

Case Study

Cement Manufacturing firm went for an end-to-end implementation of Dynamics 365 CRM (Sales) during COVID 19

OVERVIEW

Being one of the top India's pioneers in Manufacturing Cement, they have been a unique trendsetter in providing superior quality of Ordinary & Special Portland Cement. To continue providing great customer service and creating immense value for their clients, they settled to implement a smart CRM solution.

The major challenge they were facing with their current SAP ERP solution was they did not have any definite picture of their sales and after-sales services.

Dynamics 365 CRM (Sales) enabled them to transform time-consuming, costly, and ineffective processes to increase visibility, mobility, and sales effectiveness.



Industry

Chemical
Manufacturing



Client Location

Ahmedabad,
Gujarat



Employees

Over 50
employees



Solution Offered

- Dynamics 365 Sales
- Microsoft Teams

CHALLENGES

- Inability to track and maintain their pre-sales, sales, and after-sales activities
- Having no centralized system, it increased mundane tasks and high manual inaccuracies
- Additionally, there is no order tracking facility for their direct customers and distributors
- No complete visibility of sales-related data and was also facing a challenge in tracking performance
- Time-consuming and cumbersome to capture and use information regarding their customer interactions
- Due to the ongoing Covid-19 situation and operations being stalled, the use of remote tools became new regular and a necessity. Starting from Analysis phase to Go-Live everything was handled remotely.

SOLUTION

Intech finished the project within the timeline including providing support and training to the users. With the help of remote working tools such as Microsoft Teams, all communications were centralized, keeping the project working smoothly.

Website integration helped to capture the incoming leads directly into the CRM. Individual stage-wise order tracking, proposals, and approvals were enabled. Moreover, the sales team can easily handle their customer visit and forecast the sales target based on the customer.

Seamless integration with SAP covered areas like sales order, inventory, outstanding thus linking sales and operations and ensures real-time data access to decision-makers resulting in quicker decision making.



INTECH DIFFERENCE

Microsoft Dynamics 365 CRM (Sales), supported the organization to unify their process, with increased efficiency and effectiveness including better operational control



ABOUT INTECH SYSTEMS

Intech Systems is a boutique IT services company focused on providing world-class implementation and support services for Microsoft Business Applications. Our whole range of services helps companies in their digital transformation by providing technology solutions, including – Microsoft Dynamics 365, Microsoft Dynamics F&O/AX & BC/NAV, Microsoft Dynamics CRM, Microsoft Azure, Power BI, Power Apps and more. In addition, Intech also offers a range of complementary business.