



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



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

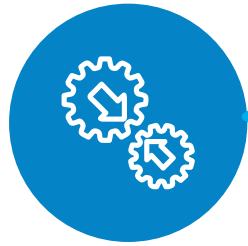
Field Personnel can easily access Service Agreement details regarding warranties & expiration details



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



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