

How **Direction Software LLP** helped a Hospitality Company enhance it's Operational Efficiency with **Microsoft Dynamics CRM**



For more information contact:
+ 91 (22) 6152 5000 | info@direction.biz | www.direction.biz



DIRECTION
Software LLP



Founded in 1966 in France, this company is now the worldwide leader in Quality of Life services. Armed with nearly 420,000 employees spread across 80 countries, the company has developed unique expertise for over a span of 40 years. Combining the diverse talents of its teams, they are the only company to offer a portfolio of innovative services, based on over 100 professions. It develops, manages and delivers a unique array of on-site services, benefits and rewards services as well as personal and home services for all its clients to enhance the quality of life.

The Structural Bottlenecks

With the company's growing business volume, it felt the need of a robust software solution to scale and support its rapidly growing sales and marketing activities. Its existing internal system called BIRD, that was used for contracts, orders and dispatch, lacked the capability to handle their expansion needs. The challenges took a toll on the firm's productivity and profitability.

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The Solution: How Direction Software LLP Helped this company Weed Out the Pain Points

The fact that they were looking for a solution with a holistic approach, was key in determining the vendor of choice. After evaluating other alternatives, the firm chose Direction Software LLP as a technology partner. Their journey with Direction Software LLP started way back in 2009 when the latter implemented the first CRM software for the firm in the form of Microsoft CRM 4.0 within a span of four months.

The new solution was a great fit in terms of flexibility and enabled the sales team to achieve its business objectives. In 2013, Direction Software LLP successfully implemented Microsoft Dynamics CRM 2013 within a span of three months to add more value to their business processes. In 2015, Direction Software LLP integrated Microsoft Dynamics CRM 2013 with the existing internal BIRD system. The powerful and seamlessly integrated solution now allows them to gain greater visibility into its business operations and deliver quick, efficient service to its clients.

The Impact: Direct Benefits derived by this Hospitality Company

- All sales and marketing activities were aligned to the company's business goals.
- Well defined processes and workflows for the sales and customer management teams.
- Better conversions and tracking helped improve order processing as well as customer retention.
- Better reports and auditing enabled the firm to enhance their decision-making process.

About Direction

We are a software services firm, specializing in developing as well as implementing Internet strategies for businesses and providing high-end software development services including Custom Programming and Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai, Direction is fully equipped with state-of-the-art infrastructure and is networked with redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.

