

Summer Outdoor Inspiration

Next level B2B loyalty

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Digital Sales Experience Manager & Global Lead CRM
dsm-firmenich, Animal Nutrition & Health

2024-07-09

dsm-firmenich 

Who is me?



Father & husband
Living in Maarheeze.



Master in Arts, Communication Sciences
Tilburg University



Career

- Advantive
- Ordina
- Philips Lighting > Signify
- DSM > dsm-firmenich > ?



B2B relationships, (Digital) Sales, Customer and employee experience & engagement, Digital Strategy, and Change Management.



Current activities

CRM Transformation, Reporting Data Strategy, Master Data Management, Digital Strategy 2027, Change Ambassador.



Who is dsm-firmenich?



Three dynamic markets, two iconic names, one foundational purpose

dsm-firmenich: we bring progress to life We're a trusted partner to global companies operating in high-growth and resilient markets. We're innovators in **Nutrition, Health, and Beauty**.

Our purpose is to bring progress to life by combining the **essential** (what we collectively need), the **desirable** (what we individually want) and the **sustainable** (what the planet demands)

~30,000

passionate, talented,
and diverse people in
our global team

150+ years

of combined scientific
discovery and
innovation heritage

€12+ bn

combined revenue

dsm-firmenich PostNL

The essential is about giving riders what they need to perform at their best.

The desirable is about making sure riders want to use the products that will best support their performance.

The sustainable is about ensuring these products are consistently and responsibly sourced. Plus, making sure they support riders' performance better than widely-available, less sustainable ones.



Your partner in HMO sports nutrition





Perfumery & Beauty



Health, Nutrition & Care



Taste, Texture & Health



Animal Nutrition & Health

Animal Nutrition & Health

**Protein production that
powers more sustainable
nutrition**

In Animal Nutrition & Health,
we power the production of
sustainable animal protein,
transforming global food
systems for good



Animal Nutrition & Health



**“Everyone in the
company contributes
to our customer’s
experience”**

Customer & value chain

Feedmillers & Premixers



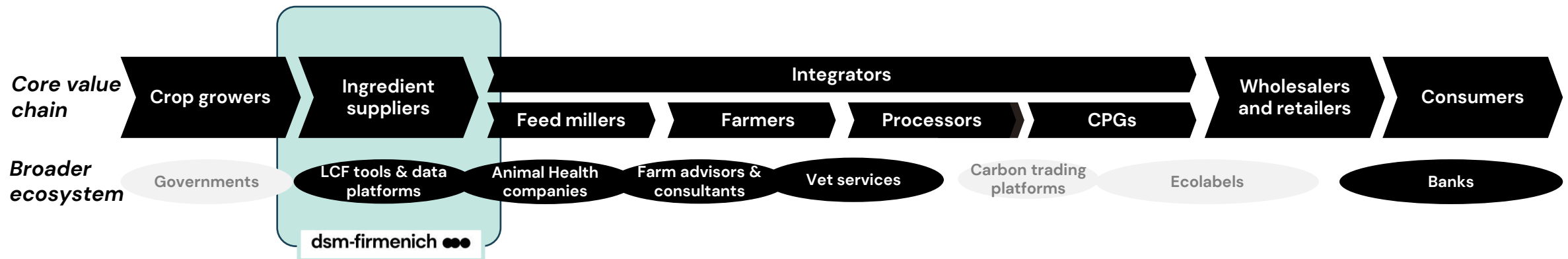
Farmers



Integrators

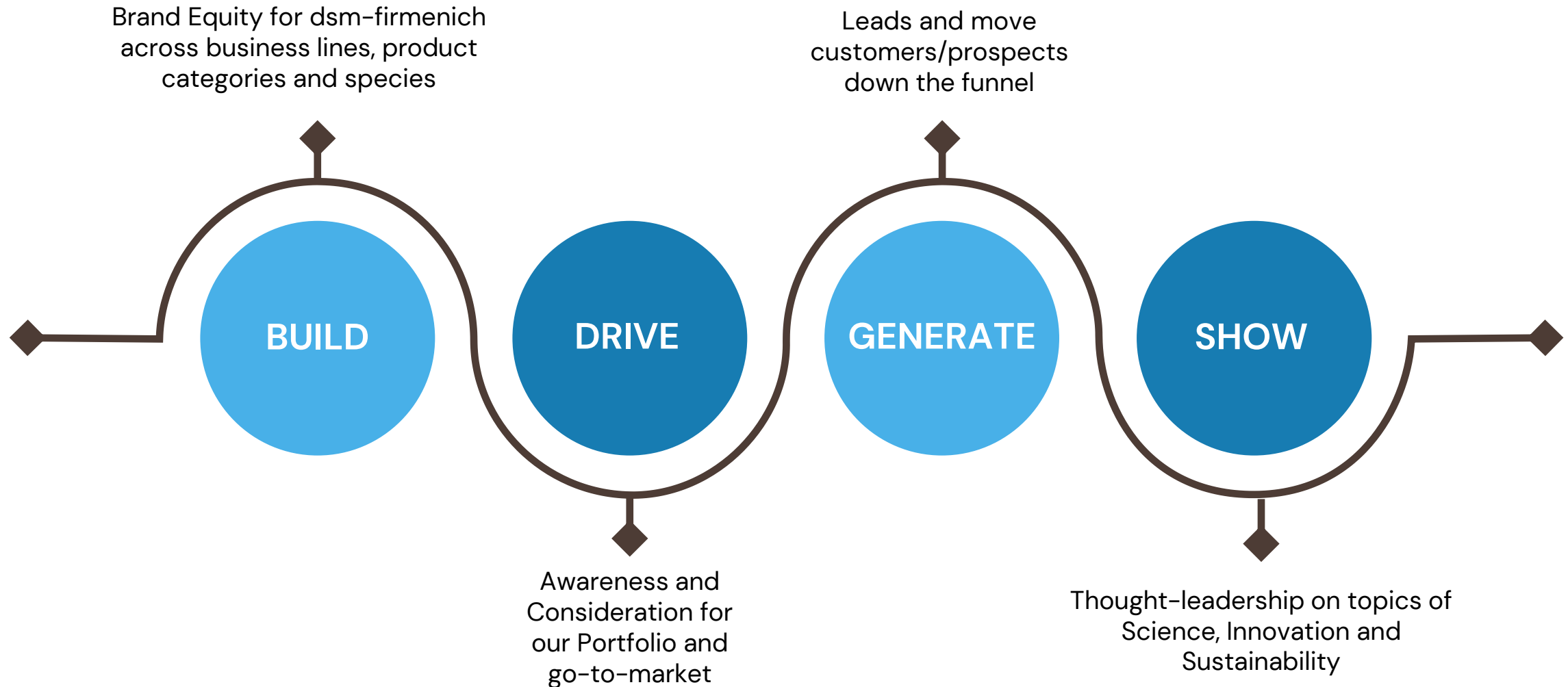


Distributors



Our Ambition

Increase visibility with key audiences through **an integrated cross-channel sales & marketing approach** (both offline & online), that results in **business impact**

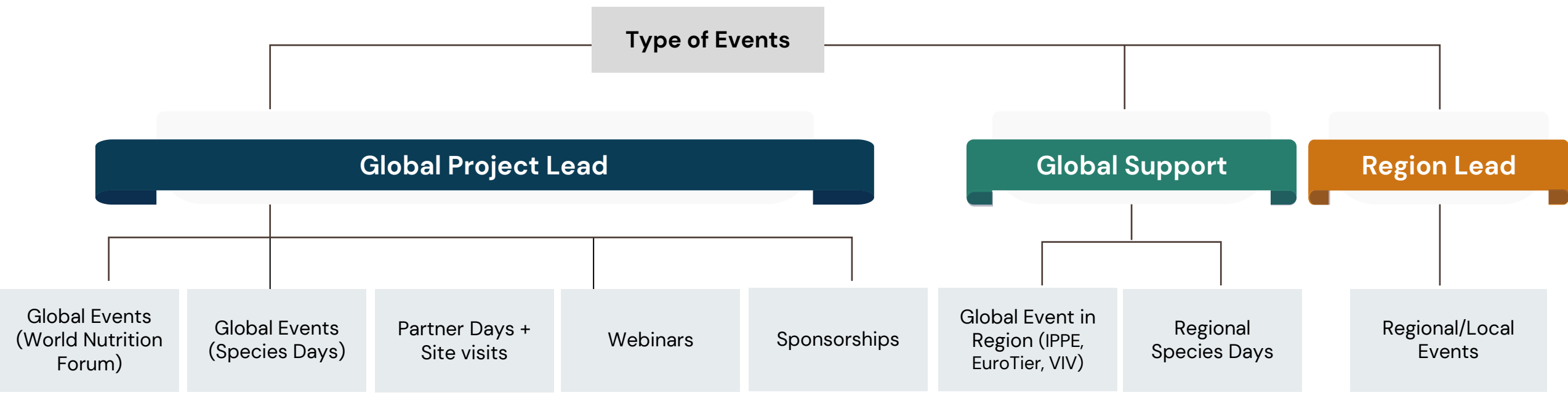


Customer Events



Customer Events

2023: 28 global events, 17 key account events, 1700 participants



Customer Events -> CRM

A combination of events to generate leads and create Opportunity Pipeline in CRM



Summary Details Related ▾

Campaign

Name *

Campaign name

Campaign Code

CMP-01533-L1G8V

Parent Campaign

Currency *

EUR

Campaign Type

Event

EUC (Species)

Target Return

€ 0,00

Revenue (Focus Area Campaign Projects)

€ 57.142.865,25

Last updated:

11-6-2024 13:47

Target Achieved (%)

Expected Response(%)

Focus Area (Y/N)

Yes

Description

Recognizing innovation in Precision Services



Partnerships for Sustell™



Integrated feed formulation and life-cycle assessment software

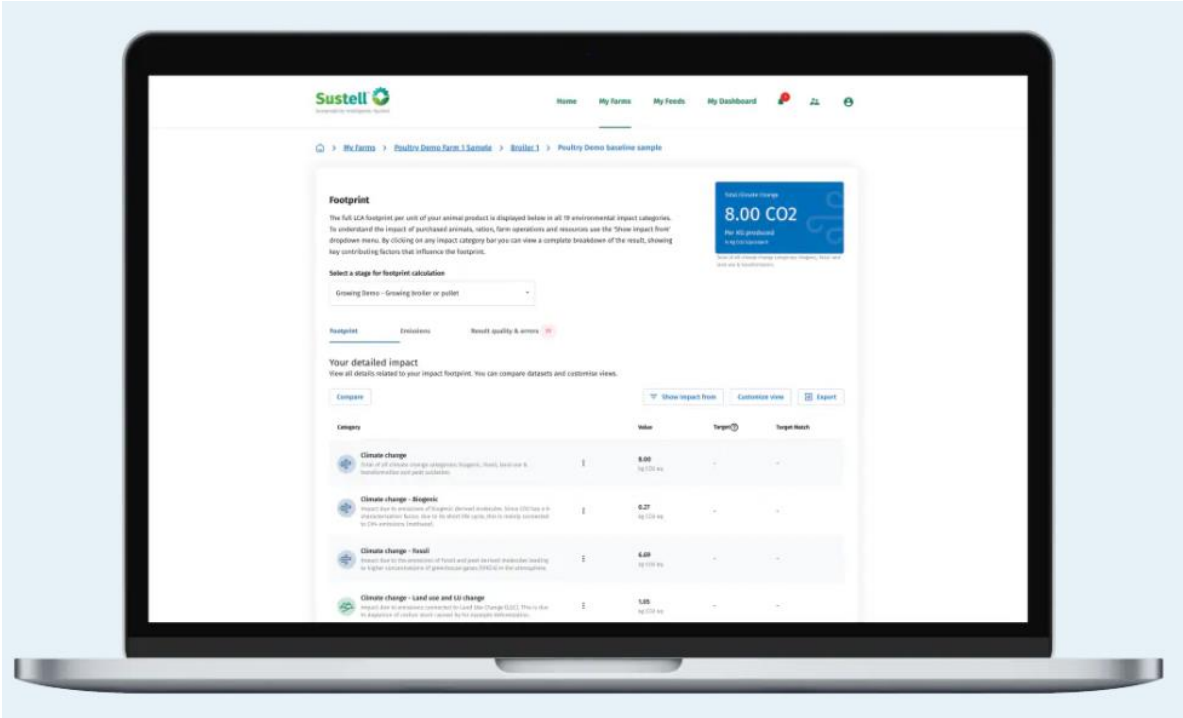
Multi-year commitment to measure and improve Grupo Almar's environmental footprint using Sustell™



Sustell™ enables banks and agri-food companies to credibly measure and reduce farms' environmental footprints.



To address the growing need for environmental accountability and unlock new opportunities related to sustainability across the animal protein value chain



OVN Optimum Vitamin Nutrition®

An essential component for more Sustainable Farming



OVN Optimum Vitamin Nutrition® should be about feeding animals **high quality vitamins**, produced with the **lowest environmental footprint**, in the **right amounts**, appropriate to their life stage and growing conditions, **to optimize**:

- Animal **Health and Welfare** → good for Animals!
- Animal **Performance** → good for Farmers!
- **Food Quality & Food Waste** → good for Consumers & the Planet

OVN™ Vitamin Checker

dsm-firmenich ESSENTIAL PRODUCTS

DID YOU KNOW?

Vitamins contribute to more sustainable farming

Take our interactive DSM Vitamin Supplementation Guideline for a test drive today. There may be improvements to your feed mixture which can benefit people, the planet and your bottom line.

[Check vitamin levels](#)

Our Customer Portal

Efficiency gain

- Place orders at any time of the day (24/7) directly
- Get notified for any change related to your order directly

Self-service

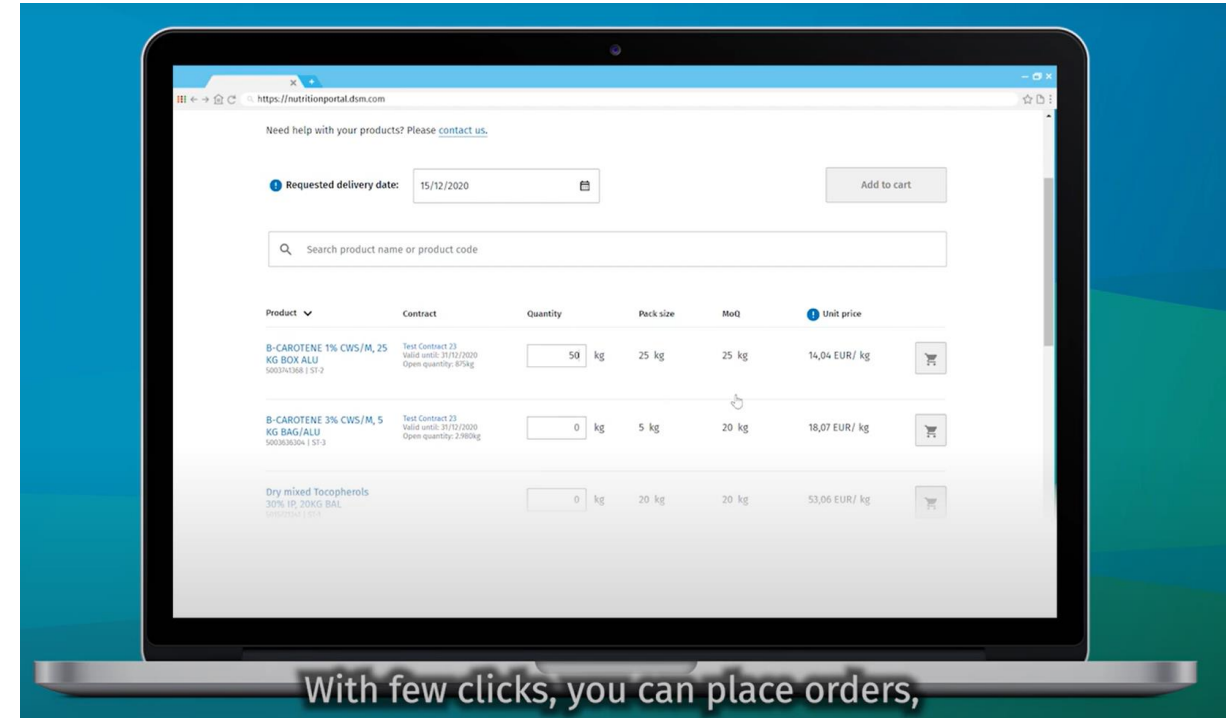
- Access your products and orders documentation directly
- Track & Trace your order

One stop-shop

- Everything related to your orders and products at one single place, no more back and forth emailing

Continuous assistance

- Our Customer Care team is available to support you for all your other queries and to assist you



What our customers say about our Customer Portal

	Sambashiva Rao Senior Manager Operations	José Higinio del Río Purchasing Manager	Dennis Stirling Plant Manager	Anatoliy Voron Chief Supply Manager of Raw Material Procurement	
	Tara Enterprises	Coagro-Proysa	New Life Mills	Ovostar Union	
	"Using dsm-firmenich Customer Portal saves me time not only in the ordering process but also in my overall workday."	"My relationship with the dsm-firmenich team has grown closer, as we deal with topics beyond placing orders, verifying delivery dates, requesting product information, and other requests."	"Rather than having to flip through numerous emails to find the right information, as we did in the past, it's now easy to find what I'm looking for right on the portal."	"Although I am happy to communicate with dsm-firmenich representatives, now we can discuss more topics, as well as focus on new products and solutions"	

"I am rewarded for doing business via Customer Portal"

Customer Loyalty Program

- Increase customer engagement
- Retain customers by rewarding them
- Increase business via digital channels

DO

1. Order online

- Points every EUR online order
- Points if the order is in the 1st week of the month or low season
- Points if the order is a repeat order
- Incentivized desirable behavior

2. Participate in surveys

- Points for participating in customer survey, like NPS
- Points for digital profile completion (additional data like CFE etc.)

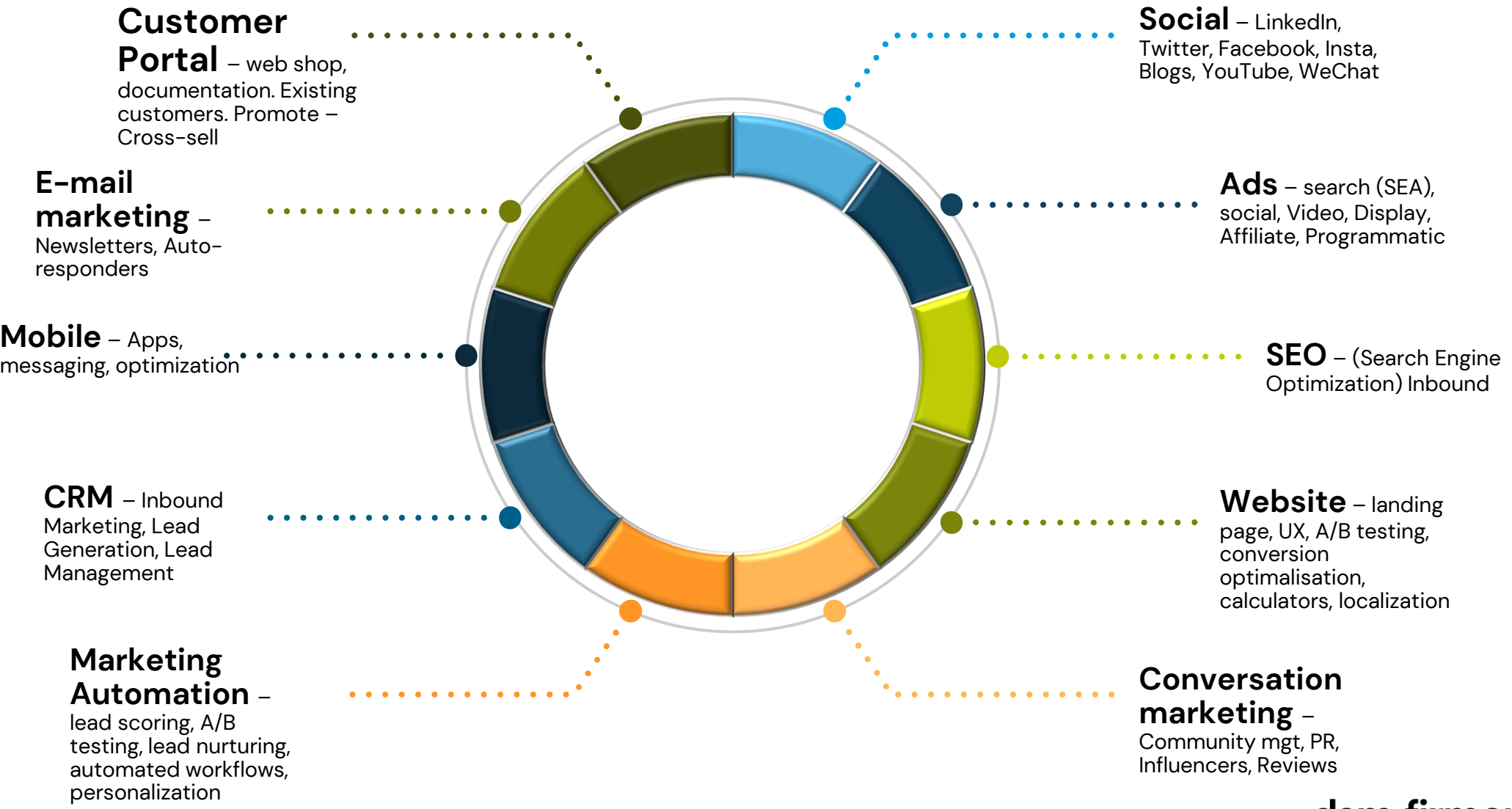
GET

Rewards examples

- Customer status (Platinum, Gold, Silver, Bronze)
- Free access to dsm-firmenich events
- dsm-firmenich merchandise
- Access market insights
- Access to services Cash discount / Shorter Delivery Date
- Special discount on certain products (high stock/expiry date)
- Webinars/Training/Tutorials



Digital landscape



Challenges

- **Customer Experience & Engagement is co-owned with the regions & countries.** Where to play and how to win? How to Globally support?
- **Change Management, and speed of change of the organization.** What moves the needle Globally? Challenging to globally scale Digital Solutions.
- **Data.** Data collection, and insights. Including KPIs.

Key take-aways

- **Invest time in Multi Experience (MX):** create an *Employee Journey Map* to see where you can win back 'customer facing time'.
- **Don't push Digital,** try to achieve a pull by developing a culture for Digital Customer Engagement. Change management plays a big role here.
- **Try to be 'agile' and co-create** when it comes to Customer Engagement and loyalty. Define your North Star, deliver MVP & scale fast.

We bring progress to life