



Microsoft Dynamics Customer Solution Case Study

VOLVO

Volvo Baumaschinen Österreich GmbH

Overview

Country: Austria

Industry: Automotive and Industrial/Distribution

Customer Profile

Austria-based Volvo Baumaschinen Österreich GmbH is a leading distributor of Volvo-branded construction equipment, including loaders, haulers, excavators, and graders, in seven countries across Europe.

Business Situation

The company had been using a homegrown solution to handle its customer interactions. However, the system was obsolete, which made information-sharing difficult and led to customer service issues.

Solution

Working with its Microsoft partner, Unidienst GmbH, Volvo Baumaschinen Österreich implemented Microsoft Dynamics™ CRM, which helps increase sales efficiency, improve customer service, and streamline business processes.

Benefits

- Increased sales efficiency
- Improved customer service
- Streamlined business processes
- Reduced costs

Machinery Distributor Uses CRM to Enhance Customer Service, Improve Marketing Efforts

“With Microsoft CRM we can spread customer information in the salespeople’s filofax through to the whole organization. That makes a contact with the customer much more professional and personal.”

Klaus Längauer, Sales and Marketing Manager, Volvo Baumaschinen Österreich GmbH

Companies that operate in highly competitive fields face a unique challenge: providing high-quality customer service while keeping costs under control. That was the case for Volvo Baumaschinen Österreich GmbH, an Austria-based distributor of Volvo-branded construction equipment. The company’s heavily customized, homegrown CRM system was aging, which made finding and sharing customer information across the organization difficult and even sometimes led to customer-service issues.

With Microsoft® partner, Unidienst GmbH, Volvo Baumaschinen Österreich implemented Microsoft Dynamics™ CRM 3.0. This solution helps the company streamline business processes, increase sales efficiency, boost marketing efforts, and improve customer service levels. The initial rollout of Microsoft CRM was so successful that the company is deploying it for all employees whose roles directly affect customers.

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 Microsoft Dynamics

“One of our main goals when starting the project was to make our jobs easier. The high flexibility of Microsoft CRM makes it easy to achieve that.”

Klaus Längauer, Sales and Marketing Manager, Volvo Baumaschinen Österreich GmbH

Situation

Volvo Baumaschinen Österreich GmbH, based in Bergheim bei Salzburg, Austria, is a leading distributor of Volvo-branded construction equipment, including loaders, haulers, excavators, graders, and more. The company sells its products in seven countries across Europe, including Austria, Czech Republic, Slovakia, Hungary, Croatia, Slovenia, and Bosnia-Herzegovina.

The company prides itself on providing high-quality customer service that helps enable sales and ensure repeat business. “In order to offer our customers excellent service, we want to establish a real partnership with them,” says Dr. Thomas Schmitz, Managing Director.

For the past five years Volvo Baumaschinen Österreich had used a highly customized, homegrown system, called Volvo Front Office (VFO), to handle its customer interactions. However, the solution was becoming obsolete, which made information-sharing difficult. In addition, the company experienced difficulty creating quotes for its customers. “In terms of technology, VFO has shown its age, and a decision was made to replace it with a new system that could utilize the advantages of modern system technology,” says Peter Glück, the company’s IT Manager.

Volvo Baumaschinen Österreich sought a powerful, flexible, and cost-effective solution that would support its sales process, help streamline marketing efforts, and efficiently manage its customer relationships. “Our business is a highly complex one with very unique customer needs,” Dr. Schmitz says. “We needed a CRM system that supported the necessary teamwork in a flexible and efficient way,” Schmitz says.

Solution

Working with its Microsoft partner, Unidienst GmbH, Volvo Baumaschinen Österreich spent approximately two years evaluating CRM systems before choosing Microsoft CRM. The company was particularly impressed with the demonstrated ability of Microsoft CRM to serve as a stable platform for doing business across Europe, Dr. Schmitz says. “We operate in seven countries, and, for cultural reasons, there are slightly different business approaches in each country. This is why it’s essential to have a flexible tool like Microsoft CRM to unify our database and maintain core process workflows.”

Other reasons the company cited for selecting Microsoft CRM included the flexibility to easily change and adapt the software using internal resources, compatibility with other Microsoft software applications, full integration with Microsoft Outlook®, and the strong support provided by its partner, Unidienst, according to Glück.

The company first deployed Microsoft CRM in a phased implementation to sales representatives, sales administration, and bookkeeping. The implementation has now progressed to Volvo Baumaschinen Österreich’s aftersales department. Although the rollout is still ongoing, more than 100 employees—from sales representatives and company executives to workshop managers and mechanics—will use Microsoft CRM 3.0 when it is complete.

User reaction to the system has been highly positive, Glück says. He credits this to intensive training and extensive user involvement in the development process. “We involved our sales staff and back office people during the development phase and customized Microsoft CRM as near as possible to their daily workflows,” he says. “That way we were able to hand over a solution that, in the end, fit their needs.”

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Dr. Thomas Schmitz, Managing Director, Volvo Baumaschinen Österreich GmbH

Benefits

Microsoft CRM 3.0 enables Volvo Baumaschinen Österreich to more easily share information across the organization, which provides many benefits, including:

Increased Sales Efficiency

Using Microsoft CRM, the company can more effectively manage every aspect of its sales process, including tracking and following up on leads, customers, contacts, and business opportunities. The extensibility of Microsoft CRM makes it easy to integrate with additional internal systems. For example, Unidienst developed a custom quotation system, called Unidienst Product-Configurator, and integrated it with Microsoft CRM. “Unidienst Product-Configurator and Microsoft CRM help Volvo Baumaschinen Österreich avoid mistakes in product configuration and help the sales team create quotes very quickly, with technically perfect configurations for the quoted machines,” says Robert Feichtinger, Senior Consultant at Unidienst. “This has turned out to be a key point in customer satisfaction.”

Improved Customer Service

Microsoft CRM also helps Volvo Baumaschinen Österreich provide perfect customer service. “With the improved knowledge Microsoft CRM gives us about the customer and a better, more efficient information flow from our sales force to the back office functions, we are improving our competitiveness, customer service, and saving costs due to higher efficiency,” says Glück.

Adds Klaus Längauer, the company’s Sales and Marketing Manager: “With Microsoft CRM we can spread customer information in the salespeople’s filofax through to the whole organization. That makes a contact with the customer much more professional and more personal and it supports teamwork between departments.”

Streamlined Business Processes

Volvo Baumaschinen Österreich has integrated Microsoft CRM into its core business functions, which helps the company streamline processes and increase efficiency. “One of our main goals when starting the project was to make our jobs easier,” says Längauer. “The high flexibility of Microsoft CRM makes it easy to achieve that.”

Improved Marketing Efforts

Microsoft CRM 3.0 provides Volvo Baumaschinen Österreich with powerful marketing functionality the company didn’t enjoy previously. “We think the campaign management in Microsoft CRM 3.0 fits our needs perfectly,” says Glück. “We have set up a new team to develop business in special market areas, and these people are using this tool for their letter, postcard, and e-mail campaigns.”

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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

Software and Services

■ Products

- Microsoft Dynamics CRM 3.0
- Microsoft Office Outlook 2003
- Microsoft Exchange Server 2003
- Microsoft SQL Server 2000

- Microsoft Windows Server 2003 Standard Edition
- Microsoft Windows XP Professional

Partners

- Unidienst GmbH

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