



# CRH Canada and Clockwork: Leveraging Digital Tools for Better Customer Centricity

Mejasoa Razafimihary, Communications Manager, CRH Canada  
Mike Roach, User Experiences, Clockwork

Session ID #83739

# About the Speakers

## **Mejasoa Razafimihary**

- Communications Director,  
CRH Canada

## **Mike Roach**

- User Experiences,  
Clockwork

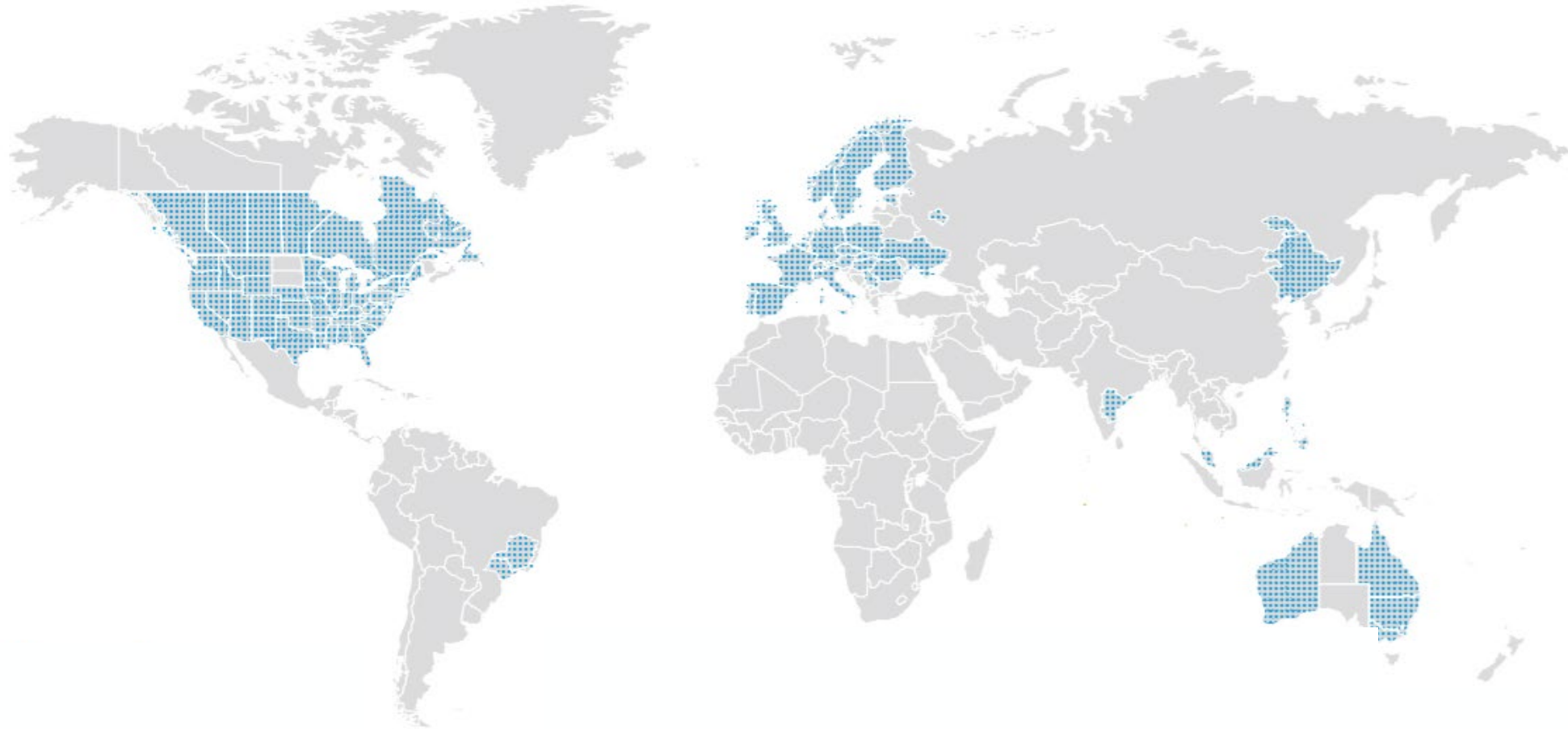
# Key Outcomes/Objectives

1. Learn how a leading company in a “conservative” industry transformed their customer engagement through innovation
2. Share how we drastically simplified our CX (Customer Experience)
3. How we greatly streamlined processes through design thinking exercises.

# Agenda

- About CRH and our Industry
- Our Mission – To Create value through customer “Centricity”
- Our Project and Solution

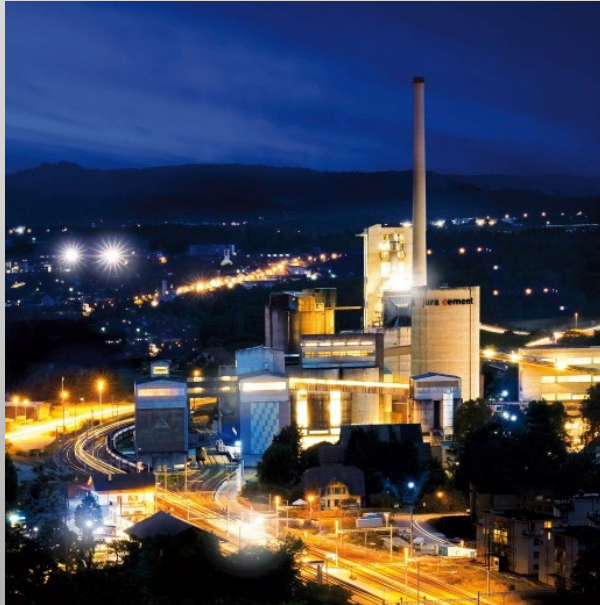
CRH Canada is a member of CRH plc, a global building materials company with almost 50 years of performance and growth



*CRH is a leading global building materials group, employing over **85,000 people** at approximately 3,600 locations in **32 different countries**. CRH plc is one of the top-two building material players globally.*

**ASUG**

# CRH's products cover the full breadth of construction



## Materials

Building the urban environment



## Products

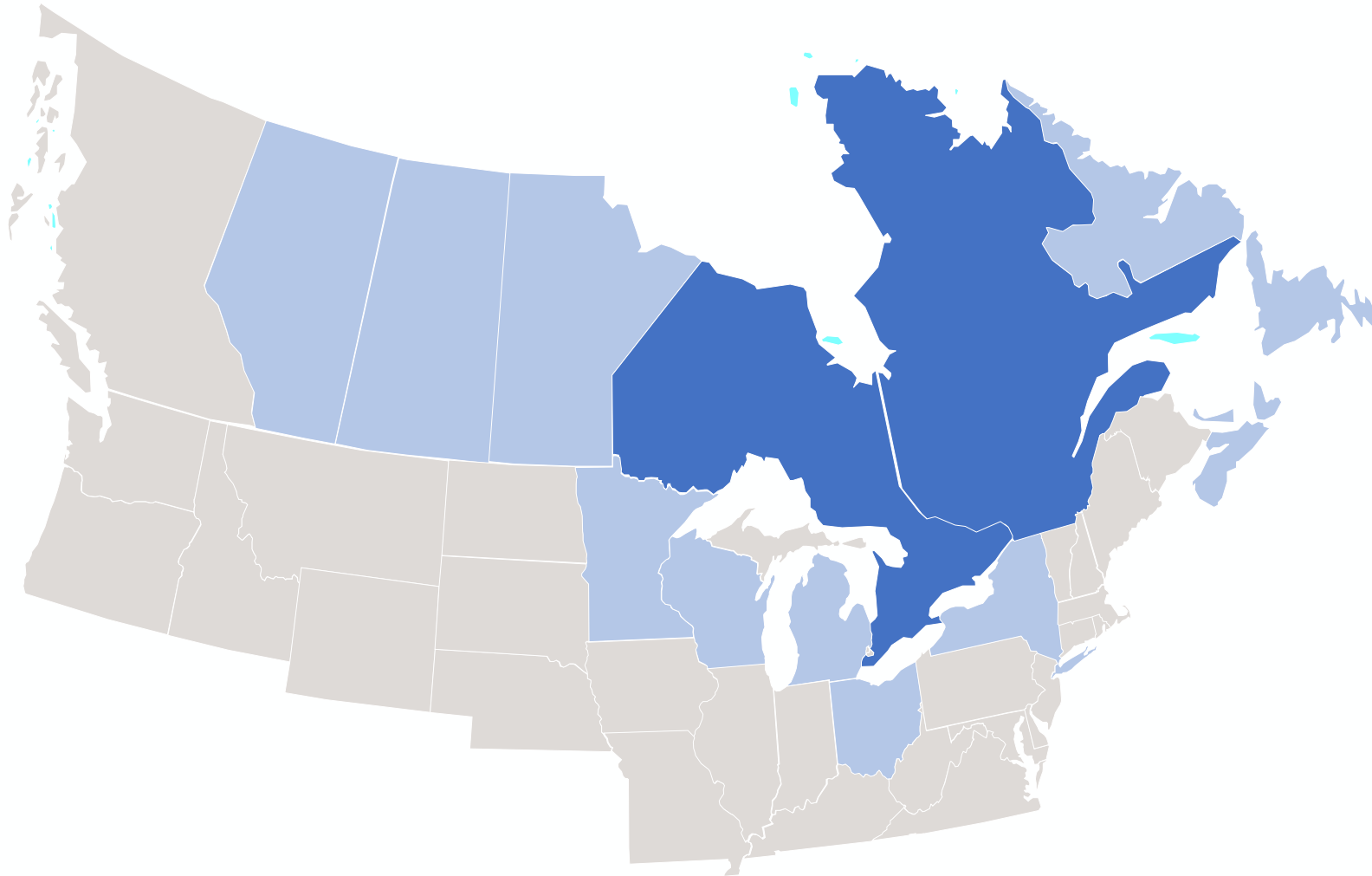
Products for Construction Solutions





## Distribution

Fit-Out and Building Renewal

CRH Canada Group Inc. is one of Canada's largest vertically integrated building materials and construction companies.



-  *Vertically Integrated*
-  *Cement and/or Construction*

# The Way CRH Does Business



Put safety first

We value safety. We protect and look out for each other. Safety is a shared, uncompromised value.



Continuously create value

We constantly seek new and better ways to take on challenges and improve every day for the benefit of our shareholders, customers, employees and the communities in which we operate.



Do what we say and act with integrity

We are committed to doing the right things in the right way, to being open and honest in our dealings with all stakeholders.



Operate locally, but act as one company

Working locally, but together as OneCRH, our entrepreneurial spirit is built on a determination to succeed, seize opportunities, win customers and grow our businesses.



Build enduring relationships

We are straight talkers, down-to-earth, open and honest. We develop partnerships, handshake by handshake, that stand the test of time.

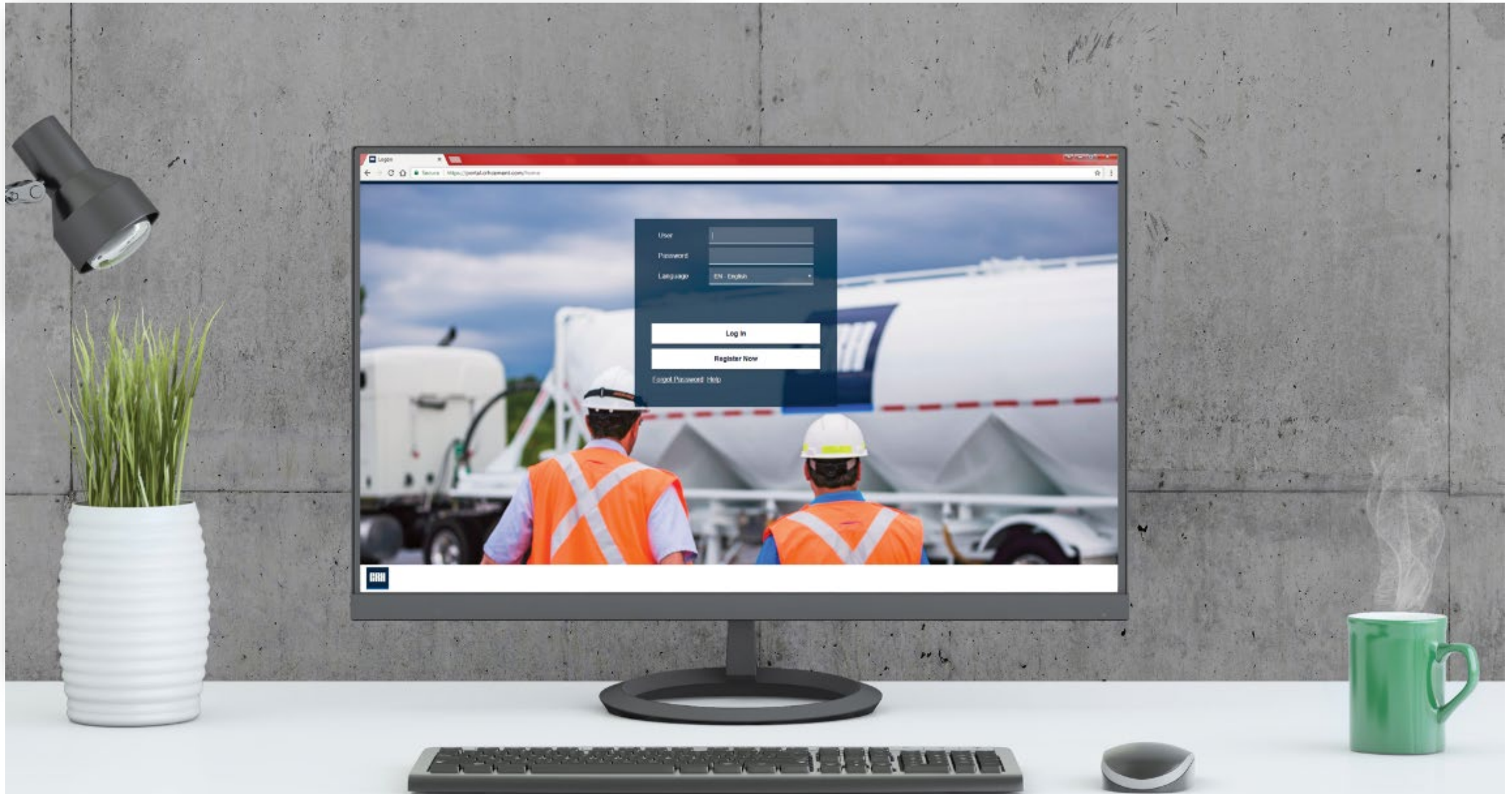


**Improving B2B Customer Experience** is about striking the right **balance** between **digital** and **human** interaction in B2B's more **complex** customer relationships.

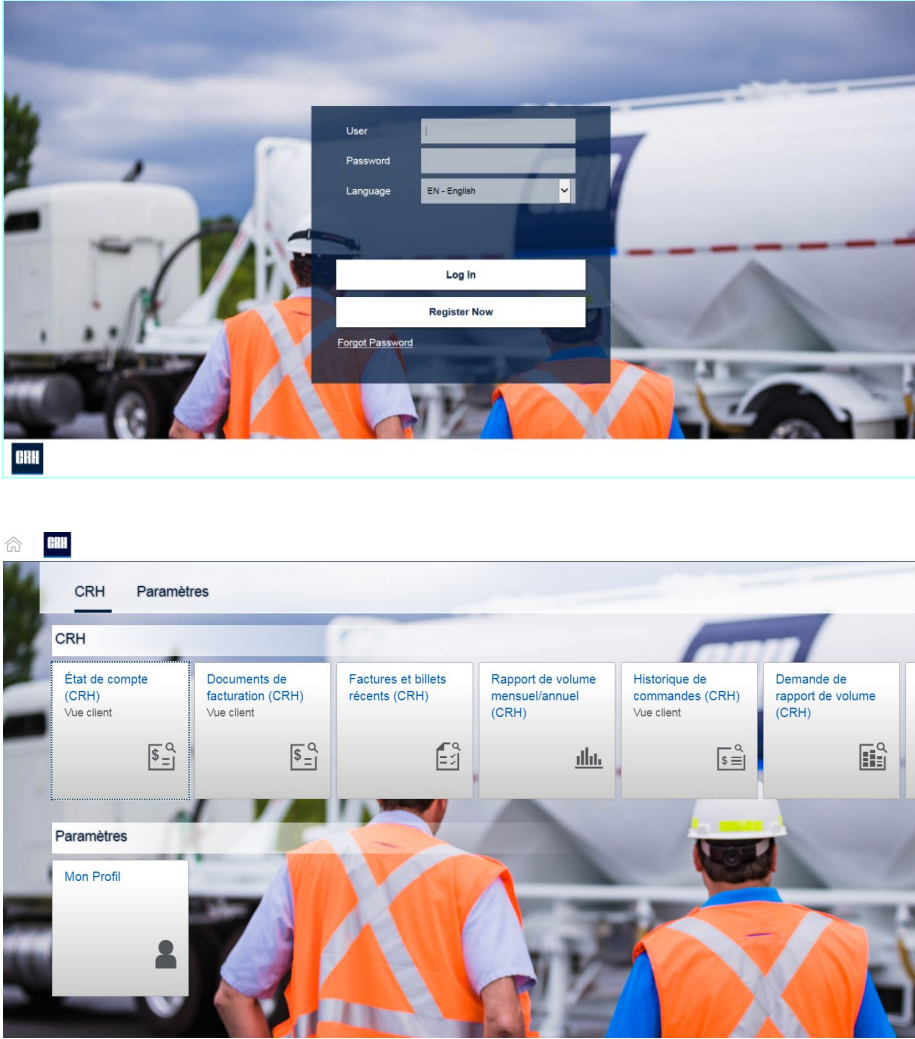
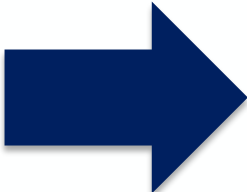
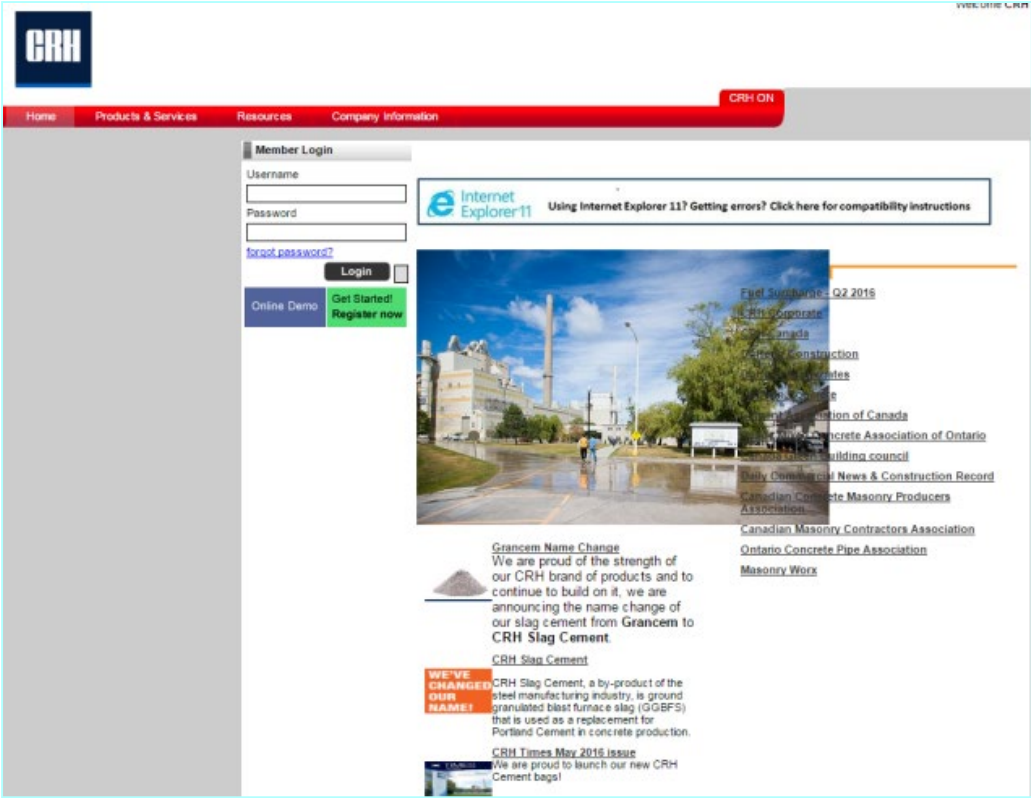
# Our Project Mission



# What We Created Together



# How Did We Go from Here to There ?



# Where we were

## Low Engagement

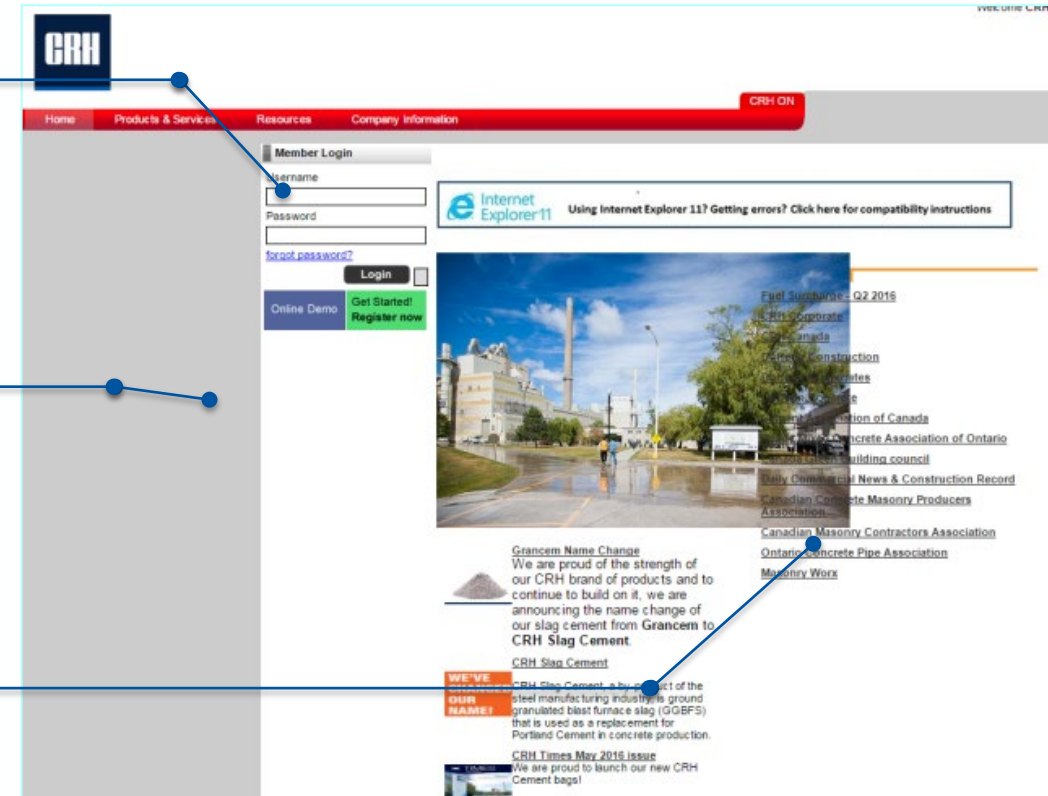
- Low participation
- Customers prefer other channels
- Low internal engagement / support

## Dated Technology

- SAP Portal-based solution
- Browser compatibility issues
- Uncertain future support

## Non-Responsive

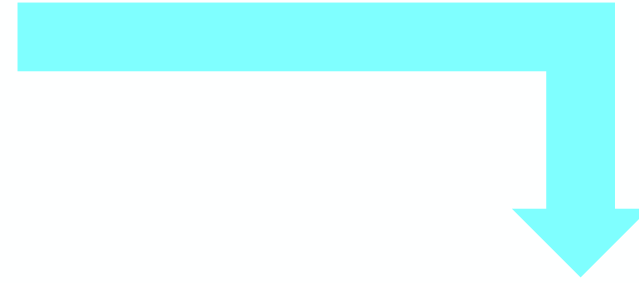
- Designed for one resolution
- Browser-only
- Branding collision



## Project Preparation and Kick-Off



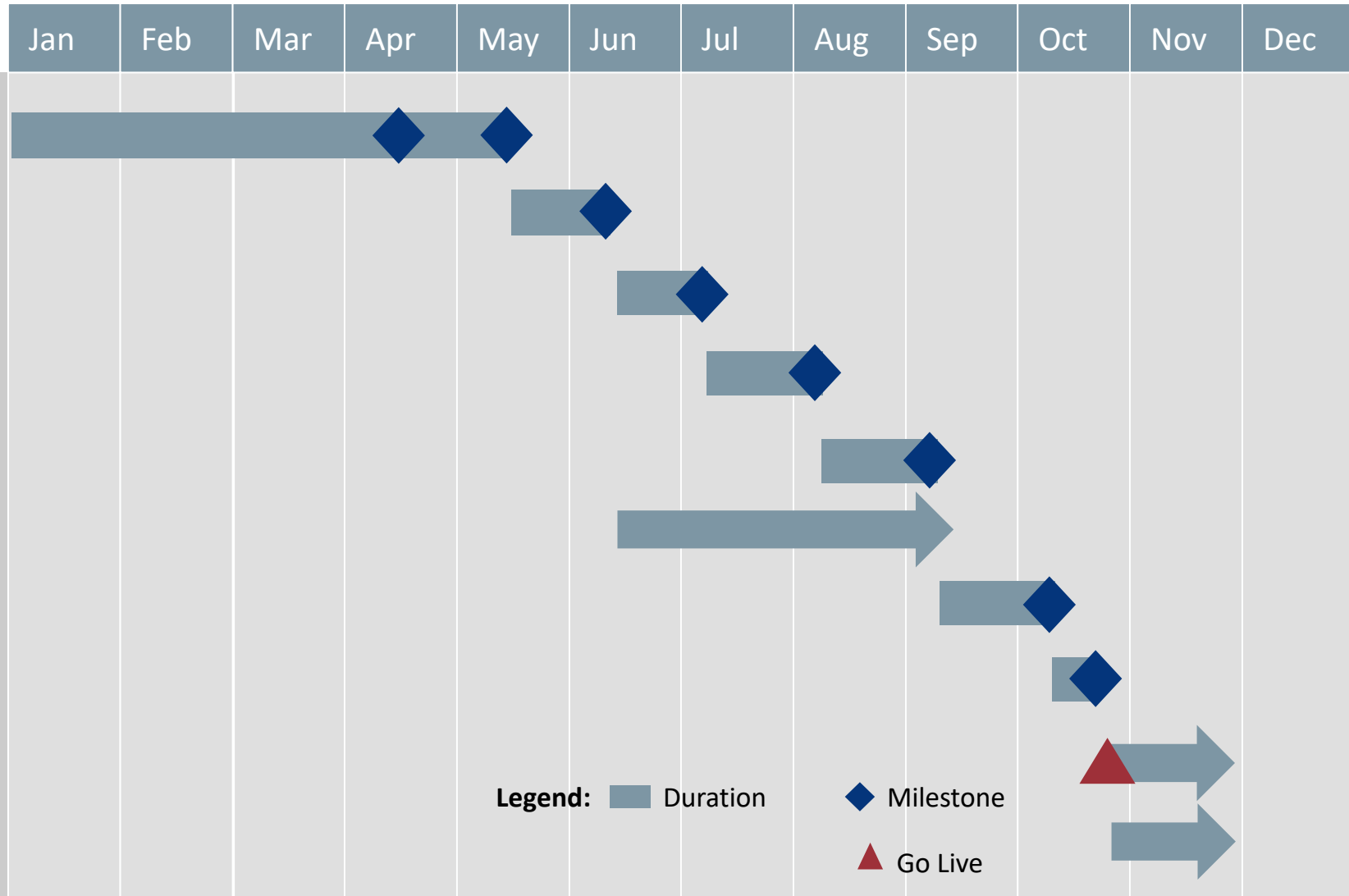
**ANOTHER  
IT PROJECT ?**



**CUSTOMER CENTRIC  
PROJECT BASED  
ON IT SOLUTIONS**

# The Project

- Project Preparation & Kickoffs
- Design Workshops
- Development Sprint I with Review
- Development Sprint II with Review
- Development Sprint III with Review
- SME Functional Testing
- QA Test Cycle I (CRH)
- QA Test Cycle II (Customers)
- Phased Go Live
- Post-Go Live Enhancements



# The Evolution of Design

Invoice Number: 0000000001  
 Customer Number: 0000000001  
 Invoice Date: 30/11/2016  
**Invoice Amount: 10,000.00**

<b>Ship To</b> Company: CONSTRUCTION Address: TTC Structural Finishing-Sheppard/f City/Prov: Toronto ON Postal: A1A 1A1 Country: CA	<b>Bill To</b> Company: CONSTRUCTION Address: TTC Structural Finishing-Sheppard/f City/Prov: Toronto ON Postal: A1A 1A1 Country: CA
---	---

BONDFIELD
Multiple Invoice PDF
Excel
Print
Sort
Help

Select	Ship Date	PDF	BOL	Plant	FOB FP	Material	Qty	U/M	Unit Price	Gross Amount
<input checked="" type="checkbox"/>	28/11/2016		0000000010	3062	FP	HANDLING	8.50	M3	1.00	1,000.00
<input type="checkbox"/>	28/11/2016		0000000010	3062	FP	HANDLING	8.50	M3	1.00	1,000.00
<input type="checkbox"/>	28/11/2016		0000000010	3062	FP	HANDLING	8.50	M3	1.00	1,000.00
<input type="checkbox"/>	28/11/2016		0000000010	3062	FP	HANDLING	8.50	M3	1.00	1,000.00

Total Units	0.00 M3
Total Invoice Amount Before Tax	45,492.00
Tax	5,914.32
<b>Total Amount Due</b>	<b>51,406.32</b>

Terms of payment: Net 30 days from invoice date  
 Service charge of 1% per month (12% per annum) on overdue accounts  
 Note: Full invoice details including surcharges can be found on PDF version of invoice

> BOL/Ticket Details

Nice To Have:  
Match this layout to printed/mailed invoices

This is a dynamic list which changes (because different regions do taxes differently)

This form at the bottom here may or may not be visible depending on how Invoice Details was reached from (eg. Home accounting has nothing to display here, but Billing Doc Search does)



# The Solution



Dufferin Concrete - Documents de facturation

Recherche de factures Recherche de billets Relevé de compte

Numéro du client: DEEP FOUNDATIONS CONTRACTORS I  
 Date de la facture: 07-30-2017  
 Montant de la facture: 1,357.13 CAD

Expédier à Facturer à

Société: CLOCKWORK FOUNDATIONS  
 Adresse: 4120 Yonge Street, Suite 307  
 Ville/province: Toronto  
 Code postal: A1A 1A1  
 Pays: CA

Société: CLOCKWORK FOUNDATIONS  
 Adresse: 4120 Yonge Street, Suite 307  
 Ville/province: Toronto  
 Code postal: L0H 1G0  
 Pays: CA

Fichier PDF multi-billets Tout exporter dans Excel Imprimer Trier Aide

Date (MM-JJ-AAAA)	Usine	F/P	Billet	Produit	Qté	Prix unitaire	Avant taxes (CAD)	Taxes (CAD)	PDF
<input type="checkbox"/> 07-24-2017	4011	FP	20622491	30MPA,GROUT	1.00	M3	235.00	30.55	
07-24-2017	4011	FP	20622491	Fee 1	1.00	M3	1.00	0.13	
07-24-2017	4011	FP	20622491	Fee 2	1.00	M3	1.00	0.13	
07-24-2017	4011	FP	20622491	Fee 3	1.00	M3	5.00	0.65	
<input type="checkbox"/> 07-24-2017	4015	FP	21675421	MTQ,30MPA,19MM,AE	3.00	M3	390.00	50.70	
07-24-2017	4015	FP	21675421	Fee 1	3.00	M3	3.00	0.39	
07-24-2017	4015	FP	21675421	Fee 2	3.00	M3	3.00	0.39	

Montant total avant taxes: 1,201.00  
 Taxes: 156.13  
 Montant total dû: 1,357.13 CAD

Conditions de paiement: 30 jours à compter de la date de facturation  
 Frais de service de 1% par mois (12% par année) sur les comptes en retard  
 Remarque: Les détails complets de la facture, y compris les surtaxes, peuvent être trouvés sur la version PDF de la facture



# Business Benefits



# A Winning Project



*“The new CRH portal is really easy to use. It allows us to receive and verify our billing documents quickly. I consult it on a regular base. Even when we forget our password, it is possible to reset it very quickly. Congratulations on this great initiative.”*

***CRH Canada Customer Feedback***

# Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.



# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

# Q&A

For questions after this session, contact us at [mejasoa.razafimihary@ca.crh.com](mailto:mejasoa.razafimihary@ca.crh.com) and [mike.roach@clockwork.ca](mailto:mike.roach@clockwork.ca)

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