**Program Overview:**
Country: China
Industry: Building materials industry
Product: Dynamics CRM2011

**Customer Profile:**
Velux was established in 1941 in Denmark by Villum Kann Rasmussen. The company is a professional international group dedicated to the research, production and sales of roof windows and other ancillary products. Over 70 years of development and as the creator of the modern roof windows, Velux is leader of roof windows world, and is one of most powerful brands in global construction area with more than 60 branches around the world.

**Project Background:**
Velux entered the China market in 1988. Over 20 years of development in China, Velux never stopped enterprise information construction. From the company's independent development system to SAPByDesign system adopted later, all systems were unable to meet the company's development needs when Velux business grows so fast in China.

**Solutions:**
After long-term study and comparison, Velux made its decision to adopt Microsoft Dynamics CRM 2011, and decided to choose Wicresoft as the partner for Microsoft Dynamics CRM 2011 deployment and implementation. The solution includes marketing management, sales management, customer service management, technical support management, and reporting & analytics platform. Wicresoft also customized the solution according to the special operation management features of Velux.

**Business Benefit:**
Through implementation of Microsoft Dynamics CRM 2011, Velux fully realized:

**Velux deploys Dynamics CRM 2011 to strengthen the company's sales, marketing and services management competence**

As Microsoft's joint venture and premium partner in China, Wicresoft closely worked with Microsoft to develop construction industry solutions based on Microsoft Dynamics CRM 2011 with full modules of marketing management, sales management, service management, technical support management and decision-making analytics platforms.

Through Microsoft Dynamics CRM system 2011 deployment, Velux improves its corporate informatization level comprehensively. Each module of the solution fits in the customer's day-to-day business processes well, and optimizes the operation of customers, sales, marketing and service systems, with a result of enhancing the company's overall management competence.

**Project Background:**
Velux entered China market in 1988. Over 20 years of development in China, Velux never stopped its investment in enterprise information work. From the company's independent developed IT system to SAPByDesign system adopted later, all systems were unfortunately unable to meet the company's needs when its business grows so fast in China. The company is facing a couple of challenges:

**Cannot manage sales team effectively**
Sales people are distributed in various regions of the country. Telephone and e-mail are the main communication methods. Customer order and receivables' status cannot be viewed on time. Low efficiency exists within internal communication.

**Cannot manage the discrete information centrally**
Information is scattered rather than integrated so that business data is unable to be associated with each other and further analysis is impossible to be conducted to provide data for supporting enterprise internal management. For example, sales leads and data are distracted from each other, and are overlapped with sales opportunities, with the result that the true estimated sales performance status cannot be reflected.
Enterprise informatization is fully improved.

Each module of the solution fits in with the customer’s day-to-day business processes, and optimizes the operation of corporate marketing systems of customer, sale, marketing & service.

Enhance the company’s overall management capabilities.

**Cannot manage sales process**

There is no management on sales leads. Managers have no ideas on the status of key sales projects, therefore cannot give any suggestions or support. Project feasibility cannot be predicted.

**Far behind after-sales service management**

With the company’s expansion, customer service staff is busy with gathering internal sales information so that timely and effective service cannot be provided. No professional service process system and being unable to make overall management, analysis and accumulation make it hard to give training to the new customer service staff.

**Cannot conduct overall market analysis effectively**

There is no unified platform for managing competitors, potential customers, marketing activities and expenses. Marketing data analysis is conducted manually and consumes quite a lot of labor force. Meanwhile analysis and demonstration methods are not rich enough and multi-angle dynamic analysis cannot be realized.

**Lack of unified management on solution design and technical support**

The company lacks of unified management on solution design and technical support. The manual way of data analysis causes higher management cost. It is hard to get the feedback of installation reports from distributors, which is not good for the company to improve the installation service quality.

**Solutions:**

The Microsoft Dynamics CRM construction industry solution includes market management, sales management, service management, technical support management and decision-making analytics modules, which is also adapted to the characteristics of Velux’s sales and marketing management. The solution aims to improve overall IT management competence and drive the fast growing of the company.

**Sales management**

This module covers customer management, contract management, credit management, the receivable management, order management, personnel and expenses management. It is based on a common platform to implement customer information maintenance and customer care, to demonstrate a 360-degree view of customers’ key contactor, sales leads, contract, shipment and customer service, and to provide real time enquiry on the status of sales leads, contract progress, sales delivery, receivables and plan achieved.
About Microsoft Dynamics CRM
Customer relationship management (CRM) can help reduce cost 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

Marketing management
The module of marketing management includes competitors and market intelligence collection and analysis, product feedback from the market, the plan, approval and execution of marketing activities, which controls marketing activities and provide various marketing analytical data. Through the unified management of all clues, marketing department can catch the latest status of the clue at any time and is also able to conduct analysis on clue conversion rate.

Service management
It is a standardized service management module. Close loop service can be realized throughout service contracting, customer complaint processing, service planning, service distributing, service reporting, and case managing phases. Customer service reps can record customer service information on real time, manage customer service on the overall level, analyze and summarize customer requests regularly to set up a professional customer Q&A knowledge database gradually. The service management module helps customer service reps grow fast and solve customer’s questions better while shaping the company a professional image.

Technical support management
The system records all requests of design and technical support information. Technical department can arrange the work time properly according to the presetting schedule, and timely analyze the design of each sales project. Installation and inspection reports are recorded, and sales people can timely get the project reclaim time, quantity and installation status of each project.

Sales and marketing decision-making analytics
Through business intelligence tools, the modeling of CRM data, and dynamic, multidimensional and graphical analysis reports, it helps managers make decisions timely and effectively.

Business Benefits:
Through Microsoft Dynamics CRM 2011 implementation, Velux improves its corporate informatization comprehensively. Each module of the solution fits in the customer’s day-to-day business processes, and optimizes the operation of customer service, sales, and marketing departments. The overall company’s management level is enhanced, production cost is reduced and customer satisfaction is improved.
Sales management process is optimized and sales efficiency is improved

The system enable the sales to timely track the orders, coordinate relevant departments to arrange quick delivery, installation and receipts to reduce customer claims and improve customer satisfaction. Managers can get the progress of every project at any time and give advice and support, so that sales resources can be effectively utilized and sales order successful sign-off ratio can be improved. Moreover, the contribution and loyalty of the distributors can also be calculated through system analysis and true decision-making foundation can be given.

Information is shared and work efficiency is improved

The system enables managers to get sales people working status, project follow-up status and receivables status timely. For the potential customer information, customer quantity can be estimated via associated marketing activities analysis. Through project installation reports shared by technical departments, sales can keep abreast of project progress. Collaboration across different functions and working efficiency are improved.

Close loop service is realized and service efficiency and customer satisfaction are improved

Service management features a close loop operation with the entire process being monitored. Monitoring service performance indicators, e.g. effectiveness and timeliness help improve service efficiency and consolidate all sales data of the company in past 10 years in the system. Sales people can check the historical sales data at any time to improve sales efficiency.

Decision-makers monitor and analyze more effectively

Analysis models (macro-environment analysis, competitor analysis, sales analysis, service analysis, etc.) are set up which help managers monitor company KPI (key performance indicator) completion status and make effective decisions.