

## Mitsubishi Electric Boosts Productivity and Customer Service with CRM Solution

Mitsubishi Electric is a global leader in the research, manufacturing, and marketing of electrical and electronic equipment. Employees working at its UK offices focus on factory automation, including environmentally friendly heating, air-conditioning and visual information systems.



### Business Needs

Mitsubishi Electric was maintaining a broad range of spreadsheets and databases containing its customer information, alongside a customer relationship management (CRM) system that was no longer fit for purpose.

The company realised that a more sophisticated CRM system—one that provided comprehensive customer information—was required to drive the business forward.

The new system needed to track all interactions with customers and provide easy customisation and flexible reporting to make its sales operations more efficient.

### Solution

Mitsubishi Electric chose Microsoft Dynamics CRM, running within the Microsoft Outlook messaging and collaboration client, which easily integrates with its existing quoting system.

**Jeff Whiting, IT Manager at Mitsubishi Electric, says:** “People are comfortable working in Microsoft Outlook—they’re used to the interface and don’t have to think about where they can get the customer information they need.”

The company’s Microsoft Dynamics CRM implementation was supported by Microsoft Partner ConsultCRM.

**Whiting says:** “Working with ConsultCRM has been a great experience. They’ve always delivered what we’ve asked them to, and their staff have been absolutely first rate, giving us a solid foundation on which we can build our future business.”

### Benefits

Microsoft Dynamics CRM has benefitted many areas of the business, providing information that has been the catalyst for improvements in productivity, profitability, and customer service.

> **Smarter sales activities.** The new Microsoft Dynamics CRM system has enhanced the sales team’s performance because employees can see which sales activities are most effective. **Whiting says:** “We’ve helped sales team members focus their attention on the activities that achieve the best results. They can carry out their own analysis and make their own decisions. The CRM system has certainly improved their performance and they now make much more intelligent decisions.”

### Client >

Mitsubishi Electric

### Sector >

Manufacturing

### Project >

Increase efficiency and customer service

*“It’s been a very positive experience—we have people banging on our doors to take on Microsoft Dynamics CRM in other parts of the business.”*

**Jeff Whiting >**  
IT Manager >  
Mitsubishi Electric

# Mitsubishi Electric

## > Informed and effective customer meetings.

Mitsubishi Electric sales people are now more knowledgeable about their customers' activities because they have all customer-related information—such as order tracking, returns, service issues, and areas of interest—at their fingertips. This in turn allows them to serve customers better and identify further opportunities. **Whiting says:** *"The sales teams are looking for a reason to go into a client and talk about their business. Microsoft Dynamics CRM provides the right information on the road, when they need it. This has improved their success rates."*

## > Significant productivity gains.

Because of Microsoft Dynamics CRM, the Mitsubishi Electric teams are now more productive. This saves money and reduces workload. For example, existing processes involved keeping as many as 10 spreadsheets about the same project across several departments, with the same data being entered several times. **Whiting says:** *"When we started to use the CRM system, we found that every person could add their part to it and this reduced mistakes and avoided information loss—and it gave us more visibility of what was actually going on. Some reporting in our returns area was taking three days a month to compile. With Microsoft Dynamics CRM, it takes 20 seconds."*

## > Ease of use.

Many of the teams at Mitsubishi Electric have moved seamlessly on to Microsoft Dynamics CRM. **Whiting says:** *"After using Microsoft Dynamics CRM, staff are reluctant to use anything else. Microsoft Dynamics was the right decision because it's given us a tool we can work with really effectively. It's been a very positive experience—we have people banging on our doors to take on Microsoft Dynamics CRM in other parts of the business."*

## > Great flexibility and customisation.

Thanks to Microsoft Dynamics CRM, the Mitsubishi Electric sales and management teams have been able to easily develop new processes as required. Once the teams understood the power and flexibility of the new system, they realised that they could customise it to make their jobs easier. **Whiting says:** *"We can customise or build processes and analysis systems ourselves within the Microsoft Dynamics CRM system. For example, we use the system to track our customer information and create visual representations of this information, such as charts and graphs, specific to that customer. These are easy to understand and act on."*

## > Strong, targeted growth.

The introduction of Microsoft Dynamics CRM gave managers at Mitsubishi Electric the ideal opportunity to review the day-to-day running of the business, especially sales team activities. Making sales operations better targeted and effective, and generally strengthening the business with the help of Microsoft Dynamics CRM, has meant that Mitsubishi Electric is in a good position to get through the current economic downturn. **Whiting says:** *"We've used our time working with Microsoft Dynamics CRM to strengthen our position in terms of growth throughout the recession."*

## > Improved customer service.

Because Mitsubishi Electric now has greater visibility of order tracking information, it can serve clients more efficiently. Reports are automated and instant, meaning that customer queries can be answered far more promptly. **Whiting says:** *"Using Microsoft Dynamics CRM means we're saving time because our people don't have to chase around to answer customers' questions, they just query the system and get an immediate answer. We're also eliminating mistakes because everything is logged and tracked, which means the information we provide is accurate."*

*"After using Microsoft Dynamics CRM, staff are reluctant to use anything else. Microsoft Dynamics was the right decision because it's given us a tool we can work with really effectively."*

Jeff Whiting >  
IT Manager >  
Mitsubishi Electric

## More information

**w** [oneadvanced.com](http://oneadvanced.com)  
**t** +44(0) 8451 605 555  
**e** [hello@oneadvanced.com](mailto:hello@oneadvanced.com)

Ditton Park, Riding Court Road, Datchet, SL3 9LL

Advanced Computer Software Group Limited is a company registered in England and Wales under company number 05965280, whose registered office is Ditton Park, Riding Court Road, Datchet, SL3 9LL. A full list of its trading subsidiaries is available at [www.oneadvanced.com/legal-privacy](http://www.oneadvanced.com/legal-privacy).