

Developed a leading-edge MS CRM system that converges all operational processes on a single unified system for customer support business units

About the Client

World's **3rd** largest market research company with **80+** years of data science experience.

Operates in **90** markets with **16,000+** market research experts offering relevant market intelligence and consumer information.

Enables **5,000+** clients in making smart decisions.

Specializes in transforming big data into **smart data** via **innovative technologies**.

Delivers vital global insights in customer experience, experience innovation, health, and public affairs domains.

Business Needs

Replace the existing CRM with the new-age MS CRM system that can converge all operational processes on a single unified system for customer support business units.

Provide a single-interface client application for contact center agents to interact with consumers via various media forms, including inbound phone calls, outbound contacts, and e-mails.

Solutions

- Deployed the Customer Care Accelerator for Microsoft Dynamics® CRM to deliver a unified customer care agent desktop
- Implemented the User Interface Integration (UII) SDK for Microsoft Dynamics® CRM to package composite desktop applications based on Microsoft Dynamics CRM 2011
- Integrated user interface-level CRM applications and brought different systems into a unified application for contact center agents

Technology Stack

Development Tools



Languages and Frameworks



Servers



Business Impact

Over 90% effectiveness in case closures and **hassle-free** outbound/inbound calling

Increased efficiency by 80% in session management and automation

Improved process by 70% via a user-friendly navigation panel listing key customer information

Cybage CRM Sales Capabilities



Powering toward success with data and innovation

business@cybage.com | [Explore More](#)

