

Revolutionizing Marketing and Customer Service with Integrated CRM Solutions

Industry: Public Sector
Company Size: ~200 employees



Business Problem

The client faced operational delays and inefficiencies due to disconnected systems, lack of a centralized portal, and manual marketing efforts. Fragmented communication and limited social media integration hindered engagement, leading to slower response times, inconsistent service, and reduced employee and customer satisfaction.

How Intertec Helped

Intertec provided a comprehensive solution to streamline the client's operations, enhance customer engagement, and integrate their systems for improved efficiency. By leveraging Dynamics 365 CRM, cloud technologies, and marketing automation tools, we transformed their processes and provided seamless connectivity across all touchpoints.

- Upgraded Dynamics 365 CRM from on-premises to the cloud for enhanced scalability and accessibility.
- Implemented a custom Customer Portal to centralize customer interactions and improve engagement.
- Integrated Power BI for data-driven insights, empowering better decision-making and real-time reporting.
- Integrated Call Center for smoother customer service and quicker response times.
- Connected social media platforms like Google Analytics, MailChimp, and Domo to enhance marketing efforts.
- Automated Marketing Campaigns using LinkedIn Campaign Manager and Hootsuite, enabling more efficient and targeted outreach.

Business Outcomes Delivered

The solution delivered measurable improvements across operations, customer engagement, and marketing, transforming the client's capabilities and strengthening their overall service delivery.

- Enhanced customer engagement with improved communication and faster response times.
- Unified platform for the organization, eliminating silos and boosting collaboration.
- Omnichannel experience for customers and employees, ensuring consistency across all touchpoints.
- Integrated marketing initiatives for more effective campaigns and outreach.
- Stronger social media presence, increasing brand visibility and customer interaction.