

CASE STUDY

Customer Relationship Solution for Sustainable Energy

Create a simple easy-to-use sales management solution for an international sales team.

INDUSTRY

Professional Services

NEED

Gaia Wind Ltd are a dynamic, growing organization requiring a sales management solution that can grow and change with them. Gaia Wind had outgrown their current sales management solution and required a system that could be flexible to their changing business whilst providing a clear picture of their current sales pipeline value. Gaia Wind has an international sales presence and need a solution that can work across different languages.

BUSINESS CHALLENGE

Gaia Wind need a Customer Relationship Solution that works the way they do and wanted all of the benefits that a CRM solution offers without the pain of entering irrelevant data. It was imperative that Dynamics CRM was customized to remove all data fields that are redundant within Gaia Wind's sales processes as well as creating a unique customer dashboard that presents an accurate picture of a customer's position within Gaia Wind's sales process.

SOLUTION

We knew a customized implementation of Microsoft Dynamics CRM would deliver upon Gaia Wind's business needs and provide the required solution capabilities. Brantas created a customer dashboard that presented key information to the sales team without the need to navigate numerous system screens to locate important information. Sale staff can instantly understand the status of each Opportunity and quickly gauge the necessary steps to progress each customer along Gaia Wind's sales process. Gaia Wind operate internationally so we had to configure CRM security to handle cost centres in different parts of the world whilst still providing senior management with a unified view of the sales pipeline at any given time.

RESULTS

- A truly unique CRM solution to Gaia Wind.
- Better opportunity management.
- Instant access to critical sales data.
- A more cohesive sales process.

CORE TECHNOLOGIES

Dynamics CRM.
.NET
SQL Server 2005

"Brantas listened to us and understood our sales processes and also understood our need to view sales information in a way that Dynamics CRM could not offer within a default installation. We now have a unique solution that works really well for our international sales team. The team at Brantas really showed their expertise and delivered great results for us."

Kenneth Peterson
UK Sales Manager, Gaia Wind