Microsoft Dynamics 365
Sales (CRM)

MICROSOFT DYNAMICS 365 APPLICATIONS

for Improving
Enterprise Productivity

- Sales

- Marketing

- Field Service

- Customer Service

- Project Service Automation

Godrej Infotech Ltd.
A value driven technology company
that understand your business needs

A timeless hallmark for excellence and dependability, the Godrej brand is known all over India & internationally as a Customer centric organization, that creates value through high quality products and services. The US$ 4.1 Billion group has a multifaceted business presence in engineering, industrial, consumer, agro-chemical, auto and IT segments.

Founded in 1999, Godrej Infotech Ltd., is one of the subsidiary company in the Godrej Group. We specialize in Business Consulting, ERP Implementation and Support, Application Development, Integration, Digital Transformation, Analytical Services, Mobile Application Development, Infrastructure Management, and e-Commerce. With a lineage spanning three decades, that combines years of experience and pioneering innovation, we have today, become one of leading IT solution providers servicing Global clients. Extensive IT experience & partnership with industry leaders like Microsoft, Infor, LS Retail, Oracle & PTC have played an instrumental role in making Godrej Infotech Ltd. a mature IT partner that understands how IT impacts a business process in isolation as well as in totality.

About Microsoft Dynamics 365 for Sales (CRM)

Microsoft Dynamics 365 for Sales (CRM) and Allied Apps is a leading cloud-based customer relationship management (CRM) business solution that helps drive sales productivity and improves the value of your marketing efforts through social insights, business intelligence, and campaign management. By combining industry best practices with Microsoft Dynamics 365, GITL helps its clients maximize the value of their technology investments.

SALES

Contextual AI for proactive & personalized recommendations on next steps

Relationship Management with unified solutions across LinkedIn Sales Navigator, Office 365 & Dynamics 365 Sales

Generate & Track Actionable Insights using Pre-built Dashboards integrated with Power BI

Anytime, Anywhere access to the Mobile Apps while on the go, even when in offline mode

Sales Process Automation for optimization of routine activities based on industry standard best practices

Social Media Tracking for analyzing market trends, customer profiling & lead generation activities

Customer Feedback Surveys that help gather customer insights, needs & expectations

Effectively use Multiple Channels for marketing such as e-mail and LinkedIn's Social Platform

Alerts & Notifications that are triggered when a Customer responds to marketing messages

MARKETING

Segmentation by multiple demographic parameters that helps bring relevant content to Customers

Event Management portal for streamlining registration and attendance activities

Campaign Management gets easier with a centralized information repository and tools for goal monitoring

Use of Gamification to create a fun and friendly work environment

Machine Learning Scenarios for faster resolution to cases

Intelligent Analysis for identifying cross-sell & up-sell opportunities

CUSTOMER SERVICE

Third Party Integration with multiple data sources

Easy Self Service with navigation aids, blogs, and community discussion forums
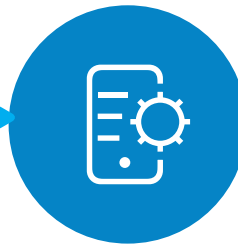
Enhanced Data Visualization & Report Generation based on Natural Language Queries
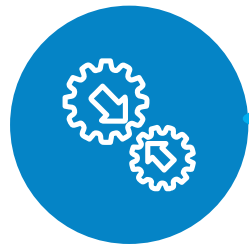
FIELD SERVICE

Field Personnel can easily access Service Agreement details regarding warranties & expiration details

Mobile App provides information on-the-go with best routes and directions

Integration with Glimpse gives Customers access to technician's arrival time & photo

Workload Balancing based on resource categorization and real-time demands

Use of IoT to proactively detect & fix issues with sensors & alert mechanisms

Intelligent Inventory Management for handling spare parts and stock allocation, transfer and returns

PROJECT SERVICE AUTOMATION

Efficient Project Financial Management with planning & tracking of timelines, resources, cost & schedules

Team Communication & Collaboration using Office 365 productivity tools

Automation of invoice generation and approval with seamless back office integration

Easily manage Resources, Skills and Profiles by allowing Consultants to apply from mobile devices

Integrated Sales Dashboard for tracking project and product opportunities

Advanced Project Analytics using Power BI tools

CASE STUDIES

Large Retailer in Mauritius Successfully Implements Microsoft Dynamics 365 CRM

About the Client
Leading retailer of furniture, home appliances and digital products in Mauritius

Business Case
Customer needed an integrated CRM solution for streamlining its sales and marketing operations

Solution Highlights
- Account, Lead & Activity management in Dynamics 365 CRM
- Customer Segmentation
- Ability to define reusable campaigns

Benefits
- Auto-generated ROI reports
- Customer database for conducting e-mail and SMS campaigns
- Tools for managing mass import of prospects

Leading Manufacturer of Optical Fibers in USA Successfully Migrates CRM 2016 (On-premise) to MD 365 for Sales (Online)

About the Client
Leading global manufacturer of core specialty & high temperature metalized optical fibers

Business Case
The customer wanted to migrate from CRM 2016 to D365 to reduce dependency on IT resources for managing infrastructure, backup, & updates

Solution Highlights
- Anytime, anywhere access
- Data migration using "KingswaySoft SSIS Integration Toolkit for MS Dynamics 365"
- 100% offshore project execution with regular customer calls

Benefits
- 100% reduction in IT costs related to server maintenance, network, VPN, OS patches, OS upgrades, & anti-virus
- 100% improvement in efficiency of sales team due to CRM being accessible anywhere without connecting to VPN

Saudi Arabia's Leading Industrial Automation Solution Provider Successfully Implements Dynamics 365 for Sales Professional

About the Client

Leading supplier of piping products and fittings for hot and cold-water piping systems along with sanitary distribution.

Business Case

The requirement was to track the movement of the sales staff on the field, since in the current process, the sales persons visit the Customer and write down the details on paper, after which they go to the warehouse and enter the details in the system.

Solution Highlights

- Location tracking of sales team to ensure adherence to policies and protocols
- Successful implementation of addon product "Maplytics"
- Power automate has been used effectively in the implementation of this project

Benefits

- Increase in productivity for sales staff
- Reports are now generated based on real-time dashboard data from the integrated CRM-ERP system

Business Benefits

- Assist customers anywhere, from any device

- Create meaningful, personalized customer experiences to improve sales growth

- Launch multi-phase marketing campaigns across multiple channels to enhance customer engagement

- Team collaboration helps your sales team sell as a team

Our Services

We can help align marketing, sales, and customer service operations with your customers' requirements. Streamline your CRM implementation and reduce your IT department's workload with a CRM solution that is hosted, updated, secured, and maintained by Microsoft. As a result, you will get:

| Streamlined business workflows | Quick and easy implementation | Easy-to-manage & highly scalable per-user licenses | Reduced IT expenses and in-house maintenance efforts |