

Excelsior Sport

Integrating healthcare CRM and retail ERP data enhances patient and customer experiences



EXCELSIOR SPORT
www.excelsiorsport.nl

EXCELSIOR SPORT

In addition to a wide selection of athletic shoes and apparel, Excelsior Sport provides healthcare services to customers with sports-related injuries. This unique combination makes Excelsior Sport one of the most innovative sports retailers in the Netherlands. The business launched operations more than 80 years ago and requires employees to exercise two times per week to help them identify with customer needs.

Excelsior Sport faces the unique challenge of managing two vastly different business models. The business provides athletic shoes and apparel while also featuring a team of specialists (podiatrists) that offer healthcare services to patients with sports-related injuries. With the medical practice interacting with patients who also purchase products from the retail store, Excelsior Sport needed the two business components to share ERP and CRM data.

MULTIPLE SYSTEMS INCREASE DATA ENTRY AND REDUCE CUSTOMER FOCUS

Previously, Excelsior Sport relied on seven isolated software solutions to manage the various ERP and CRM components of its retail and medical operations. This approach required re-keying data multiple times, and when interacting with customers and patients, the staff was forced to consult with multiple databases. As business revenues and customer/patient activity grew, managing the different systems required too many resources and took away time spent on servicing customers and patients.

CONSOLIDATION AND SCRIBE INTEGRATION FACILITATE ERP-CRM DATA FLOW

To address the challenge, Excelsior Sport turned to systems integrator Delta-N, which recommended two Microsoft solutions—Dynamics CRM and Dynamics NAV—into

which all customer and patient data and business processes could be consolidated. Delta-N also recommended Scribe Insight as the key integration component between the two systems. Data now automatically flows back-and-forth between the CRM and ERP solutions so specialists and retail staff no longer have to rekey information and have immediate access to the latest patient and customer activity.

“Scribe allows us to exchange data between our healthcare and retail operations—despite their vastly different business models.”

- Marc Gerner, Project Manager, Excelsior Sport

DELTA-N
<http://www.delta-n.nl/>

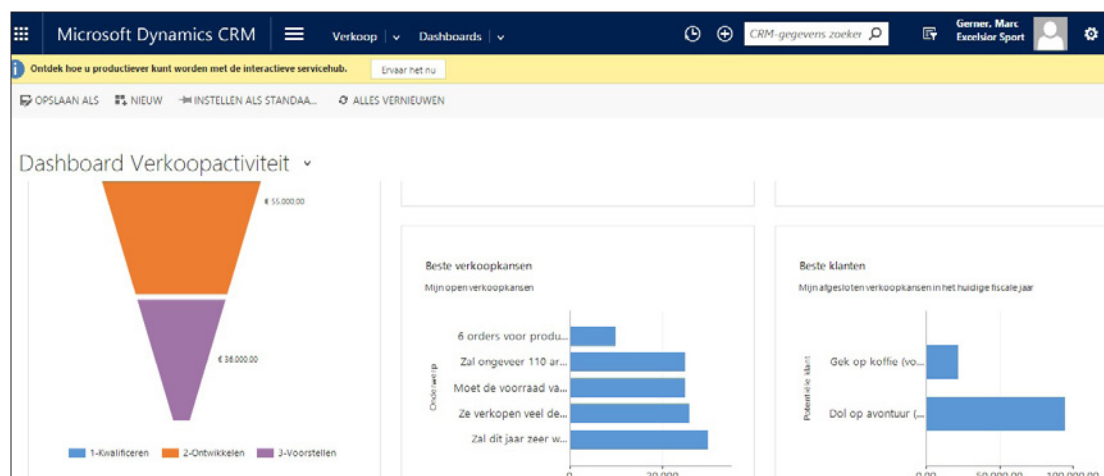
Delta-N has been supplying flexible since 1999 and thoughtful IT solutions based on Microsoft technology. As a Microsoft Certified Partner we are looking for innovative applications that break boundaries. Thereby contains all options open : from consulting to management, project management , software development , on-premise to the Cloud and standard product customization. So we make sure nothing stopping you to achieve your ambitions. In order to serve you the best possible service , we have divided our organization in a number of closely cooperating units , each with their own specialty : Application Lifecycle Management , Application Development , Business Solutions (Dynamics and SharePoint) and Office 365 / IT Pro .

CHALLENGE: MULTIPLE SYSTEMS REQUIRE EXTRA WORK

- Consolidate seven isolated customer and business-process systems that hampered staff data-entry efficiency and customer interactions.
- Integrate CRM with ERP to accelerate invoice generation and provide medical staff with information on customer athletic-gear purchases.
- Eliminate re-keying of data generated by CRM and ERP systems.
- Create total customer activity views to enable effective customer relationship management.

“Our specialists can now better advise patients knowing the specific athletic gear they use, which can have a direct impact on recommended treatments.”

- Marc Gerner, Project Manager, Excelsior Sport



With Scribe Insight integrating Microsoft Dynamics CRM and Microsoft Dynamics NAV, Excelsior Sport customer and transaction information automatically flows from one system to the other.

SOLUTION: SCRIBE INSIGHT AND CRM-ERP CONSOLIDATION

- Microsoft Dynamics CRM and Microsoft Dynamics NAV consolidate CRM and ERP data from seven isolated systems.
- Scribe Insight transfers information between the Microsoft systems automatically
- Transfer of CRM data into ERP system automates invoice generation.
- Scribe enables possible future integration with third-party insurance program to accelerate claims processing.

RESULTS: ACCELERATED INVOICING AND ENHANCED CRM

- Provides retail and healthcare personnel with a 360° customer view showing all business activity.
- Processes healthcare invoices 80% faster than previous systems.
- Gives specialists treating sports-related injuries immediate access to athletic gear purchase by patients to enhance the level of care.
- Eliminates resource time for re-keying customer and transaction information.
- Allows staff to manage customer relationships more effectively by providing real-time, accurate information.

SCRIBE 

Scribe Software Corporation
150 Dow Street
Manchester, NH 03101, USA
p: 1.603.622.5109
f: 1.603.622.3862
sales@scribesoft.com
www.scribesoft.com

EMEA Office
Scribe Software BV
Bezuidenhoutseweg 161
2594 AG Den Haag, NLD
phone: +31 (0) 70-8200322