

## Dyno More Dynamic with MS CRM from Optevia

# **DYNO-ROD**

Dyno Rod the premier plumbing and drains specialists in the UK and Ireland, now uses a Microsoft Dynamics CRM, customised and integrated by CRM specialist Optevia Ltd.

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.

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.

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 into 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.

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.

### For more information, please contact

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