



Elingo

Overview

Country or Region: South Africa

Industry: Communication service providers

Partner Profile

Elingo (Pty) Ltd. deploys and provides services for a product called Customer Interaction Centre (CIC). CIC is an interaction management system that Interactive Intelligence, a U.S.-based company, developed.

Business Situation

Before implementing Microsoft Dynamics CRM, Elingo used multiple disconnected applications to manage internal processes and customer information. These disparate applications led to a high likelihood of inaccuracies, ambiguity, and duplication of data. Elingo wanted to reduce administrative overhead and improve operational performance by better harnessing the power of business data.

Solution

Elingo implemented Microsoft Dynamics CRM, helping to make information management more structured, focused, and strategic.

Benefits

- Better support and maintenance services for customers, ensuring increased customer satisfaction
- Dramatic reduction in time spent on administrative tasks
- Ability to run customer reports in seconds, saving valuable time

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Communications Service Provider Takes Advantage of Architecture Assessment, Leading to Breakthrough Results

“Microsoft Dynamics CRM has effectively fulfilled the role of a central hub or nerve center for our business. It presented a dual benefit for management and staff, both of which now have more control over open cases. This has resulted in an exponential increase in productivity.”

Louise Tordiffe, Customer Service Manager, [Elingo](#)

“Microsoft Dynamics CRM has really empowered our staff to capture all their own work-related information. In turn, our customers have reaped the benefit of our staff’s elevated confidence.”

Ian Goss-Ross, Managing Director, [Elingo](#)

Elingo (Pty) Ltd. deploys and provides services for a product from U.S.-based company Interactive Intelligence called Customer Interaction Centre (CIC), an interaction management system for contact centers. Before the implementation of Microsoft Dynamics CRM, Elingo used multiple, disconnected applications to manage internal processes and customer information. These disparate applications resulted in information being prone to inaccuracy, ambiguity, and duplication. Employees needed to take time to search in spreadsheets and other documentation to establish where processes had failed. To mitigate these issues, a single application needed to support operational processes for all employees. Elingo wanted to reduce administrative overhead and improve operational performance by better harnessing the power of its data and making information more accessible to employees.

After engaging with Microsoft to perform an Architecture Assessment for Microsoft Dynamics CRM, Elingo implemented the solution, with its customers as the main beneficiaries. Elingo employees now can respond to support-related or project-related questions within minutes. Microsoft Dynamics CRM has helped strengthen the company's relationships with its customers. Individual case histories, opportunities, and other details can now be captured in customized fields and speedily accessed when required, enabling faster and more accurate decision making.

Through tight integration with Microsoft Office Outlook 2007, Microsoft Dynamics CRM offers exceptional usability in that employees can track all case-specific e-mails in the history tab for quick referral. A custom notes tab allows the capture of free text with an automatic date and time stamp every time an employee makes an entry. Employees can also refer to historical information about prior cases to help with the resolution of new, similar cases. Eliminating time-consuming communication between each other, employees can simply check updates on cases instead of calling or scheduling a meeting to discuss updates.

The prioritization of cases has become significantly easier with the visibility that Microsoft Dynamics CRM affords. Workers create lists of activities in their "Workplaces," and reminders alert team members when work is due. As a result, the company noted a dramatic improvement in workload balancing and resource management. Trends showing where case resolutions are slowing have become visible so that the company can now address them.

Microsoft Dynamics CRM has boosted employee morale and helped to increase team productivity. Knowledge sharing has empowered employees to help themselves and has accelerated their learning curve. Individuals are now able to perform a larger variety of tasks with greater confidence. Moreover, employees enjoy more personal satisfaction because their contributions to the success of the business are clearly visible.

In the future, Elingo will use Microsoft Dynamics CRM for complete pipeline management by tracking customers, revising quotes, managing costs, and planning sales.