

Built a feature-rich, easy-to-adapt stacked solution on Microsoft Dynamics CRM platform for each business unit in a CRM organization.

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

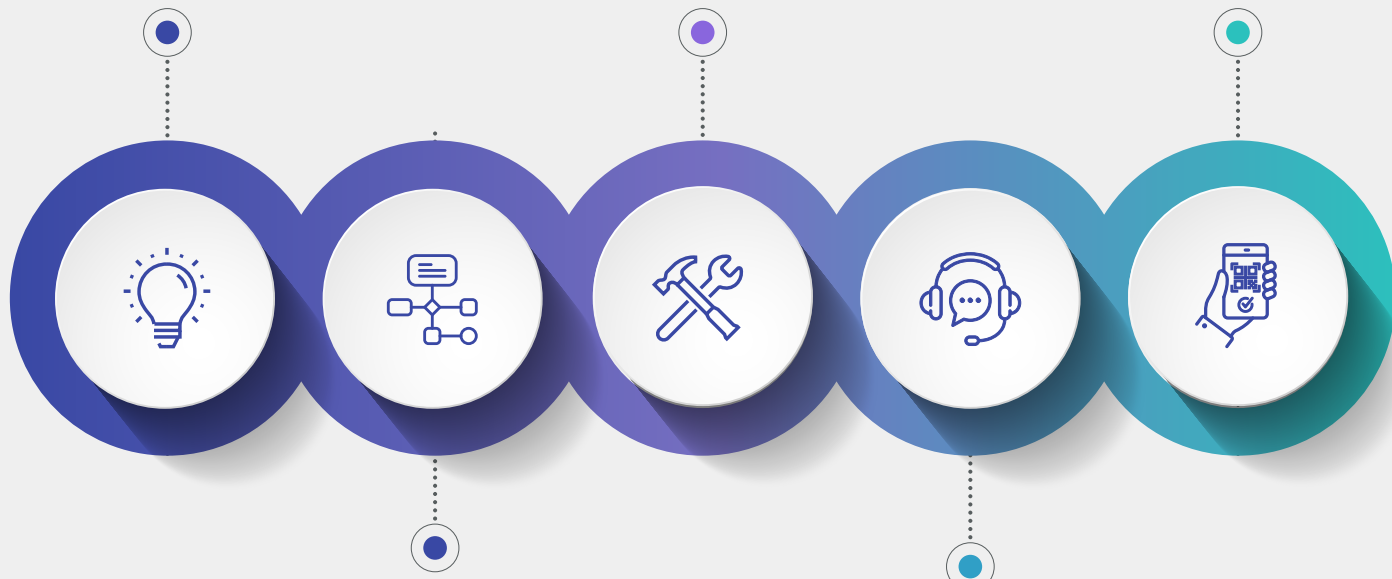


Solutions

Built a feature-rich, easily adaptable stacked solution on the Microsoft Dynamics CRM 2011 platform for individual business units

Developed a recruitment module as a building block of the panel that provides tools and aids in the recruitment of panelists

Created an inventory module to maintain and track inventory of all the devices using barcode and QR code generation



Built a fulfillment module providing custom wizard based workflow using Silverlight to guide technicians in:

- Configuring devices
- Scanning
- Printing labels and letters from CRM
- Handling shipping and returns

Provided call center support (contact management) that included:

- Inbound calls and email support using CTI
- Automated email conversion to cases
- Auto-routing based on categories
- Outbound support for follow-up calls
- Compliance management for all panels

Technology Stack

Development Tools



Languages and Framework



Server



Business Impact



60% more efficient device tracking using barcodes and QR codes



50% increase in technician accuracy and productivity using barcodes and QR codes



90% plus case closure efficiency with benefits in TCO



Increased use of one-stop CC agent desktop by contact center agents



60% plus increased agility with rapid time-to-field



50% plus user satisfaction and a future-oriented solution

Cybage CRM Sales Capabilities



Sales



Service



Marketing



XRM Solutions

Redefining CRM to Enhance Customer Experience

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