements and supports customers throughout this journey

"As we live in a digital age, every single industry is required to create easily manageable operational solutions. To do that, we needed to adopt new approaches to business management." Pavel Vakhnin, Vice-President of IT and Automation.

## THE INSIGHTS OF DRIVING TRANSFORMATION WITH CREATIO SOLUTIONS

Creatio helped Segezha Group turn a heterogeneous technology landscape into a single IT ecosystem through Creatio's integration with multiple enterprise software. The company's employees are now able to register incoming customer requests from across entire Europe in a single database. The system stores and manages large scopes of data. With the help of powerful BI tools to analyze product and financial data metrics, Segezha Group is able to do a data-driven, highly precise sales planning easily.

As a part of the transformation project, Segezha Group together with Creatio designed and leveraged an all-encompassing customer interaction model. By implementing the system, the company got an opportunity to build a standardized sales workflow and create omnichannel communication pathways. A detailed requests categorization, advanced case routing, customer interaction history, document flow automation tools, and other Creatio's solutions help Segezha Group took better control of end-to-end customer experience, from the first customer touchpoint to order delivery to repeat sales.

BUILDING A WIN-WIN RELATIONSHIP WITH CUSTOMERS

As a customer-centric company, Segezha Group is focused on building long-term customer relationships and creating new strategies that bring mutual benefit to their clients and the company. To do that, Segezha Group required powerful technology that would help them bring their ideas to life.

Creatio helped Segezha Group and its customer get a bird's eye view on order management processes by introducing a Customer Portal. The tool was tailor-made to the company's specific process flows and aimed at serving as a customer self-service portal. The portal's integration with an ERP system and Creatio's CRM platform allows its users to access only relevant data.
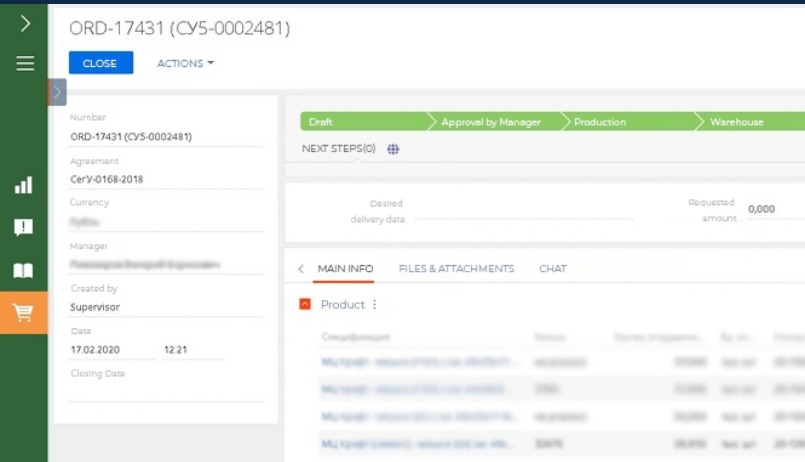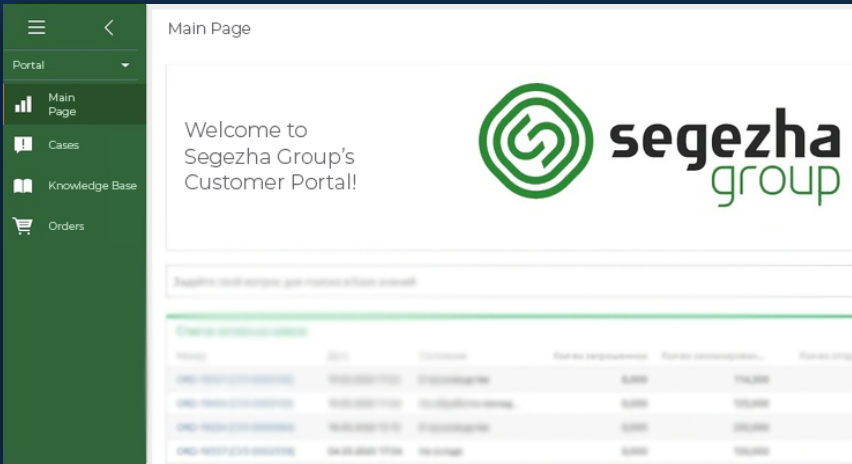
Thanks to a user-friendly, intuitive interface of a Customer Portal customers easily navigate the portal. In a Customer Portal, Segezha Group's customers can place orders, set desirable delivery dates, specify additional requests, and track order statuses. The portal also helps to resolve any issues in accelerated mode via a chat with a dedicated manager.

Segezha Group is convinced that a Customer Portal will help them improve their customer service and inspire two-way communication with customers in a long run, thus resulting in increased sales and higher economic outcomes for the company.

AMBITIOUS PROJECT ROADMAP FOR AN AMBITIOUS BUSINESS

Despite a range of solutions that have been delivered to Segezha Group, it is still only the onset of a large-scale project of creating a single customer experience ecosystem across the entire organization.

"Implementing Creatio's low-code platform is one of the key projects for Segezha Group and a cornerstone of the company's IT roadmap," stated Pavel Vakhnin, Vice-President of IT and Business Automation. "We keep scaling Creatio platform across our European subsidiaries. In the near future, a single platform will be used organization-wide across all 13 countries where Segezha Group operates."

Currently, Creatio is up and running at the company's division in Denmark and Germany. The next action steps would be further scaling the platform usage across the company's other branches in Netherlands, Czech Republic, Romania, Italy, Turkey, and other countries.