

Microsoft Dynamics CRM

Build a unified customer relationship management solution with Microsoft Dynamics CRM and Unicorn Systems' know-how. Make your business processes more efficient, execute complex marketing campaigns, deploy a professional service desk, and move your business to the next level.

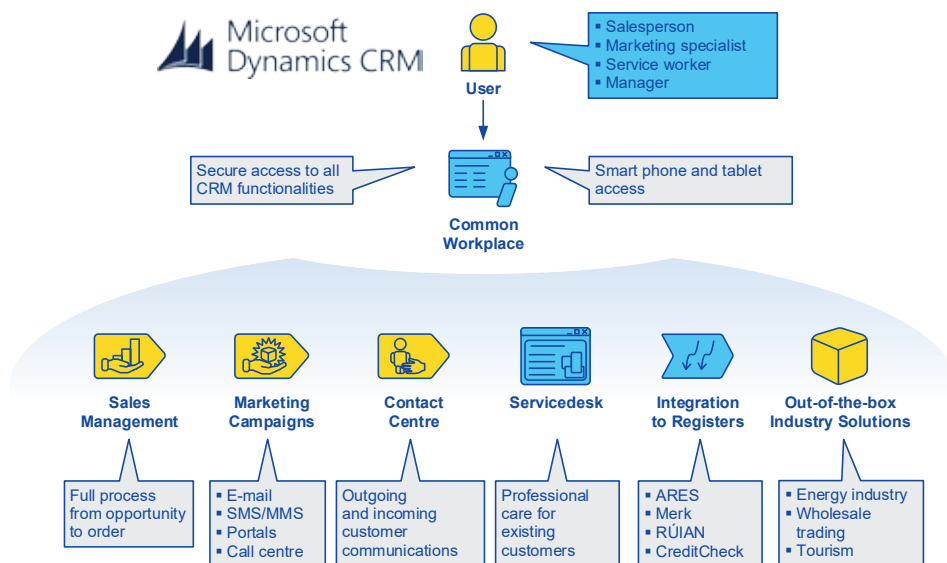


Fig. 1 – Microsoft Dynamics CRM

What Microsoft Dynamics CRM Offers

- 360° view of your customer from a single application
- Storage and management of all business documents (contacts, leads, opportunities, offers, contracts, and more)
- Workflow management, common task list, and workplace
- Setup, monitoring, and evaluation of KPIs
- Planning, execution, and evaluation of marketing campaigns
- Integration to communication channels (e-mail, SMS/MMS, portals, contact centre)
- Service desk solution (service cases, queues, SLA monitoring)
- Integration to telephony (making and receiving calls)

- Custom reports and dashboards built on all data across your system
- Interfaces for smart phones and tablets
- Close MS Office integration, MS Outlook interface
- Connectivity to other systems (ERP, DMS, production applications)
- Add-ons and upgrades
- Certified consultant team with experience from numerous projects

Benefits of Microsoft Dynamics CRM

- Simplified and unified processes with automated workflows, even across multiple systems.
- Maximised data mining for customer information; support for cross-selling and up-selling, targeting the best opportunity.

- Project success rate instantly measurable with analytical tools, used by managers to monitor customer activities and make qualified decisions.
- A role-based user interface provides access to relevant customer information and analyses. Users may only access the information and features they need for their work.
- Customer information is available from anywhere; with mobile and offline access, you can use necessary tools regardless of where you are.
- With its in-built tools, the system is easily adaptable; its extensible data model will let us build the right solution for your business.



Trade Benefits

- Full coverage of trading, from the initial opportunities to contract signing
- Keeping records of customers and all business process information
- Workflow-based project management, common task list, and workplace
- Responsive smart phone and tablet interface
- Coordination of internal sales team, consolidation of activities
- Setup, monitoring, and evaluation of KPIs, reporting across the entire trading process

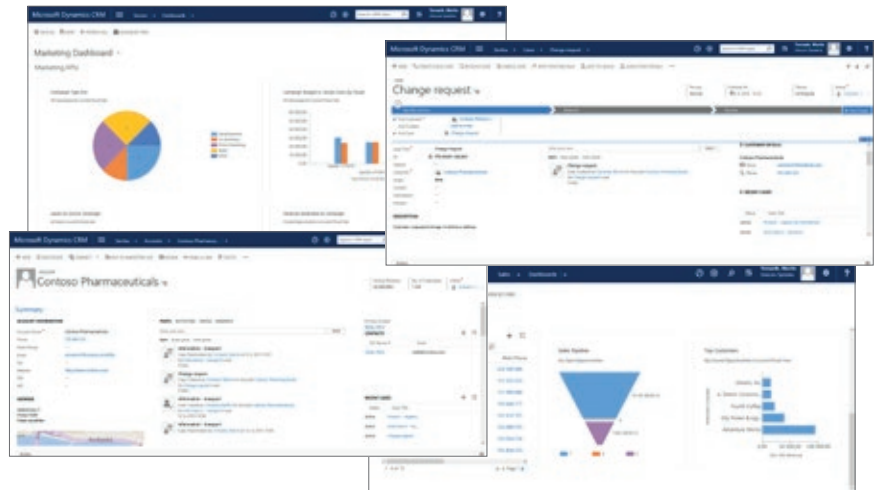


Fig. 2 – A role-based user interface

Marketing Benefits

- Automation of marketing campaigns and electronic customer communication
- Selecting entities to address in your campaigns
- Campaign planning, launching, and execution for all channels
- Integration to communication channels (e-mail, SMS/MMS, portals, contact centre)

- Detailed reporting based on primary and derived responses
- Extended functionality based on approaches from corporate solutions

- Customer segmentation with defined response time or support priority
- Integration to telephony (making and receiving calls from the system directly)
- Collecting customer feedback
- Links to contact history (data used in marketing)
- SLA tracking, monitoring, and reporting

Service Benefits

- Comprehensive solution for incoming customer communication
- Multiple contact channels

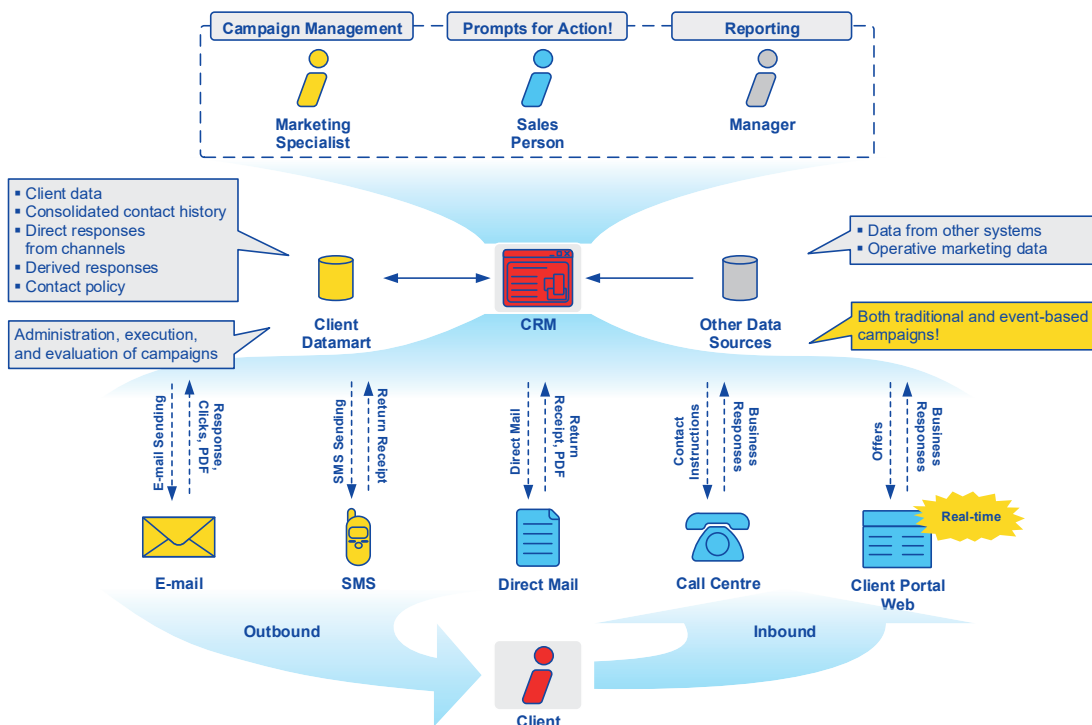


Fig. 3 – Comprehensive Marketing Solution

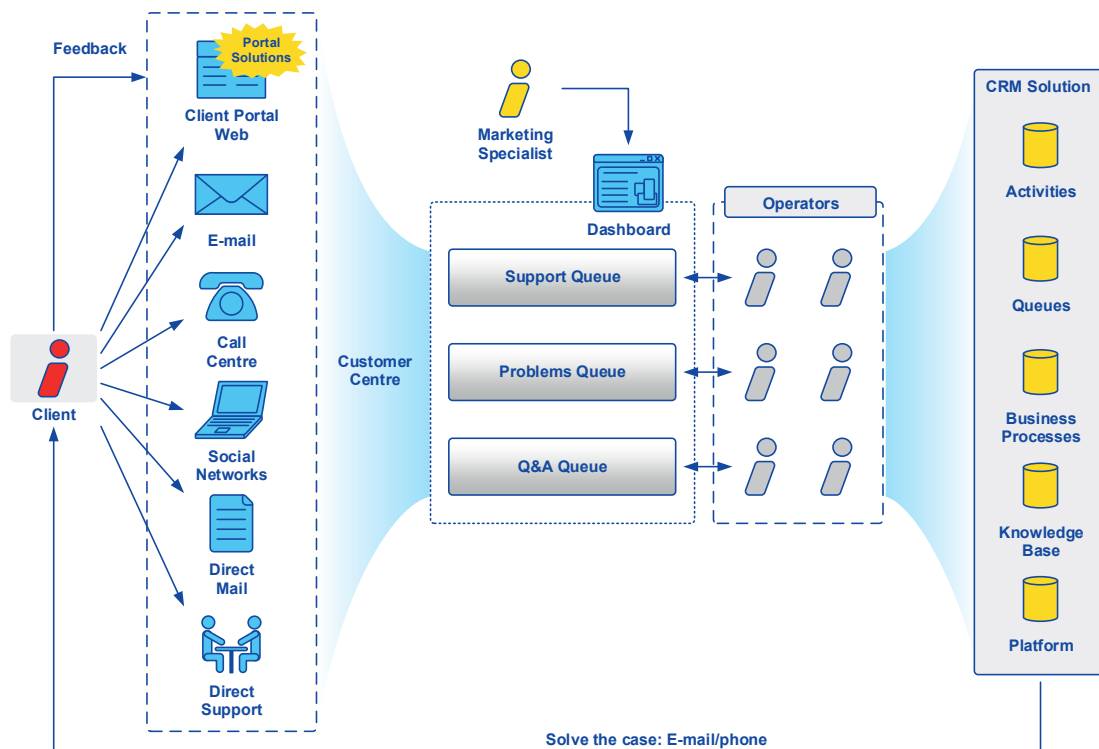


Fig. 4 – Contact Centre Solution

Microsoft Dynamics CRM – End-to-End CRM Solution

Microsoft Dynamics CRM 2015 is an end-to-end solution providing all the tools necessary to gather and maintain comprehensive information on your customers, including trade leads, sales data, and service information.

Unification and automation of business processes help reduce costs and increase profits, in order to maintain and improve the satisfaction and loyalty of your customers in sales, marketing, and customer service. Microsoft Dynamics CRM is available for both on-premise and cloud deployment – as you like it.

Solutions Built on Microsoft Dynamics CRM

Based on our experience from numerous projects, we have prepared a family of specialised solutions built on the Microsoft Dynamics CRM platform. These solutions for specific market segments provide additional features beyond the default platform capabilities. All the solutions shall help you

accelerate your CRM implementation and provide as many additional capabilities as possible.

Comprehensive Marketing Solution

The solution aims to eliminate existing weaknesses of your marketing process, upgrading the standard CRM to provide marked improvements of communication channel integration, customer segmentation, and campaign evaluation. It offers innovative ways of addressing and acquiring new customers, plus a tool for establishing a firmer business relationship with your existing customers.

Contact Centre Solution

The solution offers accurate planning and evaluation of business activities of your customers and sales force. Salespeople will have more time to spend on their customers, improving both customer satisfaction and your bottom line. The solution will help you consolidate your customer records and improve the quality of your customer service.

Solution for Energy Industry

A set of components designed for energy traders and distributors, to provide assistance in sales, marketing, and customer care. It offers integration to the Lancelot information system.

Wholesaler Solution

The solution gives you control over efficient work of your sales department and helps you improve your performance when handling subcontract deliveries. It provides you with constant supply of high-quality information on requirements and specifics of consumer businesses.

Tourism Solution

With this solution, you can control efficient work of your employees and improve your sales of trips and services. It helps travel agencies achieve greater yield from marketing events and obtain flexible real-time analyses.



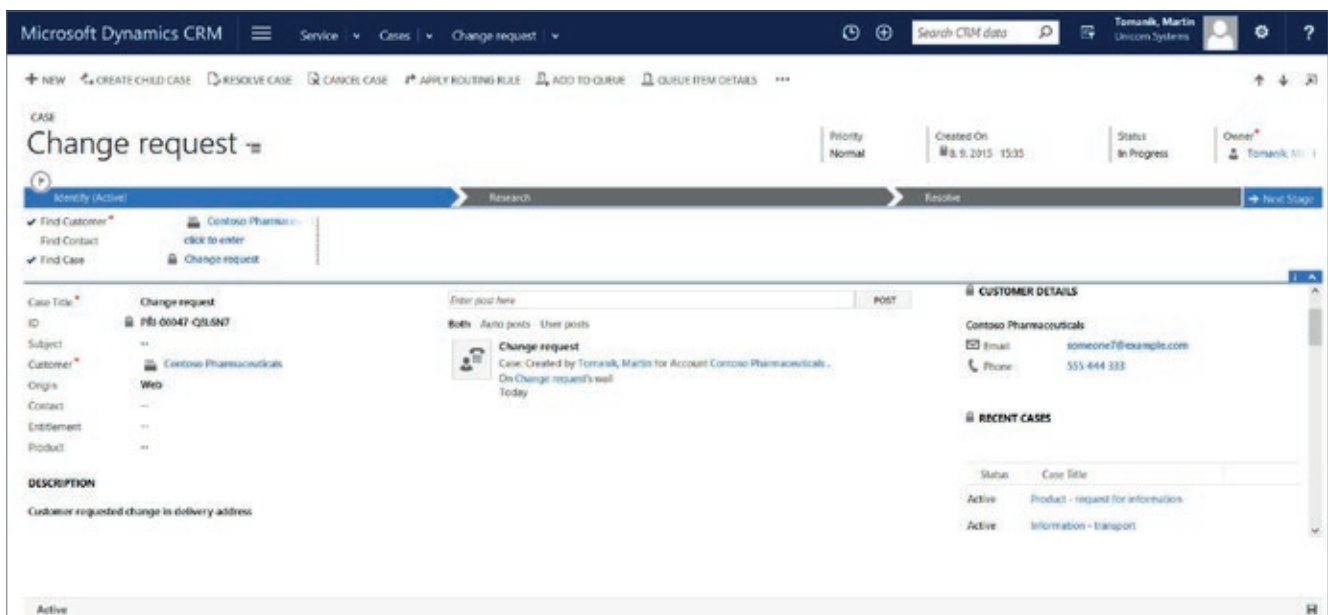


Fig. 5 – Example of Customer request for Servicedesk

Servicedesk – Taking Good Care of Your Existing Customers

Servicedesk is a comprehensive solution for control and management of service requests from your existing customers. Built on the Microsoft Dynamics CRM platform with an integrated web portal, Servicedesk is a solution designed to improve the quality of care for your existing customers.

Integration to leady.cz – Smart Identification of Potential Clients

The solution provides an efficient tool for obtaining clear, high-quality information on the companies visiting your

website(s). It identifies new customers, mines the existing ones, and monitors campaigns or online activities.

Integration to External Registers

Increase your comfort by retrieving information on all contacts without manual requests and monitor the economic health of your business. This solution uses data from the best databases in the CR to improve the efficiency of your marketing campaigns. In the Czech Republic we use data from ARES, CreditCheck, Merk, and RÚIAN.

References

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- Linde Material Handling Česká republika s.r.o.
- Linde Material Handling Slovenská republika s.r.o.
- MAFRA, a.s.
- MEDIA FACTORY Czech Republic a.s.
- PRAKAB PRAŽSKÁ KABELOVNA, s.r.o.
- Pražské služby, a.s.
- Saint-Gobain Building Distribution CZ, spol. s r.o.
- SOITRON s.r.o.



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