



Bell Business Solutions



About Bell Business Solutions

Bell Business Solutions is a new division of Bell Canada, created in 2005. Bell Business Solutions offers leading-edge IT solutions to small- and medium-sized businesses (SME) throughout Canada.

Solution:

Strophe, a Microsoft Gold Certified Partner, assisted Bell Business Solutions in implementing Microsoft Dynamics CRM. Strophe set up the sales management process and helped develop a client portal linked to Dynamics CRM, allowing Bell Business Solutions to offer a self-service solution to its clients.

Benefits:

- Decrease in time allocated to incoming calls
- 15% improvement in resolution time for tier 1&2 problems
- Standardization of processes
- Significant improvements in customer service and customer relationship management

Partner:



The Strophe Group Inc.
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“Microsoft Dynamics CRM met over 80% of our needs. Also, with the experience and expertise of the Strophe team, we were confident we would be up and running quickly.”

François Guay, Customer Service Director

Business needs:

Bell Business Solutions needed a solution that would allow the organization to standardize its business processes, centralize its databases, better manage the formal escalation process within acceptable delays, and more efficiently administer customer service. Ultimately, the desired outcome was an improvement in customer service quality

Solution:

Although Bell Business Solutions evaluated several customer relationship management (CRM) solutions, Microsoft Dynamics CRM was the one that best matched the company's needs. In fact, Microsoft Dynamics CRM met over 80% of user requests as well as management needs. Furthermore, Microsoft Dynamics CRM integrated easily with the other solutions already being used. It easily linked with Bell Business Solutions' operational systems and offered a self-service solution, allowing clients to make their support request online and track the progress of their service request.

Benefits:

Integrating Microsoft Dynamics CRM and the Bell Business Solutions portal led to a reduction in the time spent on incoming calls, by redirecting, over a period of three months, 15% of requests to the web portal, all of which is integrated into the CRM support module. As a result, resolution time for tier 1 and tier 2 problems decreased by 15 to 20%, which had a direct impact on customer satisfaction.

Microsoft Dynamics CRM also helped standardize sales and customer service internal processes, leading to significant quality improvements in the resolution of service requests. Also, the centralized solution is used by most employees, making it possible to implement several tools that improve productivity across the board. For example, the sales team is now able to manage its sales objectives on a weekly basis, and all departments can easily access specific client information.

About Strophe:

Strophe's experience and expertise brought the project to quick fruition, which made for a smooth and easy transition.

Strophe is proud to have contributed to the success of Bell Business Solutions.

