



# How Direction Software LLP helped a Network Power maximize the value of Customer Service with Microsoft Dynamics CRM

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**DIRECTION**  
Software LLP

## The Client

This Network Power is the world's leading provider of critical infrastructure technologies and life cycle services for information and communications technology systems. The company's 20,000+ employees create best-in-class products, services and solutions to help its customers uncover new business opportunities. With regional headquarters in Thane, Mumbai since 1993, the Indian region has 40+ branch offices and 2000+ partners for sales and services. An ISO 9001 certified company, they combine the strength of industry expertise, advanced technology and resources to deliver unique experiences to customers.

## The Barriers to This Company Sustained Business Growth

This Network Power relentlessly works towards improving its business processes and delivering an intuitive customer experience. Getting a granular view of customers, performance of employees, sales reports, etc. - therefore - became a critical business need for the company. However, doing any kind of in-depth analysis involved time and resource-intensive manual processes, which led to errors, inconsistency and loss in productivity. Here's a closer look at the multiple challenges faced by the company:

- Lack of a proper automated system to handle the leads generated.
- Due to the absence of a single repository system, it was difficult to gather, manage and process customer interactions' data.
- The Management Information System (MIS) reports always needed manual intervention to capture customer or non-customer calls.
- The company was finding it difficult to cope with a growing volume of multi-channel interactions with the customers.
- Sales representatives were spending their valuable time in tracking down all the prospects to generate sales. This took a toll on their productivity and sales turnaround time.
- There were inconsistencies in sales projections which led to loss in revenue and business opportunities.
- Tracking the performance of employees became an arduous task.

## Executive Summary

### Client

#### Network Power Company

- 20,000+ Employees
- \$4.4 billion fiscal year 2015 sales
- 40+ branch offices
- 2000+ partners for sales and services

### Business Challenges

- Lack of a single repository system to manage customer data.
- Manual intervention required to generate MIS reports.
- Inability to track leads & performance of employees.
- Inconsistencies in sales projections.

### The Solution

Direction recommended implementing Microsoft Dynamics CRM, an avant-garde CRM software solution

### Business Benefits

- Automatic generation of MIS reports.
- Increased efficiency to track customers and the performance of employees.
- Improved project management, automation, predictable revenue opportunities and profitable ways to acquire customers.

## The Solution

With them aggressively expanding its business landscape and customer base, it was looking for a robust Customer Relationship Management (CRM) solution which was flexible and scalable. The firm needed a solution that could cope with their evolving business dynamics and could concurrently scale to accommodate their growth. Having analyzed their requirements, Direction Software LLP with its deep domain expertise, decided to go ahead with Microsoft Dynamics CRM solution which could effortlessly cope with the company's business needs. The CRM solution, that was tested and deployed in the company, effectively fulfilled all the requirements. Here's an overview of what the new solution provided:

- A single repository to capture information of all prospects generated through sales/marketing and other sources.
- The CRM solution was integrated with ERP application MFG / PRO which enabled two-way communication between the core systems.
- The CRM solution was integrated with Product Configurator tool – a tool designed to assist businesses with complex pricing and quoting needs. The holistic solution ensures that accurate product specifications and pricing information are captured so that customers have all the information they need to make a purchasing decision quickly.
- The CRM solution augmented sales turnaround time, reduced manual data entry and increased the speed of business processes.
- The solution led to automatic removal of duplicate data, accurate sales projections and better communication with customers.

## Business Value Delivered

The association with Direction Software LLP proved to be a fruitful one for them and paved way for the firm to capture new market opportunities. With a perfect blend of easy-to-use customer interfaces and robust functionality, Microsoft Dynamics CRM helped the firm achieve the following benefits:

- Automatic generation of MIS reports led to better decision making, better accountability and control over resources.
- Improved service levels and reduce operational costs significantly.
- Increased efficiency to track customers and the performance of employees.
- Improved project management, sales automation, predictable revenue opportunities and profitable ways to acquire customers.
- Helped the firm to optimize their sales, augment the performance of the sales team and reduce their time for conversions.

## About Direction

Direction is a leading IT Consulting Company offering E-Business Consulting and other Bespoke Solutions on .Net, Java and Open source platforms, a Microsoft Gold Partner practicing Microsoft Dynamics NAV & CRM and also offering Business Intelligence and Mobility Solutions.

Cataloguing an intense and growing portfolio of cutting edge, innovative smart phone based, enterprise and entertainment application, we have leveraged its mark as an International mobile solutions provider for the Retail, Logistics, Banking and Payments, Entertainment, Gaming, Public Services sector, Fashion and Apparel, Telecom Research and Development companies.

Direction builds world-class, applications customized to client specifications for platforms such as iPhone, Android, iPad, BlackBerry and Windows Mobile. Our programmers and designers are honed with around 6+ years of industry expertise, leveraging the latest development tools and techniques in every aspect of the project.

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