NORFOLK

"Now we have one consolidated customer database and one consolidated sales pipeline."

Les Cate, Business Manager, Norfolk Electrical & Communications

Microsoft Dynamics

CRM system streamlines sales process for electrical services provider

Customer Business Challenge

- Staff were widely distributed on construction sites
- Different business units used different systems to track customer interactions
- No consolidated sales pipeline, so the business could not manage tender costs and risks

Solution

- Implemented Microsoft Dynamics CRM 4.0
- Integrated with other business applications, including Microsoft Outlook and Microsoft SharePoint
- Customised the quotation module and turned it into a tender module

Customer Results/Benefits

- Enhanced reporting capabilities
- Detailed knowledge of how much the company is spending on tenders
- Better forecasting of future business, and alignment with resources
- Better competitor analysis