

How Direction Helps Increase Customer Retention by 40% Using Microsoft Dynamics CRM Solution



 **Microsoft**
DYNAMICS 365
FOR CRM

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DIRECTION
Software LLP

The Client

Built on a legacy of excellence, this Real Estate Company has set some awe-inspiring benchmarks across the real estate industry since its inception in 2005.

With a Gross Development Value of INR 34,229 crore, net worth of INR 7,568 crore and with 11 ongoing projects, the Gurgaon-based company constantly strives to create a unique paradigm in real estate by transforming spaces into best-in-class structures. With its recent acquisition of the prime property 22 Hanover Square in central London for INR 1,630 crore, they has gained a firm footing in the global terrain. By combining strong domain expertise and experience in the real estate sector, they continuously focuses on providing the best-of-breed solutions to its customers.

The Challenge: Sales Inconsistency and Inability to Track Leads

Success-driven companies see sustainable revenue growth and company's profitability as top business objectives and only a great customer service can help them achieve the same. However, most firms are not able to deliver a seamless customer experience due to lack of 360-degree visibility into key customer behaviour and data. Better visibility into customer data is imperative for sales representatives in order to track current as well as potential clients and sell better. They were facing a similar challenge as the sales team was spending a lot of time in managing heavy excel worksheets to map customer data. The one-way information sharing system restricted data flow from the customer to the firm and the sales team failed to track leads.

Here's an overview of the challenges faced by the sales:

- Over-dependence on Excel worksheets for customer data entry, management and processing.
- Non-optimal lead tracking and lost prospects.
- Difficulty in creating weekly and daily reports.
- Manual follow-up was very difficult to execute.
- Loss of time in reviewing notes, maintaining diaries and data look-up.
- Inability to efficiently administer after sales service.
- No single data repository meant data conflict and lack of accurate data across various business units.

Executive Summary

Client

A Real Estate Limited

- Gross Development Value of INR 34,229 crore.
- Net worth of INR 7,568 crore.

Industry

Real Estate

The Challenge

Sales inconsistency and inability to track leads.

The Solution

Direction offered to equip their sales representatives with Microsoft Dynamics CRM solution that would help them to achieve their goals.

The Benefits

- Lead to Sales Conversion Rate up by 40%.
- Customer retention and loyalty improved by 40%.
- Customer engagement improved by 50% with real time reporting and instant status on leads.

The Solution: Direction Empowers their Sales Team to Track Leads

Empowering the sales team was the need of the hour. They sought a customer relationship management solution that would provide a single, integrated view of customers' data, queries and responses. With its deep domain expertise, Direction offered to equip their sales representatives with Microsoft Dynamics CRM solution that would help them to better manage their crucial association with current and potential clients alike.

Here's an overview of the CRM solution implemented by Direction:

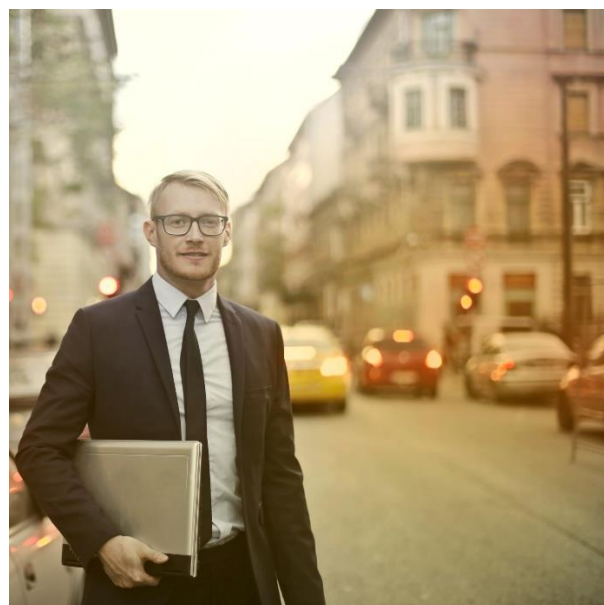
- All customer data was imported to the CRM software from Excel worksheets.
- Multiple customization options on Microsoft Dynamics CRM.
- Integrated SMS and email campaigns.
- Automatic lead allocation post campaigns.
- Custom reports of source-wise leads generated.

The Result: Some Noteworthy Benefits for the Sales Team

With Direction bringing in its proven expertise and industry experience to the partnership, they derived a lot of benefits.

Some of them are:

- Microsoft Dynamics CRM simplified reviews, assisted in quick decision-making process and enabled sales representatives to get a 360-degree customer view.
- Lead to Sales Conversion Rate up by 40%.
- Customer retention and loyalty improved by 40%.
- Customer engagement improved by 50% with real time reporting and instant status on leads.
- Transparency and visibility ensured higher adoption rate due to a central database.
- Leads generated in any part of the country are collectively monitored and uniformly distributed. Thus, more and more employees are willing to use and benefit from it.



About Direction

Direction is a leading IT Consulting Company offering E-Business Consulting and other Bespoke Solutions on .Net, Java & Open source platforms. A Microsoft Gold partner practicing Microsoft Dynamics NAV and CRM, Direction offers Business Intelligence and Mobility Solutions.

The company has leveraged its mark as an International mobile solutions provider for the Retail, Logistics, Banking and Payments, Entertainment, Gaming, Public Services sector, Fashion and Apparel, Telecom Research and Development companies.

Direction builds world-class applications customized to client specifications for platforms such as iPhone, Android, iPad, BlackBerry and Windows Mobile. The team of programmers and designers are armed with six years of industry expertise and leverage the latest development tools and techniques in every aspect of the project.

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