Lufthansa Technik Shenzhen (LTS) deploys Dynamics CRM 2011 for comprehensive sales and services management

Through deployment of Microsoft Dynamics CRM, Lufthansa Technik Shenzhen (LTS) fully realized IT infrastructure upgrade and overall productivity improvement. The Wicresoft solutions custom developed for Lufthansa Technik Shenzhen (LTS) created a comprehensive, customer-centric collaboration platform with full coverage of customer information aggregation, business opportunities, sales management, customer services, marketing, and budgeting, and helped Lufthansa Technik Shenzhen (LTS) understand the requirements of potential customers, generate sales leads, and deliver highly efficient aircraft repairing and on-site technical supports services.

Meanwhile, Wicresoft seamlessly integrated the solutions with Lufthansa’s ERP, SharePoint, Outlook and SMS (Short Message Service) systems. Based on strong scalability of Microsoft Dynamics CRM, Lufthansa Technik Shenzhen (LTS) quickly responded to customer requirements and increased overall customer satisfaction.

Project Background:

Being a member of Lufthansa Technik's worldwide network, Lufthansa Technik Shenzhen (LTS) inherits the profound know-how and up-to-date technology from Lufthansa Technik Group, and provides comprehensive aircraft parts maintenance, repair and overhaul services for Chinese, European and Asia-Pacific airlines.

Lufthansa Technik Shenzhen (LTS) is dedicated to Airframe Related Components (ARC) and specializes in the maintenance, repair and overhaul of thrust reversers, engine cowlings, radomes, flight control surfaces and other high-value aircraft components made from composite and bonded materials. Aircraft parts customer service center (CSC) quickly responds to customer requirements on maintenance, repair and overhaul, and delivers fast, highly efficient logistics and services.

Centralized customer information management

On the basis of Microsoft Dynamics CRM, Lufthansa Technik Shenzhen (LTS) maintains a unified customer information platform, and sets different tiers and payment leadtimes for the client. Through strict access authorization, only designated sales manager and service account manager can jointly own and maintain the information of a specific client.
Solutions
After long-time review and assessment, Lufthansa Technik Shenzhen (LTS) decided to choose Wicresoft as the partner for Microsoft Dynamics CRM 2011 deployment and implementation. The Wicresoft solutions include modules of market management, sales management, service management and decision-making analytics, and are adapted to the unique requirements of Lufthansa Technik Shenzhen (LTS) in custom development.

Benefits
Through implementation of Microsoft Dynamics CRM 2011, Lufthansa Technik Shenzhen (LTS) overhauled complex IT infrastructures. The tailor-made solution covers all business processes of Lufthansa Technik Shenzhen (LTS) and achieves overall optimization for customer, sales, marketing and service management systems.

- Streamlining sales management process and improving sales productivity
- Realizing closed-loop service process and increasing service efficiency and customer satisfaction
- Effective monitoring, analytics and informed decision-making
- Seamless system integration and overall IT infrastructure enhancement

Moreover, Lufthansa Technik Shenzhen (LTS) is able to implement comprehensive contact profile management and record contact information in details, including multiple contacts and respective reporting lines.

Real-time sales process management
Through Microsoft Dynamics CRM system, sales account managers can check sales plan and push project progress, and sales management team is able to know real-time sales progress with individual account manager, provide necessary advice and support, and make effective forecast and prediction. Regarding quotation, Lufthansa Technik Shenzhen (LTS) is able to customize properties and pricing terms for different products and services. The CRM system supports customized review process for different applicants, pricing and terms. Sales account manager can check real-time contract execution status, with access authorization limited to the contract he/she is involved in.

CRM-based sales progress management and precise sales forecast
During the sales cycle, Lufthansa Technik Shenzhen (LTS) needs to take business opportunity and sales lead into consideration. Through Microsoft Dynamics CRM system, the LTS management is able to know the exact details of business opportunities, track and control real-time progress of business opportunities, and make effective sales forecast and prediction.

Improving marketing management capabilities
Through Microsoft Dynamics CRM system, Lufthansa Technik Shenzhen (LTS) is able to realize competitive intelligence collection and analysis, product and market feedback, market event planning, approval and execution, marketing events process control, and task reminding.

Establishing KM (Knowledge Management) case-base for knowledge sharing
Through Microsoft Dynamics CRM system, Lufthansa Technik Shenzhen (LTS) is able to establish KM (Knowledge Management) case-base for knowledge query and sharing, greatly reducing customer service leadtime and improving service performance.

Increasing customer service response speed and customer service satisfaction
Through Microsoft Dynamics CRM system, Lufthansa Technik Shenzhen (LTS) is able to effectively monitor process of complaint handling and service reporting, and ensure service timeliness and effectiveness.

Seamless integration with legacy systems
The Microsoft Dynamics CRM system can be seamlessly integrated with the legacy ERP, SharePoint, Outlook and SMS systems of Lufthansa Technik Shenzhen (LTS).

Solution:
After long-time review and assessment, Lufthansa Technik Shenzhen (LTS) decided to choose Wicresoft as the partner for Microsoft Dynamics CRM 2011 deployment and implementation. As Microsoft's joint venture and Premium Partner in China, Wicresoft closely worked with Microsoft to develop MRO industry solutions on the basis of Microsoft Dynamics CRM, with full modules of market management, sales management, service management and decision-making analytics. The solutions are also adapted to the unique requirements of Lufthansa Technik Shenzhen (LTS) in custom development.
**About MRO industry**

Maintenance, repair, and operations (MRO) or maintenance, repair, and overhaul involves fixing any sort of mechanical, plumbing or electrical device should it become out of order or broken (known as repair, unscheduled or casualty maintenance). It also includes performing routine actions, which keep the device in working order or prevent trouble from arising (preventive maintenance).

**Unified customer information management**

On the basis of Microsoft Dynamics CRM, the Wicresoft MRO industry solutions present 360-degree view of customer information (key contacts, competitive intelligence, sales leads, contracting, shipment, customer service, etc.) for real-time updating and sharing. Through effective management for business opportunities and sales leads, the LTS management is able to learn real-time project progress, and make reasonable sales forecast as the benchmark of KPI (key performance indicator), hereby leading to better resources utilization and increased sales success rate.

On the basis of Microsoft Dynamics CRM, the Wicresoft MRO industry solutions enable real-time query on sales leads, contract progress and status of shipping, payment and plan completion, and also synchronize with invoicing and account receivable data in ERP system for credit line and shipping restrictions.

**Dedicated marketing event module**

Through dedicated marketing event module of Microsoft Dynamics CRM, the Wicresoft MRO industry solutions covers the whole process of market event management, including market event scheduling, planning, execution, budgeting, and feedback collection. The CRM system also addresses competitive intelligence issues by providing detailed information recording and archiving, delivering insightful analysis report and proposing relevant countermeasures.

The Marketing Event module enables comprehensive customer information query and marketing event customization. Through the feedback mechanism of marketing event, users are able to generate and follow up sales leads, or create new records of business opportunity, quotation and sales order for existing clients. Dynamic, multi-dimensional and graphic analysis reports will be presented to the LTS management for marketing event review.

**Process-based approach for complaint handling**

On the basis of Microsoft Dynamics CRM, the Wicresoft MRO industry solutions provide a comprehensive complaint handling process. Complaints are sent to respective business functions, and functional heads receive task reminding. According SLA (service level agreement) indicators, complaint handling is pre-set and any delay will cause alert.

Through the process-based approach, Lufthansa Technik Shenzhen (LTS) greatly improves quality of complaint handling and increases customer satisfaction. After complaint handling completes, the CRM system will send out satisfaction survey to relevant LTS staff or directly send feedback email to complainant. The closed-loop process enables interactive complaint handling notification and customer appraisal, and ultimately increases customer satisfaction and loyalty.

**Knowledge management case-base**

The module of Knowledge Management provides comprehensive knowledge query and case reference, and enables customer service specialists to solve customer problems and complaints in a compliant, timely manner, thus leading to reduced operational costs, improved efficiency and timeliness, and increased customer satisfaction.

**Marketing decision-making analytics**

The module of marketing decision-making analytics uses advanced business intelligence tools to generate dynamic, multi-dimensional and graphic analysis reports and helps the LTS management make effective and timely decisions.
About Microsoft Dynamics CRM

Customer relationship management (CRM) can help reduce costs and increase profitability by organizing and automating business processes that nurture customer satisfaction and loyalty. CRM delivers a holistic view of each customer that enables client-facing employees to make expedited and educated decisions about strategic efforts in the sales, marketing, and customer service fields.

For more information about Microsoft Dynamics, please visit:
http://www.microsoft.com/china/dynamics/crm/

For more information about Wicresoft, please visit:
http://www.wicresoft.com

System integration

The Microsoft Dynamics CRM system is seamlessly integrated with the legacy ERP, SharePoint, Outlook and SMS systems of Lufthansa Technik Shenzhen (LTS), and enables cross-platform interactive data exchange and process integration. Customer service manager creates service ticket and service order in ERP system, completes automatically retrieved records in CRM system, publishes above information in SharePoint system for sharing by the functions of production, planning, engineering and logistics, and then synchronizes functional feedbacks to the relevant service order in CRM system. Cross-platform system integration creates a unified information-sharing platform and improves overall productivity.

Business Benefits:

Through deployment of Microsoft Dynamics CRM, Lufthansa Technik Shenzhen (LTS) fully realized IT infrastructure upgrade and overall productivity improvement. The Wicresoft MRO solutions custom developed for Lufthansa Technik Shenzhen (LTS) created a comprehensive, customer-centric collaboration platform with full coverage of customer information aggregation, business opportunities, sales management, customer services, marketing, and budgeting, and helped Lufthansa Technik Shenzhen (LTS) understand the requirements of potential customers, generate sales leads, and deliver highly efficient aircraft repairing and on-site technical supports services.

Meanwhile, the Wicresoft MRO solutions are seamlessly integrated with Lufthansa’s ERP, SharePoint, Outlook and SMS (Short Message Service) systems. Based on strong scalability of Microsoft Dynamics CRM, Lufthansa Technik Shenzhen (LTS) quickly responded to customer requirements and increased overall customer satisfaction.

Streamlining sales management process and improving sales productivity

On the basis of Microsoft Dynamics CRM 2011, the Wicresoft MRO solutions present 360-degree views of customer and record detailed information (business opportunity, sales lead, contracting, etc.) of existing and potential customers. Through effective management for business opportunities and sales leads, the LTS management is able to quickly review sales order terms, learn real-time project progress, and provide necessary advice and support, hereby leading to better resources utilization and increased sales success rate. The integration of CRM and ERP systems enables linkage of account receivable and automatic reminding on customer credit line.

Realizing closed-loop service process and increasing service efficiency and customer satisfaction

On the basis of Microsoft Dynamics CRM 2011, the Wicresoft MRO solutions streamline service management process for closed-loop operations and full-range service performance (service effectiveness, timeliness, etc.) monitoring, improve service quality, efficiency and response speed, and increase customer satisfaction through standard, process-based customer relationship maintenance.

Effective monitoring, analytics and informed decision-making

On the basis of Microsoft Dynamics CRM 2011, the Wicresoft MRO solutions build a series of analysis models (macroeconomic analysis, competitive analysis, sales analysis, market analysis, service analysis, etc.), and help the LTS management monitor KPI (key performance indicator) completion status and make informed, effective decisions.

Seamless system integration and overall IT infrastructure enhancement

On the basis of Microsoft Dynamics CRM 2011, the Wicresoft MRO solutions are seamlessly integrated with ERP, SharePoint, Outlook and SMS systems, enable cross-platform interactive data exchange and process integration, streamline cross-functional information management process and improve overall productivity.