



Koninklijke Vopak N.V.
Rotterdam, The Netherlands
www.vopak.com

Industry:

Professional Services

Annual Revenue:

US\$1.3 billion

Employees:

3,650

Oracle Products & Services:

Oracle CRM On Demand

Oracle Partner:



Capgemini
www.capgemini.com

“We were able to roll out Oracle CRM On Demand to all our locations including joint ventures easily, without having to install new hardware, just using the internet and the equipment Oracle already had.”

– Chris Badenhorst, Director,
Commerical Excellence and
Strategic Projects, Koninklijke
Vopak

Koninklijke Vopak Standardizes Customer Management to Better Understand and Serve Its Customers

With a history dating back to almost four centuries, Koninklijke Vopak N.V. (Royal Vopak) is one of the world’s largest providers of conditioned storage facilities for bulk liquids. Whether it is liquid or gaseous chemicals, oil products, petrochemicals, biofuels, vegetable oils, or liquefied natural gas, the company offers complete storage and trans-shipment solutions at 80 terminals in 32 countries, covering and connecting the world’s major shipping lanes.

Challenges

- Create a standardized customer experience for companies using Vopak services across multiple sites and subsidiaries
- Allow Vopak to appear as a single entity to third parties, rather than as a loose conglomeration of separate and quasi-autonomous divisions and sites
- Refine and define uniform business processes and standards for 750 users across the organization
- Find a solution that would work well at every Vopak site around the world, even where bandwidth is limited
- Foster closer collaboration between sales and customer service

Solution

- Worked with Oracle Partner Capgemini to implement Oracle CRM On Demand to establish a standardized customer management system across the multiple sites and subsidiaries
- Rolled out the solution to all 80 sites in just nine months, enabling the company to realize results right away
- Increased customer satisfaction and loyalty through improved sales and service processes
- Widened and sharpened Vopak's perception of each customer, allowing it to sell additional services more effectively
- Enabled Vopak's future growth plans due to the ability to roll the solution out to newly acquired or built sites very easily and quickly
- Provided a secure and highly available application, hosted by Oracle in a data center with embassy-level security and comprehensive disaster recovery provisions