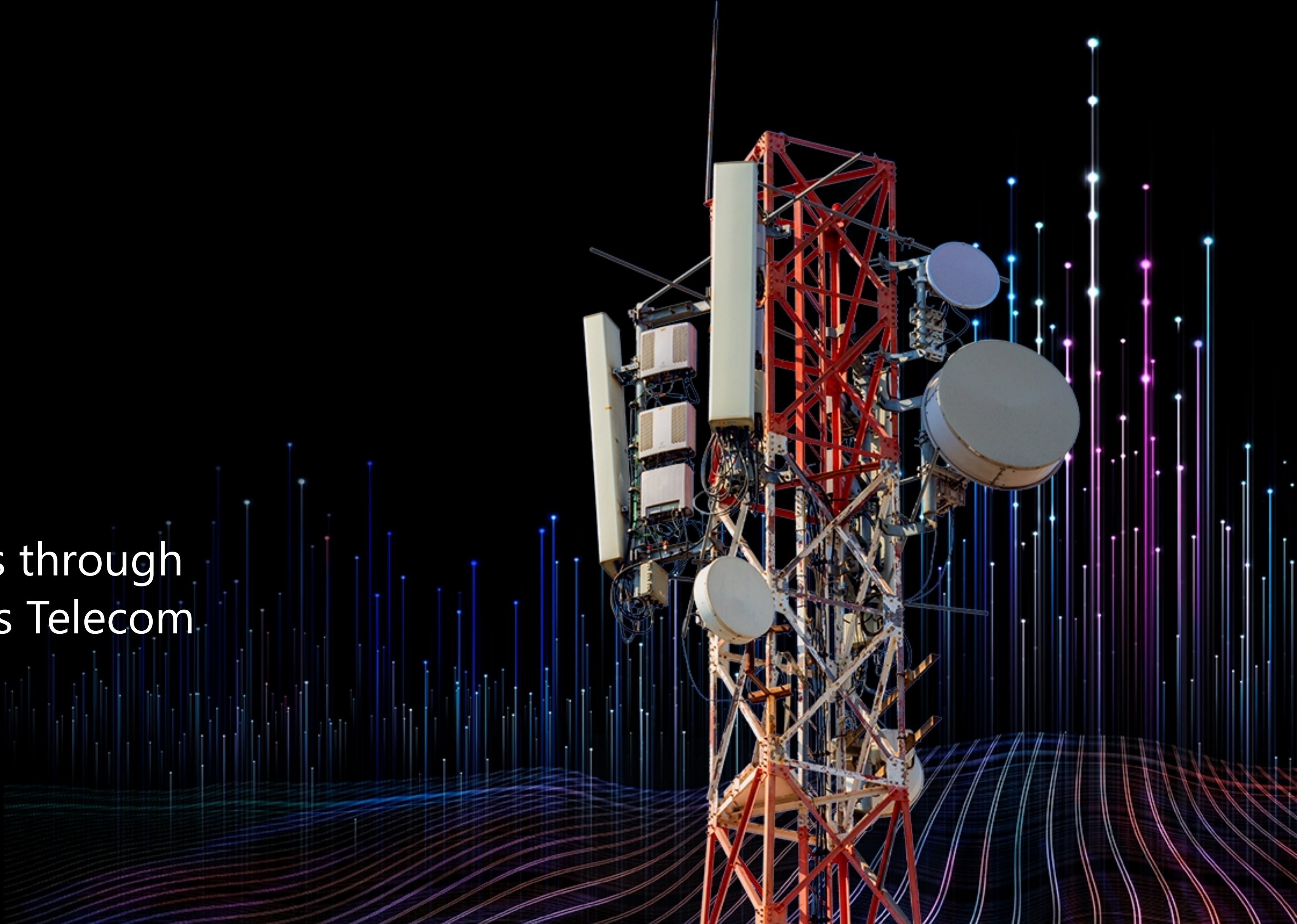




Telecom Fusion Triumph

Driving Productivity and Cost Savings through Seamless CRM Integration in Ireland’s Telecom Industry



Summary

In the face of a complex merger between two prominent players in Ireland's Telecom industry, Sonata's comprehensive solutions enabled the seamless integration of Salesforce CRM with Dynamics 365 CE. By strategically deploying a range of tools, strategies, and methodologies, this initiative decreased customer inquiry response times by 30%, along with other significant benefits.

About the Client

The client, a leading entity in Ireland’s telecom sector, was formed through the merger of two major industry players. Offering a comprehensive range of services including telecommunications, internet, and digital solutions, the client caters to a diverse market, from individual consumers to large enterprises, with an extensive and reliable network.

Pressure Points

Navigating through a project of this magnitude naturally presented its own set of challenges. From intricate data transformation processes to aligning diverse business procedures, innovative solutions were imperative to overcome these obstacles.

Data Transformation Complexities Merging two distinct CRM systems—Salesforce and Dynamics 365 CE—posed significant data integration challenges	Ensuring Data Accuracy and Integrity Accuracy and integrity of data throughout the migration process posed its own challenges	Harmonizing Business Processes Aligning disparate business processes required analysis and adjustment to ensure a unified workflow
Configuration and Customization Challenges Tailoring the systems to accommodate unique workflows and functionalities required expertise	Managing 3rd Party Integrations Compatibility and seamless interaction with external systems were crucial	Managing Stakeholder Expectations Clear communication and regular updates were essential in ensuring alignment with project objectives
User Adoption and Training Ensuring smooth user adoption of the new integrated CRM system is vital	Balancing Priorities A delicate balancing act to ensure that the operations of neither entity were compromised	

Solutions

Sonata's comprehensive array of solutions was implemented to seamlessly integrate one entity's Salesforce CRM with another entity's Dynamics 365 CE. These solutions encompassed a wide spectrum of tools, strategies, and methodologies that were strategically deployed to ensure operational continuity and enhance business processes.

Kingsway Soft for Data Migration Facilitated seamless data migration between Salesforce and Dynamics 365 CE. Deployed a customized migration tool developed in-house for certain data migration tasks	Virtual Machines for Power BI Reporting Three virtual machines were deployed to handle data transformation processes for generating comprehensive reports and insights, recognizing the complexity of Power BI reports
Creative Licensing Strategy for Inactive Users Sales Viral Trial licenses were assigned to over 4000 inactive users in D365 CE, enabling successful data migration & overcoming data migration challenges for inactive users	Chatter Implementation and Security Role Assignment Salesforce's Chatter functionality was implemented in D365 CE. Activity Feeds, Post, and follow features were utilized, and data was successfully migrated

Project Highlights

- Robust Project Management Framework
- Scalable Infrastructure Architecture
- Advanced Data Quality Assurance Measures
- Strategic Change Management Initiatives
- Sophisticated Error Handling and Recovery Strategies
- Comprehensive User Training and Adoption Program
- In-depth Customization for Business Process Alignment

Results that Speak Volumes

The successful integration of Salesforce CRM with Dynamics 365 CE yielded remarkable outcomes, driving significant improvements in operational efficiency, customer satisfaction, and overall business performance.

40% reduction in manual data entry processes	30% reduction in average response times for customer inquiries	25% increase in cross-selling opportunities
\$150,000 annual cost savings	15-point increase in customer satisfaction scores	20% boost in quarterly sales revenue