

CASE STUDY

Manage sales activities and create a central business account repository.

Deliver a customer management solution that integrates seamlessly with critical business systems.

INDUSTRY

Training and Education (Commercial Diving)

NEED

The Underwater Centre (TUC) need to have a clear view of customer transaction history that provides insight into the type of services their customers need. TUC are a growing business and need to ensure that they can complete their sales process quickly and painlessly. The sales team needs to manage and change company products and services quickly without any technical assistance or intervention and it is also necessary to communicate quickly and effortlessly with all customers.

BUSINESS CHALLENGE

Brantas had to understand TUC's sales processes before the technical element of the solution was considered. We worked with TUC to understand the critical aspects of their sales processes and quickly identified the key issues they were facing. We also knew we had to future-proof any solution in order to facilitate the likely changes changes that will take place within a high-growth business.

SOLUTION

We knew that a properly configured instance of Microsoft Dynamics Customer Relationship Management system was the right solution for TUC. We implemented TUC's sales processes into Dynamics CRM by combining our business process expertise with Dynamics CRM's workflow automation tools. Tight integration with TUC's Exchange and Outlook email systems ensured that sales staff could work quickly and intuitively without leaving the comfort of the business systems they've become familiar with. We used our customization expertise and knowledge of the underlying Dynamics CRM product stack to create customized components that work within TUC's sales process.

RESULTS

- A clearer view of customer transaction history.
- Improved reporting capabilities.
- A familiar user interface requiring little investment in training.
- Increased levels of business insight into sales history
- Make better business decisions.

CORE TECHNOLOGIES

Microsoft Dynamics CRM
Microsoft SQL Server
Internet Information Services
Windows SharePoint Services
Microsoft .NET

“Brantas correctly assessed and understood our needs. Their CRM expertise coupled with great technical integration skills contributed to a really successful implementation with minimal business interruption.”

John Reed,
IT Manager, The Underwater Centre (Fort William)