



# Manufacturers Use CRM to Boost Sales and Service

## Independent analysis demonstrates that Microsoft Dynamics® CRM delivers measurable, consistent performance improvements for manufacturers

Manufacturers know that sales, marketing, and service effectiveness will make or break them in today's global economy. That's why they are turning to customer relationship management (CRM) solutions to provide them with the competitive advantage they seek. They need CRM solutions that people will want to use, that offer a holistic view of complex customer information and interactions, and that integrate efficiently with legacy systems.

Increasing numbers of manufacturing organizations, from independent companies to worldwide enterprises, are turning to Microsoft Dynamics® CRM business software. To better understand the specific reasons that manufacturers select Microsoft Dynamics CRM, Microsoft turned to Mainstay Partners. This independent IT advisory firm interviewed a number of manufacturers to identify the measurable benefits they have achieved through deploying Microsoft Dynamics CRM. The customer profiles presented below demonstrate how Microsoft Dynamics CRM has helped these companies build lasting customer relationships by improving sales, marketing, and service effectiveness.

### IMPROVED CUSTOMER EXPERIENCE AND SERVICE EFFECTIVENESS

Centralizing complete customer information helps customer service representatives respond to and resolve issues faster. For example, Polaris—a designer and manufacturer of snowmobiles, all-terrain vehicles, Victory motorcycles, and the Polaris RANGER—needed to make it easier for service representatives to access customer information. After implementing Microsoft Dynamics CRM, Polaris's service representatives can access customer information faster and address customer questions more efficiently online.

Polaris implemented Microsoft Dynamics CRM, Microsoft® Office SharePoint® Server, and Microsoft Commerce Server, enabling customer service representatives to quickly access information from disparate systems using Web-based forms. Equally important, Microsoft Dynamics CRM offered a familiar user interface that users quickly adopted.

Customer analysis from Mainstay Partners finds that Microsoft Dynamics® CRM allows sales and marketing teams to improve sales productivity by sharing customer information across teams accurately and more efficiently. Customers see the solution scaling and growing with their business over time, empowering them to better serve their customers.

“Microsoft [Dynamics] CRM is truly a new platform for Polaris, allowing support and sales teams to evolve and work together in ways that were not possible with the legacy applications.”

*BEDE BRAEGELMAN*  
Project Manager for Sales,  
Service, & Marketing  
Polaris Industries

**Productivity Improvement:** With self-service functionality, service representatives can be more efficient at processing customer cases, allowing more customer cases to be processed by the same number of service representatives.

**Improved Service and Satisfaction:** Polaris continues to receive positive customer feedback because of the improved service that they are receiving—in part because representatives can access more accurate customer data quicker.

Today, Polaris customer service representatives can easily locate up-to-date, integrated information through a single data source. Service representatives work more productively with faster data entry, confirmation, and efficient routing of customer information calls.

#### EASY-TO-USE INTERFACE, IMPROVED PLANNING AND PRODUCTIVITY

Microsoft Dynamics CRM works as a natural extension of the Microsoft Office Outlook® messaging and collaboration client, helping to drive user adoption. The solution also helps eliminate manual data entry, significantly reducing errors. In addition, Microsoft Dynamics CRM provides sales and service employees with the mobile capabilities they need when working in the field.

Catalyst Paper—one of North America’s largest mechanical paper companies and one of British Columbia’s largest public companies—offers a case in point. The company recognized that providing field sales teams with critical customer information could help drive sales effectiveness and significantly improve customer satisfaction.

By integrating Microsoft Dynamics CRM and Office SharePoint Server with existing information from its SAP system, Catalyst Paper created an easy-to-use, familiar solution that field sales rapidly adopted. Salespeople now can quickly develop complex documents while working in the field and then easily synchronize information with the company’s server system. Microsoft Dynamics CRM also provides Catalyst Paper with greater visibility into its sales pipeline, resulting in more accurate capacity planning and improved efficiencies across sales and marketing. With Microsoft Dynamics CRM, Catalyst Paper has:

- Reduced by 95 percent the time it takes to access customer data.
- Increased quote accuracy by more than 5 percent.
- Cut by 98 percent the time needed to create mass mailings.
- Improved time-to-customer quote by 10 percent.

## INCREASED PRODUCTIVITY, SALES, AND CUSTOMER SATISFACTION

Many manufacturing companies struggle with the inability of legacy applications to meet changing business requirements. Microsoft Dynamics CRM integrates with existing server systems, enabling companies to adapt quickly to changing needs.

Borusan Automotive A.S. offers an example of how back-office integration achieves bottom-line benefits. Borusan Automotive is the BMW, Land Rover, and MINI importer in Turkey, with more than 150 employees, 26 dealers, and 25 authorized service centers. While car sales comprise 70 percent of total revenues, parts and after-sales service provide nearly half of the margin. Customer service effectiveness is critical to the company's success. Prior to deploying Microsoft Dynamics CRM, pre-sales and post-sales data existed in disparate repositories, making a complete customer view impossible.

With Microsoft Dynamics CRM, Borusan Automotive now has a holistic view of the customer. Because employees can access a single repository of complete customer information, they can easily refer to previous issues, events, and discussions, allowing them to be more knowledgeable about and responsive to customers. The company integrated Microsoft Dynamics CRM with its existing AS/400 system, enabling real-time access to information and nightly batching of invoices, service orders, and customer changes.

Equipped with centralized information access and easy sharing for customer account activity, communication history, related contact details, orders, invoices, and service activity, Borusan Automotive anticipates the following benefits:

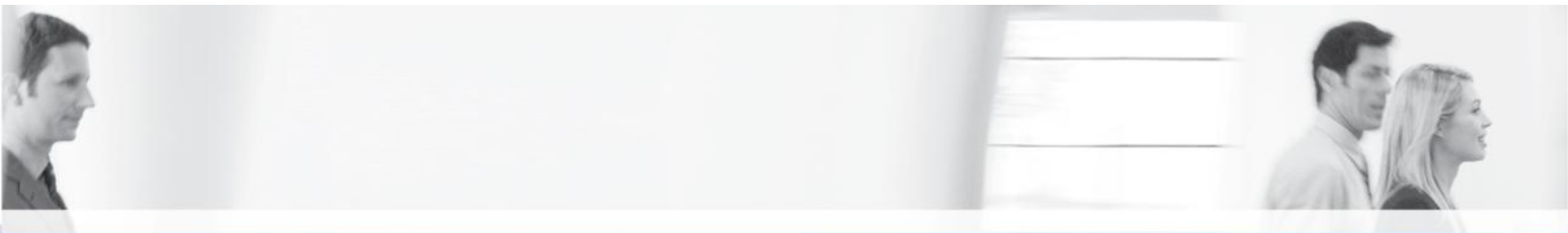
- 45 percent gain in sales force efficiency
- 10 percent increase in customer retention (a 5 percent increase in top-line revenue from return customers and ancillary product sales)
- 14 percent increase in revenue generated by each customer service representative
- 900 percent increase in lead follow-up activity
- 15 percent increase in customer satisfaction

## SUMMARY

As manufacturing companies continue to fight increasing customer turnover and higher costs for acquiring and serving customers, they look toward solutions that can support the sales cycle and customer service functions without adding complexity. For the manufacturers interviewed by Mainstay Partners, Microsoft Dynamics CRM provides a cost-effective way to meet these challenges.

“Microsoft Dynamics [CRM] allows our organization to gather more consistent and accurate information, which ultimately provides an enhanced service experience to our customers.”

BEDE BRAEGELMANN  
Project Manager for Sales,  
Service, & Marketing  
Polaris Industries



## MORE INFORMATION

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## ABOUT MAINSTAY PARTNERS<sup>1</sup>

Mainstay Partners is a leading provider of independent value assessment and IT strategy services to a diverse set of industry leaders whose clients include high-tech and professional services leaders such as SAP, Microsoft, Network Appliance, BearingPoint, EDS, and Hyperion.

For more information, please visit:

[www.mainstaypartners.net](http://www.mainstaypartners.net)

## MICROSOFT DYNAMICS

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](http://www.microsoft.com/dynamics)

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<sup>1</sup> Information contained in the publication has been obtained from sources considered reliable, but is not warranted by Mainstay Partners.