



Let's Solve

Case Study

D365 CRM Support, Enhancement and Rollout through Automated S&M Modules for Global Hearing Aid Manufacturer



A Larsen & Toubro
Group Company

Client

The client is a major hearing healthcare company, focusing on hearing care - from diagnostic instruments and traditional hearing aids, to cochlear implants and bone-anchored hearing solutions.

Challenges

The client wanted to automate their manual processes in the sales and marketing modules, and:

- Provide support to the end users
- Automate the existing manual processes for sales and marketing
- Setup processes to resolve service requests and incidents

LTI Solution

- D365 CRM solution for sales and marketing processes
- Annual improvement approach to automate the existing manual processes
- Real-time sales dashboard for the sales person and report for the sales manager
- One-to-One tracking between sales person and manager for completing targets and maintaining KPIs
- Support in the EMEA, ASIAP and the US regions

Business Benefits

- Suggestions to improve the sales and marketing processes
- Introduced documentations for support and enhancements
- Documented the rollout process and provided suggestions to speed up the rollout

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