



Services

Microsoft Dynamics CRM 2011

Case Study



Overview

Customer: Edenred Hungary Ltd.

Country or region: Hungary

Industry: Services

The Customer

Edenred Hungary Ltd. is a leader of the Hungarian "cafeteria" voucher market. The company sells food vouchers to more than 16,000 customer businesses who distribute those among their employees on a monthly basis, while it also keeps in touch with tens of thousands of accepting locations.

The Business Issue

The solution deployed in 2003 by the predecessor could not keep up with the expansion of the customer base or with the new customer demands—furthermore, with the CRM system becoming slower and slower, crashes and system "hangs" have also become more and more frequent. For years the company had been working with the Pivotal system originally required by the French parent company, but eventually the central CRM solution had become less and less aligned with local needs: it provided poor functionality, it was unstable, and whenever there was need for some small development, the company needed to turn to the French headquarters.

Solution

Microsoft Dynamics CRM 2011 provided an ideal solution for Edenred's IT team and the business and development managers as well.

Benefits

- Single-screen access to relevant documents for contact center employees
- It takes only a few minutes for IT to upload the leads from a thousand-item customer list
- Microsoft Dynamics CRM 2011 enables the expansion of the customer base more efficiently than ever

Easy management of a 50,000-strong customer database

Functionality and software support—two primary considerations in choosing a CRM system

"We had examined our options for upgrading our previous CRM system and it turned out we could not expect onsite software support. From the assessment of the market situation and observations by others it clearly showed that Microsoft CRM systems are popular in Hungary as well; many companies are involved in sales and training and there are very successful developer teams working in the country and around the world."

Imre Tibor Berényi, Chief Information Officer, Edenred Hungary Ltd.

When the contract was signed at the end of 2010, things have sped up—the assessment of user needs, the development required for the adoption and the deployment of the new system were completed in record time. Since the beginning of July 2011, nearly 50 employees of Edenred have been using the services of Microsoft Dynamics CRM 2011 in action.

The members of Edenred's telesales group are especially fond of the new CRM system as they don't have to spend time with administrative and data entry tasks anymore—everyone can focus on the customers now.



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Imre Tibor Berényi
Edenred Hungary Ltd.
Chief Information Officer

Situation

Edenred Hungary Ltd. (previously known as Accor Services Hungary Ltd.) is a leader of the Hungarian cafeteria voucher market. The company sells food vouchers to more than 16,000 customer businesses who distribute those among their employees on a monthly basis. The company also maintains relationship with tens of thousands of accepting locations—these are the partners who take the vouchers from private individuals and then redeem the vouchers at Edenred. The company has two individual contact center teams: one keeps contact with the customers while the other one with the redeeming locations.

Solution

Imre Tibor Berényi, Chief Information Officer of Edenred Hungary Ltd. had two main considerations when he began the detailed assessment of the Hungarian CRM range of solutions in 2009:

"Functionality and the availability of software support – these were the highest priorities for us in looking for a new CRM system. Obviously, we examined our options for upgrading to the latest version of Pivotal, but it soon turned out that we could expect onsite software support. From the assessment of the market situation and observations by others it clearly showed that Microsoft CRM systems are popular in Hungary as well; many companies are involved in sales and training and there are very successful developer teams working in the country and around the world. During the consultation and workshop sessions with IQSYS Information Technology and Consulting Ltd. and the employees of Microsoft we learned about the comprehensive functionality of Microsoft's CRM systems. When the business leaders of Edenred were also included in the discussions it was clear that Microsoft CRM was going to be an ideal choice not only from an IT aspect, but from a business point of view as well."

Once the contract was signed at the end of 2010, things have sped up—the

assessment of user needs, the development required for the adoption and the deployment of the new system have been completed in record time. At the beginning of July 2011, they were able to use the services of Microsoft Dynamics CRM 2011 in action.

"At the beginning of 2011, we spent quite a lot of time clarifying user expectations and hardware requirements, and we conducted several workshop sessions with the experts of IQSYS. The employees of the experienced system integrator company also helped a lot in customizing the CRM system perfectly to our needs. In slightly more than 2 months the requirements were finalized and the specialists of IQSYS completed the development of the functions and services we had defined together. Following a rapid data migration process and a short testing period we started using Microsoft Dynamics CRM 2011 in the beginning of July", recalls the months of adoption and deployment Imre Tibor Berényi, Chief Information Officer of Edenred Hungary Ltd.

Benefits

Miklós Dulkai, the manager of the contact center responsible for voucher sales compared the new and the old CRM system.

"The old CRM system was often too slow, it even stopped completely many times. The user interface did not allow customization which hindered the efficiency of the sales team. For example, adding new fields to a table or retrieving a new report were extremely cumbersome tasks to accomplish. For salesmen maintaining contact with customers by phone or contacting them in person, it is important to be able to immediately retrieve the most recent historical data from a single integrated system without having to extract information from isolated databases. The old CRM system was unable to display relevant customer documents in a single view as those could only be stored in disconnected systems. This way 3–4 systems had to be opened to access every document,

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Imre Tibor Berényi
Edenred Hungary Ltd.
Chief Information Officer

which slowed down the work significantly. Since the deployment of Microsoft Dynamics CRM 2011, all our problems have been solved completely, all applications are integrated and work perfectly well together. Furthermore, custom reporting requirements can be met quickly, sometimes even through in-house development."

The CIO also listed the advantages experienced by the users:
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"For contact center employees there is nothing more important than the quick handling of contracts and documents, which we previously tried to accomplish by establishing a well-organized file structure. Administrators, however, were only able to store relevant documents among their own e-mails. If another administrator were to deal with a given customer, it was impossible to retrieve historical data or messaging. Thanks to the integration of MS Office Outlook and SharePoint, now every related material (such as the attachments of contracts) is accessible from a single screen, along with the customer history", Miklós Dulkai added.

Expansion of Partner Relationships

"From a business development aspect it is a significant advantage that the customer base can be expanded more effectively than ever, thanks to Microsoft Dynamics

CRM 2011. As all contact center employees work from a single database, we can give selected colleagues access to any customer data by setting the proper rights. For example, if the company contacted by phone is already our contractual client, we can propose them to become an accepting location as well. Of course, it also works the other way around: in case of speaking with the representative of an accepting location, our colleagues may offer vouchers to the company too. As our salesmen can see the actual status of the customer, they are able to offer much more favorable conditions, which provides a completely new foundation for price negotiations", concluded Imre Tibor Berényi, Chief Information Officer of Edenred Hungary Ltd.

Solutions Used

With its consultant team and products, IQSYS can provide support that businesses need in various industries, whether it is about CRM consulting or deployment. Its solutions and services cover the sales, the deployment and the professional consultation required for the following product groups:

- enterprise resource planning (ERP) systems,
- customer relationship management (CRM) systems,
- financial management systems.



For More Information

To learn more about how Microsoft Dynamics can help your company compete and grow, visit www.microsoft.com/hun/dynamics.

To learn more about IQSYS, visit www.iqsys.hu.

For more information about Edenred, visit the company's website at www.edenred.hu.

About IQSYS

As per its list of core activities, IQSYS Information Technology and Consulting Ltd. is the professional supplier and operator of high-level, complex and full-scale IT solutions. The main activities of the company include the development and implementation of IT solutions—business consultation, development of customized operational and analytical applications, implementation of application packages—plus the operation (outsourcing) and system integration of such solutions.

More than 550 qualified and experienced professionals provide solutions and services that deliver real business value to the customers of the company.

Microsoft Dynamics

The Microsoft Dynamics family of products provides integrated end-to-end business applications for small and middle-sized businesses and enterprises. Our applications deliver comprehensive optimization to strategic business processes, from human resources, project management and customer relations to on-site servicing, supply chain management, e-commerce, manufacturing and retail.

For more information, please visit: www.microsoft.com/hun/dynamics

Software and Services Used

- Microsoft Dynamics CRM 2011
- Microsoft Windows Server
- Microsoft SQL Server

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