

Automotive industry outsourcer boosts sales management with cloud technologies

MSX International

Professional Services Case Study

“For the first time we have a complete and consistent view of our global client base.”

Dominic Fraser, Global Technology Services



MSX International (MSXI) is a business process outsourcing company that provides technology-based services to the automotive industry in over 80 countries. MSXI's industry expertise, combined with advanced data analytics and custom software solutions, improves the performance of dealership networks by increasing revenue, reducing cost, and enhancing customer satisfaction.

MSXI has more than 5,500 industry experts who provide managed services and retail network solutions to customers including Jaguar Land Rover, Ford, General Motors, Toyota, BMW and Fiat.

Key Benefits

- Increased effectiveness of the global sales team
- Enhanced view of customer data and interactions
- More fruitful staff collaboration
- Improved customer service

A better view of customer data

MSXI wanted to increase the effectiveness of its global sales team while enhancing its customer relationship management. MSXI needed a straightforward system that tracked sales opportunities, evidenced customer interaction and provided a clear view of sales progress at all times.

Cloud-based customer management

Plans to implement an in-house CRM solution were overtaken with a requirement to tap into the power of the cloud. Following the introduction from Microsoft to Fullscope, a specialist in Salesforce.com replacements, MSXI went live with Dynamics CRM Online, now Dynamics 365, within four weeks. It also implemented Microsoft Office 365, with Skype for Business, Yammer, SharePoint Online and OneDrive for Business. Per Brendan Walsh, Global Vice President and CIO, MSXI, “Microsoft Dynamics 365 in the cloud enables us to stop worrying about it going down and we’re saving on-call team services costs against a premise based system.”

Faster and easier staff on-boarding

MSXI has been able to merge staff from a recent company acquisition more effectively using Microsoft cloud technology. Dominic Fraser, Global Technology Services, MSXI, says, “In the past 12 months, SharePoint has twice played a key role in the onboarding of large (100+) teams of new employees transferring from other suppliers. Creating a dedicated on-boarding site in SharePoint online ensured that we provided those teams with a single point of reference for answers to questions at any time. It’s helped convey the MSXI brand and support a successful transition into our organization.”



Compelling sales insights

MSXI's global account executives now have superior information, instantly, on all major client opportunities across the world. They are able to access proposals and account plans from SharePoint Online, while Microsoft Dynamics 365 combined with Power BI for Office 365 delivers compelling sales activity insights.

Dominic Fraser, Global Technology Services at MSXI says, "All information is tracked and stored centrally. We're better informed and collaborate globally using Skype for Business, making us a more effective team."

Fraser adds, "Instead of information being stored in local servers and having to work together on multi-million dollar deals using email we use the co-authoring features in Microsoft SharePoint Online; executive level use of Microsoft SharePoint to deliver global tenders is now considered the norm."

Sales people have increased information on customers and existing team relationships at their fingertips, helping to make new connections. Fraser highlights, "One of the account team had been trying to get a 'foot in the door' of a customer for a long time. Having discovered a colleague was already connected to that client, he was able to leverage that relationship and engage through a new channel."

Automotive industry outsourcer boots sales management with cloud technologies.

Effective data sharing wins complex deals

Walsh reflects on the benefits that knowledge sharing has brought: "MSXI's value is based primarily on the knowledge of our associates. Previously we had no way of institutionalizing or sharing that knowledge; now we are connecting our global team members like we never could before. We are sharing best practices that allow us to scale our success and increase our market share."

MSXI is seeing tangible results from its adoption of cloud technology. "We're winning bigger deals because the cloud solution has facilitated the ability to manage more complex customers and more complex deals. We can move faster," says Walsh.

Improved satisfaction reporting

Sharing and analyzing customer and company satisfaction data has become easier and Emma Williams, Business Excellence Manager at MSXI says, "Microsoft SharePoint has given me the opportunity to make key information related to business excellence, customer and employee satisfaction and on quality management certifications available to the organization. It's ready and waiting when people need it."

About Fullscope

Edgewater Fullscope delivers innovative Microsoft ERP, CRM and BI solutions and services on premise or in the cloud to companies in North America and Europe. The award-winning company is one of the largest resellers of Microsoft Dynamics 365 (formerly Dynamics AX and CRM). We also offer strategic consulting delivering a blend of classic and product-based consulting services that help clients reduce costs, improve processes and increase revenue through the judicious use of technology. We continually fine-tune our process and user-adoption programs to give you the maximum return on your investment. This commitment to stay with you throughout your Dynamics 365 journey has earned us the highest customer retention rate in the business.