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| OverviewCountry: IndiaIndustry: ManufacturingCustomer ProfileHeadquartered in Delhi, Wonder Polymers Private Limited is a well-known manufacturer, importer, and exporter of a wide range of self-adhesive tapes in India. Business SituationWonder Polymers was using CRM from Indiatimes. But, when the support and services ended, it started storing leads and service call details in Microsoft Excel. This was time-consuming and brought in inaccuracies and inefficiency.SolutionWith the help of Zven Technologies, Wonder Polymers deployed Microsoft Dynamics CRM Online along with Zven eLite, a lightweight ERP, to improve lead management and business prospects.Benefits* Improves planning, increases productivity by 20–30 percent
* Shorter sales cycle, increases closures by 30 percent
* Visibility and insight improve decision making capabilities
* Centralized system saves time
 |  |  | “Microsoft Dynamics CRM offers a multitude of business intelligence and data visualization capabilities… information about sales forecasts, targets, quotes, customer buying patterns, and campaigns to drive sales and business growth.”Arun K Gupta, Director, Wonder Polymers Private Limited |
|  |  | Wonder Polymers, a specialized manufacturer, supplier, and exporter of industrial adhesive tape products in India, has a minimal IT set-up with standalone PCs. As it grew, it became increasingly difficult to manage leads and contacts in separate machines. The management wanted to share the database and information with its entire team through a single centralized system. It approached Zven Technologies to deploy Microsoft Dynamics® CRM Online. It also deployed Zven eLite, a lightweight and easy to deploy ERP based on Dynamics CRM Online. After implementation, the company has seen a dramatic improvement in sales planning processes, campaign management, as well as closures. With accurate and up-to-date information on all activities, response, service calls, etc, there is a company-wide improvement in productivity. Also, employees as well as customers are happier.  |
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Situation

Incorporated in 1986, Wonder Polymers Private Limited manufactures and markets a wide range of self-adhesive tapes in India. These are used in electrical, electronic, leather, air-conditioning, refrigeration, thermal insulation, as well as automobile industries. Its customers include Voltas, Whirlpool, Liberty, BHEL, Nike, Electrolux, and many more. The annual revenue in financial year 2011–12 was US$ 1.9 million (INR 10 crore).

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| “Within a few months of implementation, we have observed that the lead generation rate has gone up by up to 30 percent. More leads signify more business, and the staff work more efficiently to conclude the same, increasing productivity by up to 20-30 percent.”Arun K Gupta, Director, Wonder Polymers Private Limited |

Wonder Polymers has well-equipped manufacturing units in Delhi and Sonepat (Haryana). It also has a design unit, quality and test laboratories, and a well-ventilated warehouse. The ISO 9001: 2000-certified organization employs over 80 skilled workers.

Wonder Polymers was using Sales CRM (Customer Relationship Management) by Indiatimes, to automate sales process and manage leads, as well as internal reporting. But, when Indiatimes could no longer offer the required support), Wonder Polymers began using Microsoft Excel in the interim to manage leads and accounts.

A sales person would record the leads, opportunities, and client’s contact information in Excel or in a notebook. Thus, it was only available with that person. “People driven processes and absence of a central information source resulted in lack of visibility,” says Arun K Gupta, Director, Wonder Polymers. “Leads were often missed or neglected, resulting in low lead-to-opportunity conversion and hence loss of revenue.” Also, individual Excel sheets with each sales person led to duplication of effort and inaccurate status information.

The management wanted to improve sales processes, streamline processes, and increase employee productivity.

Solution

Wonder Polymers considered Ramco OnDemand CRM but it also required an Enterprise Resource Planning (ERP) solution. As the budget was limited, the company realised that Microsoft Dynamics CRM Online offered quick implementation at lower costs. Also, Zven Technologies, a Microsoft Partner, offered an entry-level ERP solution, Zven eLite. This would allow the organization to deploy feature-rich ERP quickly.

“Microsoft Dynamics CRM Online offers the advantages of the cloud (including economy) from Microsoft. With reduced systems management and maintenance costs, it offers instant anywhere access to data and information,” says Arun K Gupta, Director, Wonder Polymers.

Zven Technologies studied the functional and business requirements at Wonder Polymers. It imported the data from Indiatimes CRM in Microsoft Dynamics CRM. It took only three days to deploy Microsoft Dynamics CRM Online 2011 for 10 users at its offices in New Delhi, Chennai, and Kharkoda (Haryana).

CRM modules include sales, marketing, and customer service. Based on the requirements of additional modules such as inventory, finance, and human resources, Zven customized the solution to include the Zven eLite package built on Dynamics CRM Online to offer these additional modules.

eLite integrates all modules effectively to ensure all core business functions are synchronised for maximum business impact. In addition, employees have the flexibility to log customer calls using a relevant portal and keep track of the call status. Customers are provided with their login credentials, and can log in their queries, a unique case id is provided, using which they can also track their queries.

The workflow routes cases based on product type or the escalation level. For example, there are multiple product lines and each case is handled by different teams. Thus, on the basis of the product selected, a case is automatically routed to the concerned team. This keeps the leads warm.

Automated tasks are sent to employees to streamline processes such as campaign management, advertising, and events. eLite has predefined tasks for each type of campaign. A complete checklist is listed automatically by the system which is of great help in managing each campaign. Alerts, notifications, and mailers further help in efficient management and planning.

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| “I start my day by looking at dashboards now, which gives me the complete picture of our business―we can now forecast for at least the next two quarters. Visibility and insight have thus enhanced decision making capabilities by 40–50 percent.”Arun K Gupta, Director, Wonder Polymers Private Limited |

With excellent reporting capabilities, using SQL Server Reporting Services (SSRS) and the report wizard in CRM, various reports, such as Account Summary, Competitor Win Loss, Lead Source Effectiveness, Progress Against Goals, Campaign Performance, Campaign Comparison, Neglected Cases, Case Log Report, Service Activity Volume, are generated. These reports help create quotes, purchase orders, and financial management.

In addition, the Microsoft SQL Server database, combined with APIs, makes reporting workflows, integration, and extensibility a much simpler affair.

Enhanced security features allow the team to access applications and records according to the roles.

Benefits

With Microsoft Dynamics CRM Online, Wonder Polymers has seen record highs in productivity and sales. It supports the business with better reporting and Advanced Find feature, while being predictably affordable.

Improves Planning, Increases Productivity by 20–30 Percent

“Our marketing team works on CRM, plans campaigns, and the solution dictates what needs to be done. It distributes activities and tracks each and every response that we get against our campaign activity,” says Arun Gupta, Wonder Polymers. Automated lead management facilitates strategic planning and execution. The sales team tracks and manages quality leads and prospective customers’ progress through the sales pipeline. It also sets and measures individual and team performances. Better co-ordination amongst sales and marketing team members helps in generating more business. Arun continues, “We evaluate our events and campaigns for the quality of leads and ultimately, the conversions. Within a few months of implementation we have observed that the lead generation rate has gone up by up to 30 percent. More leads signify more business, and the employees work more efficiently to complete their tasks, increasing productivity by up to 20–30 percent.”

Shorter Sales Cycle, Improves Closures by 30 Percent

Streamlined processes with automatic routing, assigning, and escalations of leads, have resulted in a shorter sales cycle and hence quick closures. “We have observed that closures have gone up by up to 30 percent by using escalations,” says Arun Gupta, Wonder Polymers. “It significantly impacts the revenue.”

Visibility and Insight Improve Decision Making Abilities

Online availability of information across the organization improves visibility on sales trends, marketing activities, and escalations. Each campaign is measurable and the management retrieves meaningful metrics that allows for good strategic decisions. “I start my day by looking at dashboards now, which gives me the complete picture of our business. We can now forecast for at least the next two quarters,” states Arun Gupta, Wonder Polymers. Managers with better control over business can intervene to help close big deals. “Visibility and insight have thus enhanced decision making capabilities by 40–50 percent.”

Centralized System Saves Time

All customer contact activities, such as sales calls and marketing visits are logged in a central database. This protects the business from employee attrition, and also, allows the team to respond more intelligently when responding to customer queries. A centralized system allows efficient reporting, and tracks every activity and appointments. Arun Gupta, Wonder Polymers, states, “We now spend less time in chasing problems with clients and have also reduced the amount of time we spend on service calls by an average of 40 percent.”

Arun K Gupta, Director, Wonder Polymers concludes, “Dynamics CRM Online provides us with a multitude of business intelligence and data visualization capabilities. We instantly get accurate, up-to-date information about sales forecasts, targets, quotes, customer buying patterns, and campaigns to drive sales and business growth.”

Microsoft Dynamics

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| Software and Services* Microsoft Dynamics
* Microsoft Dynamics CRM 2011
* Microsoft Server Product Portfolio
* Microsoft SQL Server 2008 (On Cloud)
 | Hardware* On Cloud

Partner Zven Technologies |

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For more information about WonderPolymers products and services, call (91) (11)98111 42693 or visit the Web site at: www.wonderpolymers.net

For more information about Zven Technologies products and services, call (91) (120) (4026 700) or visit the Web site at: [www.zventech.com](http://www.zventech.com)

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what’s most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to:

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About Zven Technologies

Founded in 2007, Zven Technologies provides a unique financial services solution that empowers financial institutions with the capability to offer a complete suite of integrated systems to benefit the customer specific information by rapidly integrating the systems, data, and people through various channels. (pls break up this sentence!) Zven is the collective vision of a group of passionate members with rich industry experience in different verticals across America, Europe, Middle-East, and the Asia-Pacific regions. It is based in Delhi-NCR (National Capital Region), India. It offers unmatched domain expertise, a sound knowledge base, access to global best practices, and an efficient on-site, off-site delivery model.