

Powering digital transformation with Microsoft Dynamics 365

An IT and industrial-automation provider needed a new method of capturing data to improve sales performance

Industry: IT and industrial-automation services

Location: North America



Technology and services:

- Microsoft Dynamics 365 Customer Engagement (CE)
- Power Apps and Power Automate



Business need:

- Company recently launched a program for identifying and capturing successful customer implementations into a reference database to aid in the closure of sales opportunities
- Needed a better way of storing materials, as employees had to manually build and work through PowerPoint slides for use in future deals, creating a significant sales bottleneck
- Required a digital transformation of its sales operation to streamline the process of capturing customer success stories, which was lacking and impaired the team's ability to sell efficiently





Solution:

- Working closely with the Executive VP of Sales, Capgemini quickly implemented a customer-success Power App that automatically builds PowerPoint slides based on the creation of a customer success record within Microsoft Dynamics 365 CE.
- The deployed app's Power Automate capability builds different slide types depending on the customer success record reference, and generates internal and external slides and stories for roughly 10 to 15 targeted wins per week.
- It eliminated the need for every customer success story to go through a complex and lengthy review, which often pushed away sellers and their valuable stories.
- Capgemini also leveraged its Microsoft Dynamics Team and CRM expertise to implement effective data management and analytics dashboards for improved sales turnaround times and increase win rates through knowledge of competitor intelligence, sales, and account planning.



Results:

- Generated success stories made available to entire global sales force, making a significant impact on usage and future wins and transforming sales activity as a whole
- Reduced sales turnaround times by 60 percent
- Increased win rate by 70 percent
- Customer-success Power App is one example of many deployed for the client, who is now one of the global leaders in Power Apps usage, thanks in large part to Capgemini's support in driving the adoption of the Power Platform across the organization at a lower cost.

With 800 certified Microsoft Dynamics 365 consultants, Capgemini is well positioned to help clients transform their businesses. Our Power Apps solutions can be enhanced with ease, have little to no customizations, and provide the highest degree of flexibility. For more information, please visit: [capgemini.com/us-en/partner/Microsoft](https://www.capgemini.com/us-en/partner/Microsoft).

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Note: current conversion is €1 to \$1.09 (4/1/20)

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