

# Redefining Customer Engagement with Microsoft Dynamics CRM

Industry: Public Sector  
Company Size: ~500 employees



## Business Problem

*The client struggled with fragmented systems, leading to service delays, inefficient operations, and visibility gaps. Manual processes caused employee dissatisfaction, while customers faced slower responses and inconsistent service, negatively impacting satisfaction and the company's reputation.*

## How Intertec Helped

Intertec deployed a comprehensive Dynamics CRM solution that streamlined customer service and marketing efforts, integrated multiple data sources, and enhanced overall visibility and productivity. The solution included the following key components:

- Implemented Dynamics CRM for Customer Service to enhance ticket management and service delivery.
- Introduced Dynamics CRM Marketing Module to improve customer engagement and communications.
- Integrated Customer Voice for real-time customer feedback via surveys.
- Integrated with DCAA websites and applications for seamless data exchange.

## Business Outcomes Delivered

The solution significantly improved service delivery and operational efficiency.

- Achieved 93% first contact resolution for customer tickets.
- Logged 600+ successful tickets in the new Case Management module in the first week.
- Ensured seamless integration of data from diverse sources.
- Delivered an omnichannel experience for both customers and employees.
- Improved employee productivity with streamlined processes.