

Microsoft Dynamics CRM optimizes customer support

Microsoft Consulting Services



Customer: Ball Packaging Europe
Website: www.ball-europe.com
Customer Size: 2,800 employees
Country or Region: Europe
Industry: Manufacturing

Customer Profile

Ball Packaging Europe is one of the leading beverage can producers in Europe. The company's headquarters is located in Zurich, Switzerland.

Software and Services

- Microsoft Consulting Services
- Microsoft Services – Dynamics Solution
- Microsoft Dynamics CRM Online

Microsoft Services

Microsoft Services is a global team of professionals who are dedicated to helping customers maximize the value of their investment in Microsoft software. Microsoft Services touches customers more than 715 million times a year, helping them plan, deploy, support and optimize our technologies. They also work closely with Microsoft Partners by sharing their technological expertise and product knowledge on a regular basis.

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“With Microsoft Dynamics CRM Online, what we formerly knew as purely a customer database further developed into a fully-fledged management system.”

Gerlof Toenhake, Marketing Director, Ball Packaging Europe

Business Needs

Ball Packaging Europe is one of the leading drink can manufacturers in Europe, generating a turnover of over EUR 1.5 billion annually, with approximately 2,800 employees. Until recently, Ball Packaging Europe had been storing its customer data in an inconsistent, list-like structure based on Lotus Notes, which was only accessible to its Technical Customer Service team.

Being that it was not a truly functional database, it was impossible to analyze or manage the data in any useful way. In addition, there were only rudimentary interfaces for connection to external systems. A connection to the processes and data of other Ball companies was not available in the existing CRM system.

Solution

Following the switch to Microsoft Outlook for email, Ball Packaging Europe put out a call for tenders for a new CRM system. This desired system had to be suitable for use worldwide, very user-friendly and offer seamless integration with Outlook. Based on these criteria, Microsoft Dynamics CRM

was awarded the contract over solutions from competing vendors.

Microsoft Consulting Services implemented Microsoft Dynamics CRM Online for Ball Packaging Europe.

Benefits

Since implementing Microsoft Dynamics CRM Online with the support of Microsoft Consulting Services, excellent results have been achieved.

As a result of seamless integration with Microsoft Outlook, the new solution provides access to a uniform and up-to-date database of customer information to all users. The size of the user group has also significantly increased. While in the past, only the Technical Customer Service teams had access to the data, now every employee can use the CRM system.

The use of Microsoft Dynamics CRM has resulted in:

- Increase in productivity
- Better and faster decision-making
- Reduction in costs
- Improved customer service