

Go Social with MS Dynamics CRM

PositiveEdge helps implement plugging social media activities into your Microsoft Dynamics CRM to help bring you closer to your customers.

BUSINESS SITUATION

Relationships are the foundation for social networking sites. Today many organizations manage their social media presence; and finding new ways to how social networking sights should be used to foster relationship growth. The marketing professionals, salespeople, and customer service agents rely on social networking sites to develop meaningful relationships with customers in new ways.

This allows businesses to create rich social experiences, build lasting relationships and amplify the most powerful type of marketing – word of mouth.

SOLUTION

The combination of social networking and MS Dynamics CRM provides an enormous opportunity to enrich customer interactions and give businesses a way to manage and measure how they use social networking while successfully engaging social customers.

Below are few of the offerings:

Marketing via Social Networking Sites

It provides an excellent opportunity for grass-roots online marketing initiatives that have the potential to appeal to customers at a personal level. One can initiate a quick campaign to run within Microsoft Dynamics CRM to target the social customers. And moreover the campaign responses from social sites will be archived to the same campaign within MS CRM to measure the effectiveness and performance.

Increase Sales

On Social networking sites, you can create promotional events, publicize offers or run Deals. Every time someone RSVPs, clicks, or checks-in, that action gets shared with all of their friends. This combination of word of mouth and your ability to deepen engagement with your customers at the point of purchase (either on your website or in store) is incredibly powerful at driving traffic and sales.

Find and connect with new prospects

You can reach out to prospective customers through social networks and can generate 'warm' leads. This is accomplished by fetching the contacts information directly from social networking sites viz. Facebook, LinkedIn, Twitter which has a wide reach and acceptance among the social networking users to MS Dynamics CRM.

Know Your Customer (KYC)

Social networking sites provide a wealth of information about customers and their interests, lifestyles etc. This publicly available customer data can provide a better insight into customer preferences, behaviors, and sentiment, which can lead to more successful sales interactions and thus in increased sales.

BENEFITS

- Social Networking as a new channel in MSCRM for Marketing and Sales.
- Enhances and extends Customer relationship through social networking.
- Increases the awareness of organization's brand and products and improve market sentiments.
- Reduced Operational Cost



Region: All

Industry: All

Engagement Highlights:

- ✓ Easy to deploy
- ✓ Better ROI & TCO
- ✓ Better Usability & Adoption

Platform:

- ✓ Microsoft Dynamics CRM 2011
- ✓ Microsoft Windows 2008 R2

Tools and Technology used

- ✓ Microsoft Dynamics CRM
- ✓ Microsoft .NET
- ✓ Microsoft Visual Studio 2010
- ✓ Facebook, LinkeIn, Twitter

Results:

- ✓ Prospective customers to target
- ✓ Generate awareness and brand
- ✓ Increase traffic and sales
- ✓ Build loyalty and deepen relationships.

Clientele:

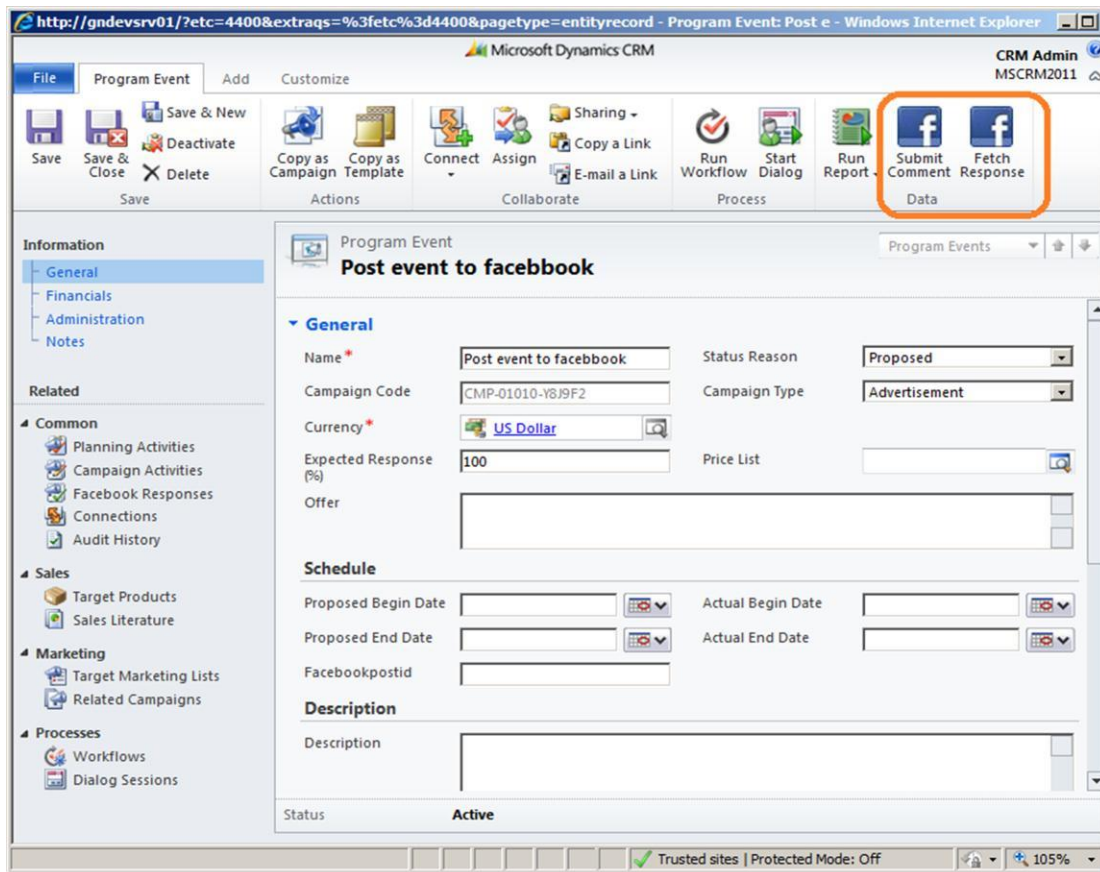
- ✓ Pinehill

Screen Captures

- From within CRM, you can post a message to Facebook.



- Conversation History attached to a CRM contact

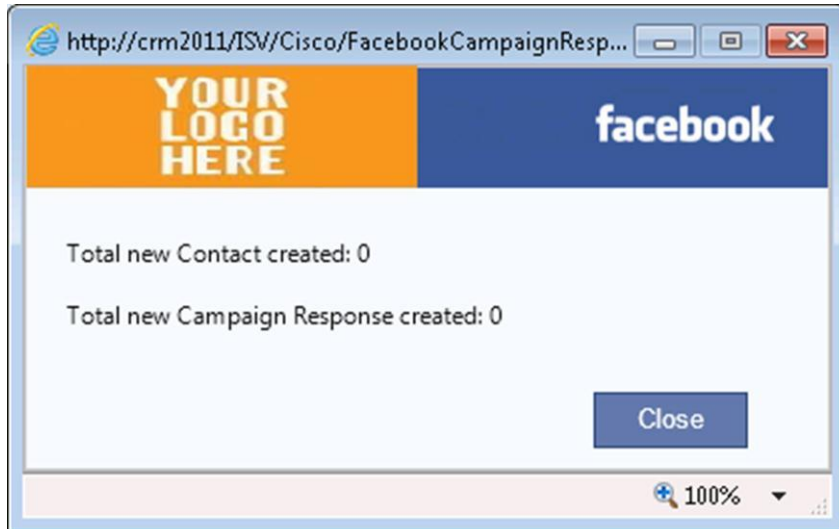


- Chat Transcript



Screen Captures

- View responses from Campaigns that are run on social networking sites within CRM.





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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

