

Dyno More Dynamic with MS CRM from Optevia

Optevia

DYNO-ROD

At a Glance

Microsoft Gold Partner and proven, public sector CRM reseller and integrator Optevia develops and deploys a Microsoft Dynamics CRM at Dyno which:

- improves job handling at its call centres
- improves communication and job sharing with 130 franchisees
- automates invoicing
- improves revenue collection
- delivers a more efficient service for commercial contract customers and upwards of 12,000 British Gas domestic contract and British Gas HomeCare® 'on-demand' customers per week

The CRM solution will also provide a modern platform for Dyno's planned growth into new commercial areas.

Background

Dyno Rod is the premier plumbing and drains specialists in the UK and Ireland and is also the most established emergency drainage and plumbing company. It was formed in 1963 by identifying a gap in the market for drain cleaning, using electromechanical machines.

Challenge

The Dyno business has a mix of corporate contracts and work derived from the public directly calling in for a service. A lack of process and customer information sometimes meant that calls were not being allocated appropriately to one of its 130 franchisees or followed up and significant business was being lost. Plus, having no complete view of the customer resulted in a loss of opportunity for any cross sell of products or for repeat business.

Dyno had previously attempted an implementation of a Siebel CRM to improve its customer service levels and job handling, but the system proved to be big and cumbersome with a questionable Total Cost of Ownership.

Dyno also held discussions with the supplier of its existing customer contact software (Service Alliance) however this old and bespoke software application was not suitable for the change that Dyno needed to facilitate in its business. It could also not afford for its franchisees to believe that the business was moving backwards to the old application.

Still committed to CRM and, after evaluating its options and conducting a thorough review using 90 day evaluation software, Dyno concluded that Microsoft Dynamics was the clear choice for its new CRM project.

Solution

Dyno now uses a Microsoft Dynamics CRM. The CRM system improves job handling at its call centres, improves communication and job sharing with 130 franchisees, automates invoicing, improves revenue collection and delivers a more efficient service for commercial contract customers and upwards of 12,000 British Gas domestic contract and British Gas HomeCare® 'on-demand' customers per week. The CRM solution will also provide a modern platform for Dyno's planned growth into new commercial areas.

The Microsoft Dynamics CRM implementation was delivered in three phases: phase 1 supports Dyno's commercial contract business and went live in December 2008; phase 2 supports the British Gas domestic contract business and phase 3 supports its British Gas HomeCare on-demand business, both implemented in December 2009. The Roll out to the Dyno's franchisee base was concluded by April 2010.

Microsoft Gold Partner and CRM specialist Optevia has been the primary partner in the development, delivery and implementation of the CRM project since its inception in 2008.

Benefits

Dyno's staff can now, for the first time, fully record and store customers' contact details, HQ or sub / branch office contact details, and record past contact or job history. This enables Dyno to pass more valuable and relevant job information to its 130 franchisees; reduces call times for returning customers and, where appropriate enables Dyno to cross-sell alternative products to customers.

Future

Along with the ability to record, store and pass more detailed customer information onto franchisees, Dyno will also now have a single view of British Gas HomeCare customers from one system – in advance of a franchisee attending a job - via a direct link to British Gas' IT systems, ensuring each customer is billed correctly. Similarly, Dyno will also be able to instantly validate in advance of attending a job, if customers are British Gas HomeCare 'Flexi' account customers without the need to access additional systems – again streamlining the end to end process for this service to the customer.

"This Optevia delivered CRM system has enabled Dyno to monitor the full lifecycle of the job from first contact with the customer right through to the completion of the job. The data held about each customer is more up to date and reliable helping Dyno provide a better level of customer service," says Tim Vernon, Optevia's Managing Director.

Dyno will also be taking the opportunity to implement a new combined billing and accounts SAGE200 system linked to the Microsoft Dynamics CRM application by Optevia, thus enabling the greater automation of its invoicing process and creating a quicker process for franchisees to submit invoice information to the central contact centre for dispatch as well as direct billing of customers.

A future development for 2010, Dyno will extend use of the CRM to enable job information and customer contact details to be forwarded directly to its 1000 field engineers, via 3G mobile devices. This will enable the engineers to remain in the field and reduce unnecessary calls to and from their local office to collect job information, so improving efficiency and customer service.

About Optevia

Since helping launch Microsoft Dynamics CRM, Optevia is now Microsoft's premier Dynamics CRM public sector partner focusing on government agencies, local authorities, regulators, fire & rescue services, and licensing & grant organisations, including regional development agencies.

Optevia has a range of Dynamics CRM Essentials software products which reduce the cost and timeframe for delivering CRM solutions. The range includes value-add services, which ensure end-user adoption, post implementation support, and return on investment in Dynamics CRM.

Completing over 60 Dynamics CRM deployments, customers include:

Kent County Council, Local Government Association, The Pensions Regulator, Ofsted, The Arts Council, The London Development Agency, Kent Fire & Rescue Service and The Forensic Science Service.
www.optevia.com

For more information, please contact

Tim Vernon
Managing Partner, Optevia
Tim.vernon@optevia.com
Tel: +44 (0)7976 651090

Gavin Loader
PR, Optevia
Gavin.Loader@optevia.com
Tel: +44 (0)7977 138 512

Toby Gavin
PR, Optevia
Toby.Gavin@optevia.com
Tel: +44 (0)7912 582 003



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