

Microsoft Dynamics CRM delivers faster forecasting and better sales productivity for telecoms company

Established in 2000, Azzurri Communications is a leading communications specialist dealing in voice, data and mobile managed services and converged networks. It employs over 700 people and has a turnover of about £140 million.

Business needs

As part of its business development, Azzurri decided to move its sales organisation onto a single, national sales structure. An immediate obstacle was that it didn't have a consolidated customer and prospect database.

Its old database was little more than a collection of contacts; it simply wasn't sophisticated enough to go where Azzurri wanted to take its sales operations, and it needed to cover all the company's products and services.

"The old sales database could only really record contacts and, because it wasn't really useful for what the sales people wanted to do, they weren't using it," says Mark Trimmer, Head of Information, Azzurri Communications.

Crucially, Trimmer and his team realised they couldn't continue to use their existing processes for sales forecasting and tracking – an absolute necessity for future growth and efficiencies.

The forecasting process meant consolidating lots of spreadsheets manually. *"We couldn't do any 'what if' scenarios. Our forecasting was*

longwinded, and the sales teams across the business were probably spending over 200 hours a month just consolidating things," says Trimmer.

Solution

To sort out its sales system from top to bottom, Azzurri chose Microsoft Dynamics CRM. *"CRM is so easy to use. And its integration with other systems including Outlook was a key deciding factor," says Trimmer.* Azzurri was able to easily integrate Microsoft Dynamics CRM with its existing two Microsoft SQL Server-based systems: Kingfisher customer service and Access Dimensions accounts.

Azzurri considered other software and ran plenty of tests, but all fell short. *"Being able to configure CRM with daily changing demands is all important. We needed software to adapt very quickly to our business environment, and Microsoft Dynamics CRM could do this for us," says Trimmer.*

Azzurri went live with an on-premise solution, serving just over 200 users then broadened its reach to about 375.

Client >

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Sector >

Retail

Project >

Microsoft Dynamics CRM

"We now have a complete picture of all sales opportunities within our pipeline. We can build a sales forecast in minutes."

Mark Trimmer >
Head of Innovation >
Azzurri Communications

Azzurri Communications

Several months later a new partnership with O2 required a customer management solution for 35 users. Microsoft Dynamics CRM online was customised and deployed within 8 weeks.

The Azzurri team was in safe hands with Microsoft partner ConsultCRM. *"They've been great from day one – providing sensible, business-focused advice through the initial analysis phase, with first-class technical expertise through implementation and on into support."* says Trimmer.

Benefits

Microsoft Dynamics CRM helped Azzurri to better organise and drive sales, by providing relevant staff with comprehensive customer information.

More efficient, cost-effective reports Sales reporting takes a fraction of the time it used to; the 200 man-hours spent collating spreadsheets every month has been replaced with live data straight out of the system. The team now only spends a few hours analysing this data in order to make important sales team decisions. Every sales person has a complete picture of what sales opportunities are in their pipeline, in real-time. Management has 100% coverage of all opportunities at all times. *As Trimmer points out, "We now use the data to carry out forecasting on a monthly basis. In fact, if we need to, we can build a forecast in minutes."*

A single, company-wide solution

Everything from account management to enquiries has become easier with the customer base consolidation that comes with Microsoft Dynamics CRM. *"We have much better co-ordinated sales and marketing activity across the business," Trimmer explains, "and this means we're avoiding the overlaps we had before."*

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Increasing sales effectiveness

"The sales team has really taken CRM on board so they don't just use it to record opportunities, they create reminders to call people. Their first port of call is going into CRM to see what needs to be done to drive sales," says Trimmer.

More help for pre-sales managers

Before, pre-sales managers couldn't see what results they were delivering to the business, because it was difficult to track their activities with subsequent orders. With Microsoft Dynamics CRM all pre-sales engagements can be logged against opportunities to provide a clear picture of which deals they have worked on and how that has impacted sales success rates. *"We can now assess pre-sales and see what costs and value they're adding,"* says Trimmer.

Customer profiling

Campaign and events functionality within Microsoft Dynamics CRM gives the sales teams a better view of the campaigns they're working on and the marketing team accurate insight into response levels for each campaign. Greater detail within each customer record allows for a more targeted approach which yields higher returns and lower opt-out rates. *Trimmer continues, "We do a lot of profiling beforehand in pre-sales – CRM helps us with this sort of targeting activity."*

Integrated telephony

When an O2 customer calls Azzurri, the new system's Caller Line Identification pops up with that customer's profile immediately. And when making calls, sales people don't need to dial numbers because they're already in the system, it's just a single click – a big time saving. This results in better customer experience, as with all the information right in front of them, sales people can focus on customers rather than waste time finding details.

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