Microsoft CRM with the Construction Industry Solution

Microsoft Dynamics CRM with the Construction Industry Solution from SevenThree enables you to manage all your sales, marketing and customer service activity by customer, contact, influencer and project.

Specifically designed for all sectors of the Construction Industry, specialist versions are available for building products suppliers, contractors and architects & consultants.

The Solution for Building Products Suppliers

A view of all projects

Manage tasks, activities and communications from one location

Project details, contacts, activities and opportunities

Quickly access the Microsoft CRM workspace, sales and customer service functionality and reports

Automatically import and filter electronic project leads

The Solution for Building Products Suppliers

Share Information
Make the most of all your customers, contacts, projects and leads with one single database - accessible both in the office and out in the field.

Manage Multiple Channels
Manage stockist, distributor and contractor relationships whilst influencing specifiers and end users.

Increase Win Rates
Make sure you never miss an opportunity, understand which projects are won or lost and access real time information on the sales pipeline.

Improve Marketing Effectiveness
Profile customers for targeted marketing and corporate hospitality. Measure the value of all your ABI, Glenigan or OJEU project leads. Track marketing campaign results & budgets.

Deliver Consistent Customer Service
Log, assign and resolve customer issues and complaints. Manage and follow up literature and sample requests.

Make Informed Decisions
Report on bids by customer, region, industry sector and product group and identify trends and opportunities.

Use Easily
Manage all your contacts and projects from within Microsoft Outlook - the tool you already use every day.
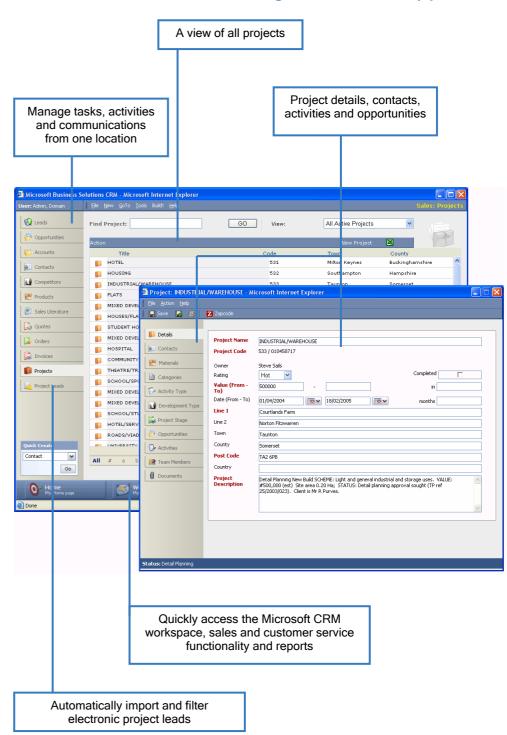
Work from Anywhere
Access the same information with Microsoft Outlook on your laptop or via a web browser. Access your diary, key contacts and activities via a wireless handheld device.

Microsoft CRM with the Construction Industry Solution from SevenThree delivers a CRM solution pre-configured for the Building Products Industry. As a a result it works the way you do, works the way your business does and works the way IT expects it to.

Microsoft CRM with the Construction Industry Solution

Functionality for Building Products Manufacturers

FEATURES	DESCRIPTION
Fully Project Based	✓ Track all your sales, marketing and customer service activity by project - as well as by customer, influencer and stockist.
Information Sharing	✓ Share customer, contact and project information across different product teams and geographies - with one single solution.
Manage Multiple Channels	✓ Manage stockist and distributor relationships whilst influencing specifiers and end users.
Import Project Intelligence	✓ Automatically import and filter project intelligence from companies such as ABI and Glenigan. Manage OJEU notifications and add them all to your own project intelligence.
Quotes for the Same Project	✓ Manage multiple quotes for the same project. Eliminate double counting in the sales forecast.
Opportunity Management	✓ Easily convert project leads to opportunities and then track them throughout the sales process. Use customisable workflow to automate stages in the sales process, with notifications and escalations as well as opportunity and pipeline activities.
Quotation Management	✓ Create and modify accurate quotes with a comprehensive product catalogue that supports complex pricing, units of measure, discounts and full quote traceability.
Contract Price Support	✓ Manage standard price lists as well as exceptions by project, contractor and developer.
Literature & Sample Management	✓ Manage requests for sales literature and samples. Automatically prompt for follow up. Analyse and control the cost of literature and samples.
Marketing Campaign Management	✓ Plan and implement marketing campaigns, profile clients and contacts for more targeted marketing as well as measure marketing campaign effectiveness.
Manage Customer Service Issues	✓ Log, assign and resolve customer service issues and complaints. Customisable workflow lets you automatically route enquiries to the appropriate person. Technical product information, FAQ's and other relevant documentation can all be stored in a fully searchable knowledgebase.
Mail/eMail Merge Communications	✓ Maintain customisable templates to send letters and emails to individual contacts or groups of contacts.
Utilise Existing Customer Information	✓ Easily import existing customer information and/or integrate with other applications for customer details, product and pricing information and sales history/order information.
Comprehensive Reporting	✓ Report on bids by customer, project and specifier as well as region, industry type or product group to identify trends and opportunities. The solution comes with a suite of standard reports and industry specific reports. Instantly export any data selections to Microsoft Excel or Word.

DESIGNED FOR YOUR BUSINESS	
Works the Way You Do	✓ Work from within Microsoft Outlook - the tool you already use every day - for an easier way to manage all your sales and marketing activity. Access all the same information whilst out in the field with Microsoft Outlook on your laptop or via a web browser. Access your diary, key contacts and activities via a wireless handheld device.
Works the Way Your Business Does	✓ Pre-configured for building products suppliers, Microsoft CRM with the Construction Industry Solution helps you manage all your sales, marketing and customer service activity by customer, contact, influencer and project.
Works the Way IT Expects it to	✓ Get your system up and running quickly with easy installation, upgrade and deployment tools. Troubleshoot and resolve potential conflicts on your server infrastructure with centralised management and notification tools. Use secure API's and SOAP for integration with other applications and web services.