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| Microsoft DynamicsCustomer Solution Case Study |
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|  | logo_GnB.gif |  | New CRM Solution Empowers Employees, Improves Efficiency and RevenuesDynamics Header |
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| Overview**Country or Region:** India**Industry:** Manufacturing, Projects, Trading, RetailCustomer ProfileBased in Mumbai, India, Godrej & Boyce manufacturing company manufactures and markets various consumer durables and industrial products. The annual revenue was U.S. $1.2 billion in 2012.Business SituationInitially Godrej and Boyce used e-CRM solution across its division to manage leads, opportunities, orders, accounts and sales cycle. SolutionGnB deployed Microsoft Dynamics™ CRM 2011 to automate and shorten the sales cycle, create a consolidated snapshot of multiple divisions to the management and enhance marketing and services processes.Benefits* Increases collection of receivables
* Maximizes business opportunities
* Drives efficiency with mobile access
* Shortens sales cycle
 |  |  | ”The integrated solution provides a 360 degree view of accounts, contacts, leads and opportunities, whereby sales funnel visibility is available across the various businesses.”Rajiv Jhangiani, Executive Vice President and Business Head, Godrej Prima |
|  |  | Founded in 1897, Godrej & Boyce has 14 diverse business divisions offering consumer, office and industrial products, along with the highest quality services to every corner of India and across the globe. Absence of the latest technology and integration capabilities was adversely affecting the sales cycle. Without real time information, the management could not take appropriate decisions in time. After a thorough evaluation process, it deployed Microsoft Dynamics CRM 2011 with the help of its subsidiary, Godrej Infotech. The solution automates the sales process and improves services. This has led to an increase in customer loyalty. Post Dynamics CRM, the company has seen an improvement in outstanding payment collections and shorter sales cycles. Higher conversion rate and better insight drives business growth. |
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Situation

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| “We evaluated and implemented Dynamics CRM at our organization in line with our vision to provide state-of-the-art technology, thorough service back-up to our clients, and harnessing technology as a platform for customer relationship and future growth.”Shyam Motwani, Executive Vice President and Business Head, Godrej Locking Solutions and Systems |

Founded in 1897 by Ardeshir Godrej, Godrej & Boyce Manufacturing Company (GnB) is one of the largest privately held, diversified industrial corporations in India. Headquartered in Mumbai, the company has a presence in more than 60 countries. It operates in diverse sectors such as construction, consumer appliances, industrial engineering, security solutions, locks, vending machines and AV solutions.

The company has 14 divisions, with more than 11,400 employees. The annual revenue was approximately U.S.$1.2billion in 2011─12.

Each division of GnB works independently using Excel worksheets. Several divisions were using an 8-year old CRM solution, developed specifically for GnB. This solution had outlived its utility and lacked features available in the newer CRM applications, such as integration with multiple devices and mobile usage.

More importantly, the old application did not scale effectively to meet the organization’s needs as a whole. With instances of the application running for specific profit centers, consolidated information on customers was missing. Additionally, information was outdated; therefore, data analysis too, affected business performance as well as decisions.

At the same time, efforts and time deployed to track the progress were more than required. Leads, opportunities and orders had become difficult to manage.

Additionally, the time taken to customize the solution to meet current business needs was a big drain on IT resources. There were also security related issues.

Solution

By year 2011, several divisions started evaluating alternate solutions that would offer an integrated platform for sales and marketing with real time reports. During the evaluation process, Godrej & Boyce felt the need to bring in Godrej Infotech, its subsidiary, to review the needs of the entire group and recommend a more holistic approach to customer relationship management.

Under the leadership of Godrej Infotech, the management evaluated several CRM solutions including SalesForce, SAP CRM and Microsoft Dynamics CRM. The evaluation focused on how the product could meet business requirements across different business models ranging from B2B to consumer and distribution. The goal was to implement a single solution that could meet the requirements of the varied business models across the group. “Microsoft Dynamics CRM emerged as a front runner. With Mobile Express included in the license, we didn’t have to pay any additional fee,” states Sanjay Patankar, Head – G&B Business, Godrej Infotech Limited. “The multi-tenancy capability that is native to Dynamics CRM helped us address typical challenges, viz., functional localization, master data management, security and privacy in view of the scalability for these large-scale enterprise business scenarios,” states Hemant Savla, Delivery Manager, Godrej Infotech Limited.

The Implementation

Godrej Infotech implemented Microsoft Dynamics CRM 2011 on-premise, as the solution would integrate with other on-premise applications including BAAN (Infor) ERP.

The implementation began in a phased manner, tackling one division at a time, starting with Godrej Locking Solutions. Today, four major divisions, Godrej Locking Solutions, Godrej Prima, Godrej Material Handling and Godrej Security Solutions are using Microsoft Dynamics CRM. Godrej Infotech created accounts for each customer in all the divisions. This allows the management to track countrywide sales or accounts for a particular customer.

Another of the important features deployed is Mobile Express for sales representatives. They now access Dynamics CRM solution and data through a web browser on their mobile device without installing any additional software. It allows salespersons access to customer information on-the- go, keeping them informed and up-to-date.

Godrej Infotech has configured Sales, Marketing and Services modules according to the requirements of each division and all divisions of GnB are using the new Sales and Marketing modules. Godrej Material Handling is also using the Services module.

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| "The Project Management team kept us aware of the status of our project, including risks envisaged, and worked out the mitigation plan with us, thus ensuring project completion on time and within budgets.”Dara Byramjee, Executive Vice President and Business Head, Godrej Security Solutions |

Dynamics CRM generates consolidated reports such as sales funnel by zone, MIS for business reviews, order status, aging reports that enhance business planning and execution.

Customizing the Sales Module

Different business units have diverse customers and custom sales processes. Hence, GnB has deployed direct sales, channel sales and institutional sales processes across the divisions. In addition, several processes have been customized to meet specific needs.

Godrej Locking Solutions has customized a unique Credit Rating System that decides the credit cycle, discounts and other offers for its customers. The customization in Dynamics CRM uses predefined business criteria such as previous order value, business opportunity and so on, to determine the credit rating. With the help of this unique logic, GnB improves customer management for its customers.

The Planning and Operations department gets a head start on the production as it reviews the opportunities in the negotiation stage, thus reducing the delivery cycle.

Godrej Locking Solutions and Godrej Prima send SMS updates on leads, opportunities, orders, outstanding collections etc., to team members and managers. This improves tracking.

Godrej Prima has added a Review module. Dynamics CRM manages all individual and business reviews, bringing agility to business processes. Workflows integrated with follow-ups reduce bottlenecks and add efficiency.

Marketing Module

All four divisions are using the Marketing module. All business units of Godrej Prima manage campaigns within CRM. A consolidated customer database has led to significant cross-sell and up-sell opportunities, enhancing customer experience and maximizing revenue opportunities.

Godrej Security Solutions is using the loyalty program extensively. The system calculates loyalty points based on various parameters. These points entitle customers to additional discounts and offers, and also incentivize dealers and distributors.

Services Module Overview

Currently, Godrej Material Handling uses the Services module, as the division manufactures, trades and services material handling equipment.

Dynamics CRM integrates all call center processes using workflows. Call center employees log service requests, which are routed to the branch based on the location. The designated CRM champion at the branch assigns the request to a team member, and tracks the status on CRM to ensure the call is completed and the customer is satisfied. Simultaneously, the system tracks a number of services, repairs or failures and Mean Time to Repair (MTTR) the machine. The management receives consolidated reports on complaint analysis, model analysis, complaint type etc., that allow it to improve service levels.

Godrej Material Handling also has a rental business for heavy machinery such as forklifts. It plans to track inventory and availability using Dynamics CRM.

Integration with Third-Party Applications

Integration of the Human Resource Management System (HRMS) with CRM solution simplifies employee management from a single location. It activates or deactivates employee IDs as and when employees join or leave the organization. Likewise, dealer portal integration for non-employees like dealers and distributors helps to meticulously track secondary sales.

Most importantly, the integration with BAAN ERP facilitates monitoring of pre- and post-sales scenarios, with a view of capturing all activities from opportunity generated order execution and delivery from a single platform.

Benefits

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| “Microsoft Dynamics CRM helped us derive complete visibility of institutional enquiries at various stages and ensure the timely completion of customer orders, which increased our sales by 90 percent, with a substantial improvement in outstanding collection.”Vijay Desai, Head- Projects - India, Godrej Locking Solutions, Godrej and Boyce Mfg Co Ltd |

“Microsoft Dynamics CRM offers a central database which helped us take quick and informed decisions,” says Abhishek Chaturvedi, Deputy General Manager ─ Marketing, Godrej Material Handling, Godrej and Boyce Mfg Co Ltd. The benefits of Dynamics CRM as stated by Neveille Vankadia, General Manager – Service, Godrej Material Handling, include data capturing for details including analysis of field complaints through the Call Handling MIS, tracking the performance of branches based on parameters like First Response Times, MTTR, MTBF, capturing and scheduling the enquiries for hiring, AMC and CMC.

Increases Collection of Receivables

Integration with third-party applications ensures the company can monitor progress of pending orders and outstanding payments. “Microsoft Dynamics CRM helped us derive complete visibility of institutional enquiries at various stages and ensured the timely completion of customer orders, which increased our sales by 90 percent with a substantial improvement in outstanding collection,” says Vijay Desai, Head- Projects - India, Godrej Locking Solutions, Godrej and Boyce Mfg Co Ltd. Dynamics CRM also provides product detailers and training modules and helps content, which in turn accelerates the learning curve of end users.

Maximizes Business Opportunities

In today’s competitive world, CRM enforces best practices along with streamlined approvals, transparency and automated tasks across the organization. The business units are interlinked with real time customer information, improving up-selling and cross-selling.

Drives Efficiency with Mobile Access

Integration of mobile features drives efficiency and saves time. Mobile Express gives employees access to information on the field including viewing, modifying and updating options. It connects people, processes and data from inside the organization to work together more efficiently and effectively.

Shortens Sales Cycle

The new CRM solution is a complete sales automation solution and offers analysis of sales activities, leads and opportunity tracking. Focus on the right opportunities has helped to shorten the sales cycle, thus reducing sales costs and helping to close deals faster.

Microsoft Dynamics CRM offers a single snapshot review of divisions for their respective management. The divisions now monitor the prospects, manage business performance, quickly create reports, predict revenue more accurately and proactively manage service issues.

Rajiv Jhangiani, Executive Vice President and Business Head, Godrej Prima concludes, “The integrated solution provides a 360 degree view of accounts, contacts, leads and opportunities, whereby sales funnel visibility is available across the various businesses.”

Microsoft Dynamics

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| Software and Services* Microsoft Dynamics
* Microsoft Dynamics CRM 2011
* Office 2003 and 2007
* Windows Server 2008
* SQL Server 2008
* Windows XP, Vista, 7
 | Partners* Godrej Infotech
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[www.microsoft.com](http://www.microsoft.com)

For more information about Godrej and Boyce products and services, call (91) (22) (6796 5656) or visit the website at[www.godrejandboyce.com](http://www.godrejandboyce.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:

www.microsoft.com/dynamics

About Godrej Infotech

Godrej Infotech Ltd. (GITL), formerly a division of Godrej & Boyce Mfg. Co. Ltd., is a software services and consulting company. Headquartered in Mumbai, Maharashtra, it commenced operations as a separate corporate entity in 1999. With offices in Pune, Chennai, Bangalore and Dubai, the company caters to overseas and domestic customers in both engineering and professional services industries. With a team of 450 customer-oriented professionals, state-of-art data centres and 24/7 helpdesk, GITL focuses on commercial application software development, e-business, education, IT outsourcing, enterprise resource planning (ERP), extended products implementation, and infrastructure and network management. Its quality certifications include SEI-CMM Level 4 and ISO-9001:2008 Quality Systems Certification.

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