



## Customer Relationship Management by igroup

### Fast Facts

#### Company Profile:

igroup is a UK leading provider of software products built on Microsoft's technology to help enterprises standardise their IT architecture on powerful secure platforms.

With a focus on solutions and services that add value and deliver a return to our clients. We have been helping organisation's achieve their strategic objectives efficiently and cost-effectively.

**Number of employees:** 49

**Location:** Global

Customers are more demanding than ever before. Increased choice and access to more information on alternatives make it harder than ever before to win new customers and retain existing clients in the face of stiff competition.

Customer Relationship Management (CRM) is all about understanding people: make them talk to you, understand what makes them buy from you. What products and services they are most likely to be interested in, and what makes them come back to buy again and again.

As a leading partner of Microsoft Dynamics CRM partner, igroup recognised that they could utilise the CRM to automate and deliver powerful marketing campaigns and consistent communications to new prospects and existing clients. To keep our customer's happy and improve our marketing performance we configured Dynamics CRM fit our business. We wanted to build a system where our marketing campaign cycles were reduced and automated.

We were finding that our marketing activities were drawn out and that information requests and online activities could be automated by the CRM. This means our prospects and clients did not wait for information, trials and call back's. We felt that by utilising a number of comprehensive marketing activities we could target our customers effectively and according to what stage in the sales cycle they are in.

*"igroup understand their own capabilities and what new opportunities they could present to their clients, via*

*Microsoft's Dynamics CRM - Andy Ramos - Microsoft. We recognised that Customer Relationship Management (CRM) is all about building lasting relationships with our customers through better understanding of their needs.*

To initiate an automated Marketing tool, we took some time to truly understand our marketing processes and focus on bringing to right information to the right people at the right time.

New prospects gain material which they have requested within 3 minutes of submitting the request and then receive follow up information, white papers and event invitations tailored to the initial request.

*"We have increased the number of qualified leads generated by 22%" – Steve Rastall MD igroup.*