

 CUSTOMERTIMES



Global CRM Implementation: Balancing Standardization and Local Market Needs

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Global CRM Implementations: Balancing Standardization and Local Market Needs



Pernod Ricard at a glance

€11.6 billion
in net sales in FY24

18
Iconic brands in the global top 100

19,550+
employees around the world

160 countries
with our sales force in over
60 markets



Pernod Ricard and Customertimes partnership



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Créateurs de convivialité



CT CUSTOMERTIMES

CT Mobile Based SFA

- Deployed to 30 markets
- 900+ users

Legacy SFA

- 3 markets
- 600+ users

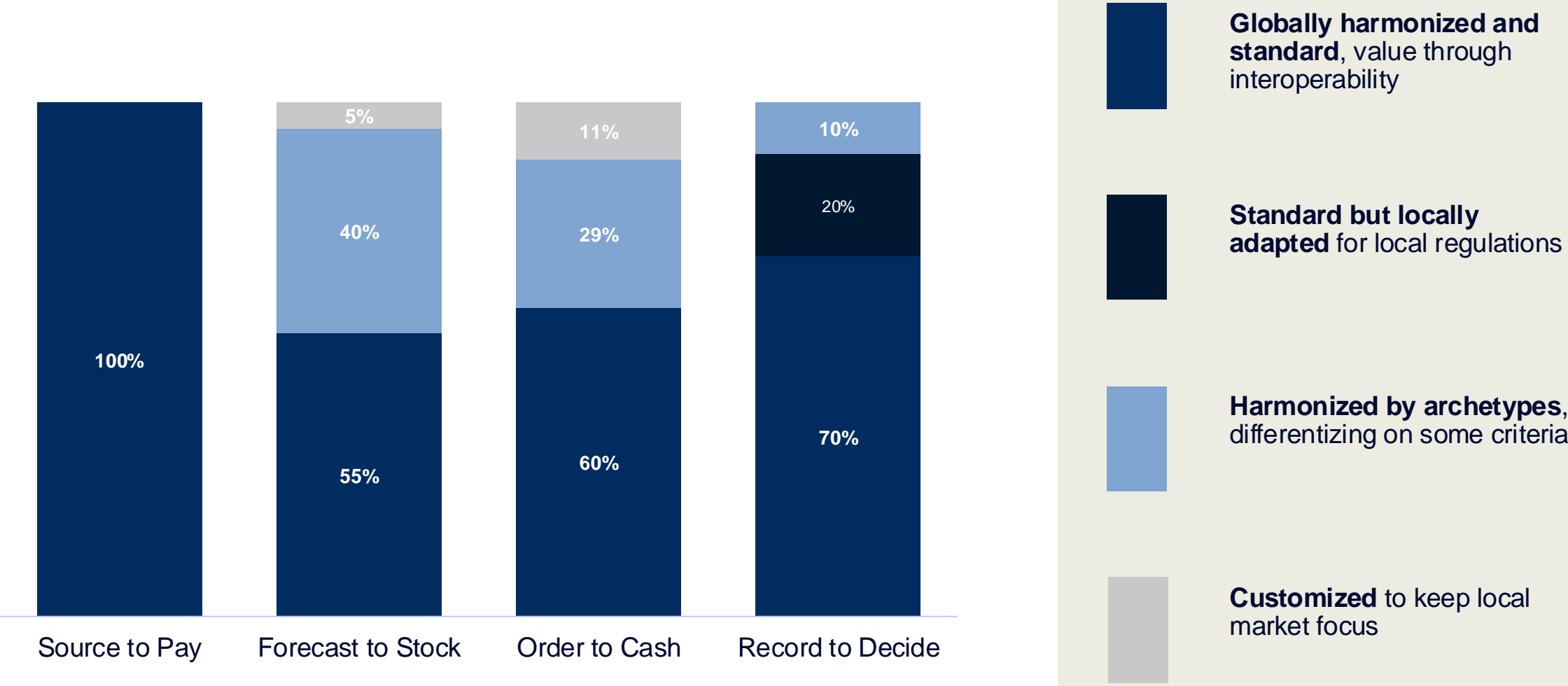


Global companies are required to balance globalization's pros and cons





Despite current heterogeneity of processes, there is a significant opportunity to harmonize





Standardization ensures consistency and efficiency, while customization allows for flexibility to meet local market demands.





Key lessons learned to tackle this dilemma

Grouping markets, target customizations at the archetype level instead

Building CRM solution based on vendor standards & industry best practices

Setting up a design authority, securing progressive harmonization & standardization

Have the right governance model and organization

Listen & adapt

Thank you



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