

# ENGAGEMENT CASE STUDY

## Customer Background

Client is the number one retailer of furniture, home appliances and digital products in Mauritius. Their history goes back to more than three decades ago when they first opened shop in Bell Village in 1985. Today, they operate 22 branches across Mauritius and Rodrigues, an island 350 miles from Mauritius. It is known for its offer of lowest prices, easy credit and excellent customer service. The company currently classifies its products into electrical, furniture, IT & phones, and warranty categories.

## Business Case

The client was in need of an integrated CRM solution for streamlining its sales and marketing operations. The requirements of the customer were:

- System for capturing customer details like personal & professional details, purchase history & loyalty information
- Utilization of customer details for effective customer engagement
- Ability to manage promotion budget
- System defined media allocation
- Capture of complete corporate sales process right from lead to win
- Analysis of system data



## Large Retailer in Mauritius Successfully Implements Microsoft Dynamics 365 CRM

### Highlights

**Industry:** Retail

**Project Location:** Mauritius

**Engagement Since:** 2017

**Solution Snapshot:**

- Microsoft Sure Step Methodology
- Microsoft Dynamics CRM Development Framework
- .NET Framework
- Seamless Integration of Dynamics 365 (CRM) with NAV
- Campaign Management
- Promotional SMS Campaigns
- Marketing Budget Management
- Customer Database Management
- Generation of lead to conversion ratio

## Business Solution

Before implementing Dynamics 365 (CRM) Godrej Infotech implemented Microsoft Navision for this organization. This became a major factor for decision making. Other factors were:

- Competencies, capabilities and experience in providing services of Microsoft Dynamics 365 CRM
- Sound understanding of manufacturing and trading business
- The approach and values of the Godrej brand

The highlights of the solution are:

- Account, Lead & Activity management in Dynamics 365 CRM
- Ability to maintain segmented list of contacts, leads & accounts for personalized e-mailer campaigns
- Manage a complete workflow of events for a campaign
- Segmentation of customers
- Ability to define reusable campaigns

## Challenges

The challenges faced by the GITL team during this implementation were:

- Finalising on integration approach between Microsoft Navision and Dynamics 365 (CRM)
- Collaboration between 2 separate product delivery teams
- Aggressive timelines

## Benefits

- Auto-generated ROI reports from the system
- Availability of customer database available for conducting e-mailer and SMS campaigns
- Process of customer loyalty management
- Increased productivity due to tools for managing mass import of prospects

Contact us



## India

### Head office

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## About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the \$4.1 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. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. 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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