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## CRM Case Study: Contact Ltd streamlines Sales process and improves customer satisfaction with Microsoft Dynamics CRM Online.

- Total sales pipeline visibility and goal management
- Eradication of spreadsheets, unnecessary manual systems and duplication
- Centralised, integrated platform for Sales and operations

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“We are already seeing tangible improvements and are confident that this is the right system to facilitate improvement across the whole of our business.”

**Simon Pettit, Senior VP – Operations, Contact Ltd**

### The Challenge

Contact is the fastest growing Managed Services Provider in the UK, was listed 13<sup>th</sup> in the Sunday Times Tech Track 100 awards for 2010 and in April 2011 and was also awarded a Crème de la Crème award for Outstanding Business Achievement.

As a rapidly growing organisation, Contact had identified a need for a centralized CRM system to manage their Sales process. They were keen to implement a scalable business solution as quickly as possible, whilst maintaining flexibility to change to incorporate new processes/data to meet future requirements.

Prior to the Microsoft Dynamics CRM implementation, Contact’s complex sales process was being applied inconsistently and recorded in spreadsheets and paper-based systems, resulting in errors, unnecessary manual entry and duplication. Management had no visibility of the sales pipeline, making performance management and improvement impossible.



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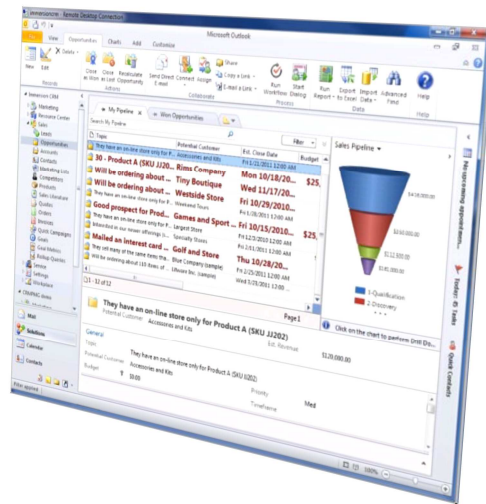


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## The CRM Solution

The CRM Business' Microsoft Dynamics CRM 2011 solution for Contact focussed on the need to manage and enforce a complex, detailed Sales process to ensure that customers were sold appropriate products compatible with their existing setup, and that these were then provisioned appropriately.



Microsoft Dynamics CRM was customised using workflows and custom form-side logic to automate the sales process based around Contact's existing business rules. Implementing this streamlined system provided the management team with clear sales pipeline visibility and reduced the number of errors made during the sales process, resulting in more satisfied customers and less time wasted resolving issues. The solution provided the business with a centralised view of their data, allowing total visibility across the organisation and facilitating sales team performance improvement and goal management.

Reducing the number of errors made in terms of selling the correct products and services improved customer satisfaction and also motivated the sales team. Reducing the amount of paperwork allowed for more time to be spent in conversation with customers – since the implementation of Microsoft Dynamics CRM, Contact's sales team spend 24% more time talking to customers.

Since the implementation of Microsoft Dynamics CRM, Contact's management team have been able to set and monitor KPIs, allowing them to prioritise effectively and further enhance the business' performance.



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## The Technology

Comtact Ltd already used Microsoft products including Windows, Office and Exchange in-house and were comfortable using these prior to commencing their search for a CRM solution. The management team at Comtact evaluated various CRM options including Salesforce and bespoke application development, but decided upon our Microsoft Dynamics CRM solution because it unlocked further value in the Microsoft software already in use within the organisation and was more flexible and user-configurable than the alternatives.

The CRM Business proposed adopting Dynamics CRM Online and this was a particularly good fit as it provided the security of Microsoft's backing and data-centres with the flexibility to deploy a highly customised CRM solution quickly and then continue to evolve to meet growing business needs.

From a business perspective, Comtact were reassured by the Microsoft name when selecting a provider. As Simon Pettit, Senior VP - Operations, Comtact Ltd puts it, "You know that Microsoft will still be here in 5 years' time!" During the trial period, Comtact's users were impressed that Dynamics CRM was so easy to use compared with the alternatives, due to the seamless Outlook integration and familiar ribbon interface.

Subscribing to CRM Online as a monthly Cloud service appealed to Comtact's management team, as it meant that they could add users as required over time without needing to worry about infrastructure capacity or capital expenditure; the CRM Online subscription pricing is predictable and can be covered by their operational budgets.



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## About The CRM Business

The CRM Business is a Microsoft Gold Certified Partner, specialising in driving business success through the implementation of Microsoft Dynamics Customer Relationship Management (CRM) solutions. We have also achieved the Microsoft Cloud Accelerate Partner competency, reflecting our proficiency implementing Microsoft's Cloud hosted CRM solution, Microsoft CRM Online.

Specialising purely in Microsoft Dynamics CRM since the initial UK launch, The CRM Business' experience deploying highly cost-effective business solutions is second to none. Having worked with customers across a wide range of industries to implement Microsoft CRM solutions for the last 7 years, we have a strong track record delivering outstanding results.

*"We did consider other Microsoft CRM Partners but selected The CRM Business because all of the staff we dealt with were genuinely interested in understanding our business processes and supporting us through the development of a solution to meet our needs"*

**Simon Pettit, Senior VP – Operations,  
Contact Ltd**

From offices in Sheffield and Manchester, our team of Microsoft certified consultants work with customers across the UK to deliver solutions both on-premise and online in the Cloud.

## Contact

Roger Collins, Managing Director  
<http://www.thecrmbusiness.com>  
0870 766 9875  
[enquiries@thecrmbusiness.com](mailto:enquiries@thecrmbusiness.com)



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