

## ➔ The Customer

The Customer is a construction, real estate, hospitality and infrastructure conglomerate, with a strong lineage focusing on quality, innovation, cost-effectiveness, eco-consciousness, customer's delight and adding value to stakeholders' interests. They have 6 subsidiary group companies. The company has been able to deliver performances that rank high on quality through its technology skills, domain expertise, process focus and a commitment to long-term client relationships. The company is also enlisted in the CQRA-CIDC rating for its quality-intensive projects.

## ➔ The Problem

The Customer had 6 group companies in specific markets such as Construction, Real estate, Hotels & Resorts, Retail Holdings, Ventures & Projects. Each of the companies had their own marketing and sales team which had their own source of data.

- To manage leads/prospects data and their corresponding marketing information the sales staff used Microsoft Outlook & Microsoft Excel extensively. Since the data was stored in individual desktops, information sharing across the group companies was a nightmare
- Preparation and execution of various marketing campaigns took longer time
- Ascertaining effectiveness of various marketing campaign was difficult
- Integrating digital media communication (SMS blast and Social Media) with traditional approach was laborious and challenging
- When the Customer executives needed to create custom reports, they often lacked the skills required to build the queries or extract information from the system

- Monitoring and controlling the marketing and sales effort was an herculean task for the top management as there is no consolidated view of activities across the group companies

## ➔ The Solution

PreludeSys' team of Functional consultants took stock of the current status by carrying out an enablement study. After the study, the team suggested the customer to go in for MS Dynamics CRM which can provide solution for the problems faced by the customer. After customer's due diligence, he agreed to go ahead with MS Dynamics CRM. PreludeSys' teams carried out the implementation over a period of 3 months and made it live for the customer. The solution was able to solve the problems faced by the customer.

- With the centralized solution, the sales teams in each of the 6 companies were able to access the same set of data which enabled them to share their leads / contacts
- Marketing Campaigns and generation of marketing lists for the campaigns was automated which in turn cut down the time to execute a campaign
- MS Dynamics CRM provides default reports which helps in monitoring the effectiveness of various marketing campaigns
- By SMS Blast and Social Media (Facebook, Twitter) integration, the customer was able to establish multi channel communication and leverage the marketing list across the various channels
- Dashboard Add-on integration with drill down functionality enabled the top management to get a quick view of the status with an ability to deep dive on a case to case basis