



Case Study

Build Profitable Customer Relationships with MS Dynamics CRM

Business Challenge

Our client successfully operates magazines, trade shows and online services for the various markets it serves for over five decades now. The Company continues to expand "organically" each year capitalizing on its strong financial footing (Debt free), its lack of shareholder pressure (A Family business) and its willingness to invest by launching. Over a dozen new publications and services have been launched within the past few years with several more in the planning stage.

One of the latest in technological revolution is a modern customer relationship management (CRM) system that would make it easier to manage customers, inventory, and sales leads. Understanding its customers might not deploy such a solution on their own, our client wanted to offer its customers a CRM solution as a hosted service.

JIVA's Solution

We proposed Microsoft Dynamics CRM, a customer relationship management solution that provides the tools and capabilities needed to create and easily maintain a clear picture of customers, from first contact through to purchase and post-sales. With our previous projects experience we suggested Microsoft Dynamics CRM as it delivers a fast, flexible, and affordable solution that drives consistent, measurable improvements in every business process, enabling closer relationships with customers and helping to achieve new levels of profitability.

Business Result

Using either Microsoft Office Outlook or Microsoft Internet Explorer, the client's customers can access all the key CRM functions enabled by Microsoft Dynamics CRM—including customer and lead tracking, inventory control, and more. Moreover, as part of its Dealer Services offering, our client has integrated Microsoft Dynamics CRM into its own advertising and publishing system—so its customers can easily enter pictures and information about their new launch products in inventory and instantly upload that information to the client's publishing system, where it is pushed into their respective magazines, websites and/or other publications. The CRM application integrates with their publishing system, making it easy to promote equipment through their paper and electronic publications. And it delivers these benefits without demanding additional local computing or support resources. All these benefits translate into greater customer satisfaction and retention.

Lessons Learnt

We have customized certain areas of Microsoft Dynamics CRM to accommodate industry-specific requirements. Dealers can access Microsoft Dynamics CRM using either Microsoft Internet Explorer or the Microsoft Dynamics client for. Any user using Microsoft Office Outlook can track their e mail messages right against the customer record in Microsoft Dynamics CRM. The CRM solution has been beneficial for both the client and their dealers. It is easy to advertise and publish for the client. It is now easy to track the leads for the dealers. Finally, our CRM solution is one more way to help expand our client's relationship with its customers.