

An Internet Service Provider Improved customer experience and operational efficiency with Microsoft Dynamics and CRM Implementation

Location: **USA**

Business Scenario:

A company providing Managed Wi-Fi, Internet, and VOIP Services faced new challenges with an increase in its customer base. There were gaps in managed Services workflows, and the legacy ERP was outdated to manage procurement and accounting processes.

Solution:

After evaluating various applications and tools, the company finalized Microsoft Dynamics as ERP tool and CRM for customer support teams and chose inoday to implement them using its expertise.

Results:

- ➔ **Improved Customer Experience:** Use of virtual agents, multiturn dialog, and call forwarding features proved highly beneficial and optimized the operations.
- ➔ **Enhance decision making:** The overall performance of the team improved with no operational issues and quick adoption of the changing market needs.
- ➔ **Deep Insights:** A seamless integration between Dynamics 365 ERP and its chosen CRM solution, Dynamics 365 Customer Service, led the team to greater visibility and further insights.
- ➔ **Team Performance:** Smooth workflows, custom-built pages for transactions, effective reports and dashboards equipped end-user teams for quick adoption.
- ➔ **Operational flexibility:** Moving to Dynamics 365 increased efficiency in sales, Services, and operations. Procurement, Inventory management, and accounting benefited from multi-level approval features.