

Empower your business

Microsoft Dynamics CRM



Why invest in a CRM solution?

CRM systems are one of the most powerful platforms in your business' technology suite. They provide a 360 degree view of all your key business interactions and are used to manage your relationships with suppliers, stakeholders and customers and your processes. CRM makes managing these relationships more efficient and more focused – and more profitable.

Most businesses have some sort of CRM system. But these are often very basic, with information stored in spreadsheets and email systems, or in other basic systems that have not been updated and with information that is often duplicated.

Microsoft Dynamics CRM enables a streamlined, simple yet effective approach to managing business relationships. It allows deep integration with your existing software and platforms, including common business tools such as Outlook and Office 365, websites, ERP and automated marketing systems – and all at a compelling price point.

NEC – at the forefront of CRM

NEC's CRM practice is one of the largest and most experienced in the region. Our consultants can develop custom CRM applications to meet your organisation's unique business needs. We have supplied, implemented and customised over 120 CRM sites in Australia for both public and private organisations, small and larger. NEC can implement the right CRM solution for your business quickly and cost effectively. We are also experienced in enhancing existing CRM platforms to fulfil broader Customer Experience needs.

Anything relationship management

CRM can literally be used to manage any relationship. That's why it is also often referred to as XRM.

NEC has significant experience in developing custom applications, with a wealth of Intellectual Property in this arena. This enables your business to leverage best industry practices and experiences to meet your organisation's unique business needs.

Our XRM/solution offerings

NEC specialises in designing, developing and implementing a range of XRM solutions. Our capabilities and experience across multiple industries enables us to work with you to deliver a solution that is highly tailored to your specific business operations.

We have specifically developed key CRM solutions to help your business better handle case management, asset management, stakeholder management and event/sponsorship management.

Our customer successes

NEC is a leader in building CRM solutions within Australia. Our team consists of some of Australia's most talented CRM developers and consultants with diverse backgrounds and deep technical expertise.

Our experienced software professionals use market leading technologies to deliver complete IT solutions tailored to our customers' business requirements.

- **Australian Power & Gas** needed a solution to manage complaints, regulatory compliance and external sales activities following the move to self-regulation by the energy industry.

NEC was engaged to design, implement and develop the complaint management and escalation system. The customised case management system provided a structured, detailed, scalable solution.

NEC delivered a solution that:

- resulted in process improvements and substantial cost savings, including APG being identified in the Top 3 for process excellence in an independent compliance audit.
 - enabled the efficient gathering and tracking of data to inform management decision making
 - provided timely, tactical resolution of customer complaints
 - led to a significant drop in complaints
 - enabled adaptive marketing strategies based on improved customer data and segmentation
- **Diabetes Australia** needed a solution to manage its patient database, member activities and combine legacy systems in a way that was intuitive, user friendly, flexible, capable of integration with existing systems and delivered via a Cloud platform. NEC was selected to customise and implement an easy-to-use Microsoft CRM suite whose familiar, universal toolset would simplify training and promote rapid adoption.

NEC delivered a solution that:

- resulted in a centralised data source – one source of truth
- provided a flexible and dynamic system that can grow with the organisation
- ensured security of personal information
- enables advanced data mining opportunities
- improved customer service and process improvements

For more information, visit au.nec.com, email contactus@nec.com.au or call 131 632

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About NEC Australia. NEC Australia is a leading technology company, delivering a complete portfolio of ICT solutions and services to large enterprise, small business and government organisations. We deliver innovative solutions to help customers gain greater business value from their technology investments.

NEC Australia specialises in information and communications technology solutions and services in multi-vendor environments. Solutions and services include: IT applications and solutions development, unified communications, complex communications solutions, network solutions, display solutions, identity management, research and development services, systems integration and professional, technical and managed services.

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