

Microsoft CRM drives service and sales for Concor Technicrete

Specialist contractor to the mining and construction industries, Concor Technicrete, has implemented Microsoft Dynamics CRM with Mobility to improve services to clients and streamline its sales process.

The CRM solution was implemented and configured by Microsoft Gold Certified Partner, IS Partners. The project entailed the implementation of customised contact management, sales force automation and basic case management.

“The integration of Windows mobile devices has ensured a dramatic improvement in customer service, as sales people are now able to initiate and follow through on the entire sales process at the customer site, from credit checking and quotation delivery through to placing of an order,” says Heath Turner, CRM director at IS Partners.

Previously, sales people had to call a central office number and request quotes to be generated. This process was inefficient and did not provide the best possible service to customers.

The Microsoft-based CRM solutions has also addressed Concor Technicrete’s requirement for a common platform where all customer and prospect information could be captured, stored, retrieved and analysed. Sales teams now have the ability to collect leads routed to them, track prospects from initiation to sale and maintain information about existing customer relationships.

“The CRM solution has ensured consistent execution of the organisation’s sales methodology through the application of workflow, while also providing accurate sales reporting and forecasting capabilities. It has also enabled management to oversee sales teams’ activities and have access to their customers’ information,” Turner says.

Basic complaint management will further ensure that any queries and service related issues are captured against a customer and assigned to the person responsible. Microsoft CRM has also been integrated with the existing JD Edwards system for customer account information and credit checking.

About IS Partners

Established in 2001, IS Partners addresses the need for quality implementations of Microsoft solutions. As a Microsoft Gold Certified Partner for Performance Management, Business Intelligence and Customer Relationship Management, IS Partners specialises in empowering sales, marketing, financial and management in its customer base. This includes various industries such as retail, distribution, finance and IT.

IS Partners uses its own proven, streamlined methodology for all implementations. It also specialises in bringing bottom line value to CRM and BI systems, providing business analysis, technical design, application architecture, implementation, training and performance tuning of CRM and BI implementations on the Microsoft platform and Microsoft’s own CRM solution.