

MS Dynamics CRM with 360 Degree View

PositiveEdge helps implement Microsoft Dynamics CRM by giving a 360 degree customer view thus enabling a faster and complete service.

BUSINESS SITUATION

Many a time's sales executives, advisors or customer facing agents switch between several LOB applications throughout the day to extract relevant customer information while serving the customers on the call. These situations often lengthen conversations and do not give a satisfactory experience to the customer and ends up customers calling your helpdesk repeatedly.

SOLUTION

Considering the above situation, a solution gives you a 360-degree view where in one can get a quick one-page overview of a customer, or can dive deeply into the numbers to analyze different aspects of the customer engagement.

Below are few of the offerings:

All in one view

This solution gives a complete view of all the interactions, activities of a customer across all the touch points in an organization. The solution uses a Silverlight component to create a high-level overview of each customer, showing their basic financial picture, sales hints, other relationships, service requests or activities across all the departments within an organization.

Improved business efficiency

This solution improves business efficiency in way as Customer Facing Agents / Advisors are able to resolve the requests in the first call itself.

Better customer service

With better data access and all information available on fingertips, you can serve your customers better thus giving a delightful experience.

BENEFITS

- Gives a full or holistic view of a customer to make smarter decisions.
- Improve operational efficiency.
- Supports an ability to up-sell and cross-sell a full range of products or services
- High customer satisfaction
- Available on cloud and on-premise



Region: All

Industry: All

Engagement Highlights:

- ✓ Intuitive User Interface

Platform: Microsoft Dynamics CRM 2011

Tools and Technology used

- ✓ Microsoft Dynamics CRM
- ✓ Microsoft .NET Framework 4.0
- ✓ Microsoft Visual Studio 2010
- ✓ Silverlight

Results:

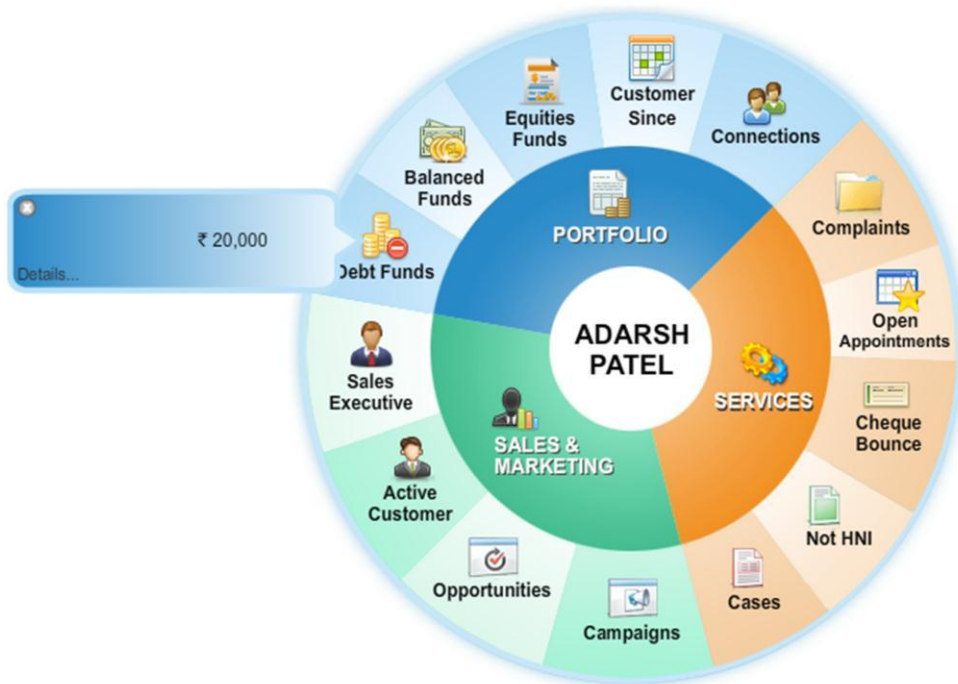
- ✓ Improved Customer Service
- ✓ Increased efficiency and productivity

Clientele:

- ✓ Abaxis
- ✓ UTI Mutual Fund
- ✓ Tata Elxsi

Screen Captures

- A 360-degree view of a customer in Mutual fund industry



- A 360-degree view of a business unit in any of the hierarchical organization





Contact Us

US

39899 Balentine Drive, Suite 300, Newark CA 94560.
Phone: 510-315-0061, Fax: 510-315-0061

Bangalore

#597, Maple, 15th Cross Ring Road
J P Nagar 6th Phase, Bangalore-560078
Phone: +91-80-65791228, +91-80-65707240 (Sales)

For more information about how to discover diamonds in the crevasses between your core systems or to learn more about how PositiveEdge can help, visit www.positiveedge.net or email pprahlad@positiveedgesolutions.com

