

## Case Study



# DP World created valuable customer relationships through **Microsoft Dynamics** suite



# About the client

DP World is a leading global supply chain solution provider operating over 148 business units in 60 countries across 6 continents. Its core business segment includes ports, terminals, parks, economic zones, logistics, and maritime services.

## Challenges

Our client was relying on an outdated system that led to irregular workflows, lackluster customer service, lack of engaging social insights, ineffective customer communication, haphazardly organized data, and multiple other roadblocks. DP World needed a system that could be used across departments and empower all customer-facing teams with the right and insightful data to create unparalleled customer experiences.

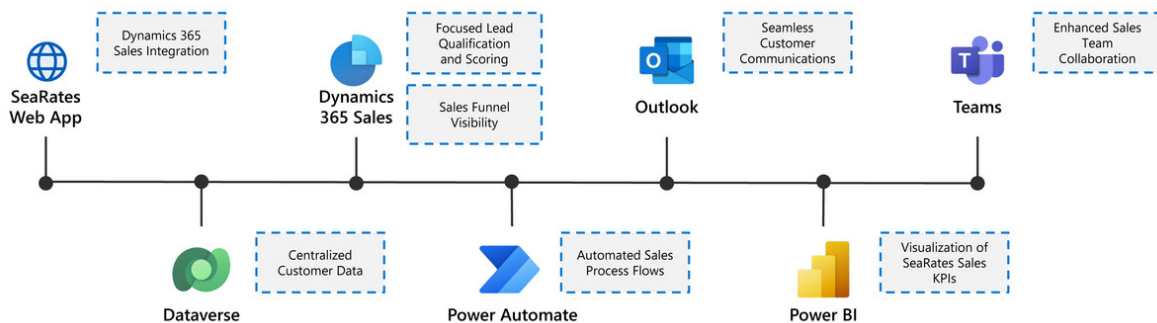
## Solution

Upon carefully evaluating DP World's current systems, Techvista leveraged Dynamics 365 Sales and Customer Service and implemented an additional unique global CRM component; sales, customer service, and marketing applications available to the business team.



The global CRM is currently live with 800+ active users, 163k+ opportunities, 900+ won opportunities, and 100+ business units and entities. We are offering complete support to business teams with 800+ users in commercial and customer services across all regions. Furthermore, we have dedicated CRM professionals to do rollouts and implementations for new entities. To cater to huge demand, we have also contracted CRM consultants, BI developers, business analysts, technical leads, testing, and QA professionals. Moreover, we tailor-made Zone Management System by implementing Dynamics 365 Finance & Operations and Customer Engagement, and Power Apps. This offered them a single integrated business solution to seamlessly address diverse needs and high volumes. This systems aims to provide real-time insights on customer service, commercials, finance, compliance, operations and management. The expected rollout aimed to cover 300+ active users, 50k+ service requests, 1000+ new zone customers, and 11 zones. To cater to the demands of new rollouts for support, bug fixes, enhancement, and change requests, services from IT professionals were provided.

## Technology stack



## Services



Implementation of Dynamics 365 CRM and ERP



24x7 continuous support



Digital sales automation platform



Rollouts and implementations for all new entities

## Benefits

- Streamlined sales and customer service operations across different hubs
- Proactive service
- Simplified collaboration across different units