

ENGAGEMENT CASE STUDY

Customer Background

The organization is a strategic business unit of a highly diversified conglomerates in India. By imbibing the group's core values, the construction has earned a reputation for meeting international quality standards while preserving the environment. Their competencies include expertise in construction materials, development of modern living spaces and leasing state-of-the-art commercial real estate. They offer a wide range of construction materials including specially engineered ready mix concrete products, AAC blocks, recycled concrete blocks and pavers for different types of applications.

Business Case

The customer was looking for a CRM application due to the following issues with the manual system:

- Lack of system availability for visibility on potential sale deals
- Manual system for providing quotations and contracts to client
- Limitations with service escalation matrix
- Multiple intermediate customer interactions at various stages related to each complaint could not be captured
- Capture of exact response time against each complaint type
- Complaint allocation to relevant stakeholders
- Lack of effective analysis

Highlights

Industry: Construction

Project Location: India

Engagement Since: 2017

Solution Snapshot:

- Digital Signature
- Four Level Escalation Matrix in CRM with well defined SLAs
- Use of Microsoft Dynamics CRM Implementation Framework
- Waterfall Implementation Methodology
- Quote and Contract Formats
- Customised Reports
- Customized Sales & Service Modules



India's Leading Construction Organization Successfully Implements Microsoft Dynamics CRM

Business Solution

Customer was looking for a mix of technical and functional consultants who had implemented Microsoft CRM. The solution provided has the following features:

- Single point for complete sales team to maintain personal and professional details of prospects and customers
- Single point for management to maintain and view prospective business and get visibility on complete sales pipeline
- Provision for senior management to view territory wise / sales team wise view of the prospective business
- Display of multiple customer interactions at various stages related to the complaint
- SLA design based on multiple input parameters
- System triggered e-mails on violation of First Response Time & Resolution Time
- Flexible dashboards for real-time performance analysis
- Timely SMS to customers and internal service engineers regarding complaint status

Benefits

- Faster 'Response time' and 'Complaint closure time'
- Increase in customer satisfaction
- Well defined SLAs
- Easy customer reconnect due to the centralized & easily accessible customer database
- Easily customized dashboards for in-depth analytics

Contact us



India

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About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the \$7 Bn. Godrej group is one of the leading IT service provider specializing in end-to-end IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

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