

Case Study

Strengthening sales and services

Global leader in outdoor power products aligns customer care and sales to deliver an improved customer experience

Case Study

Global outdoor power tool company

Business situation

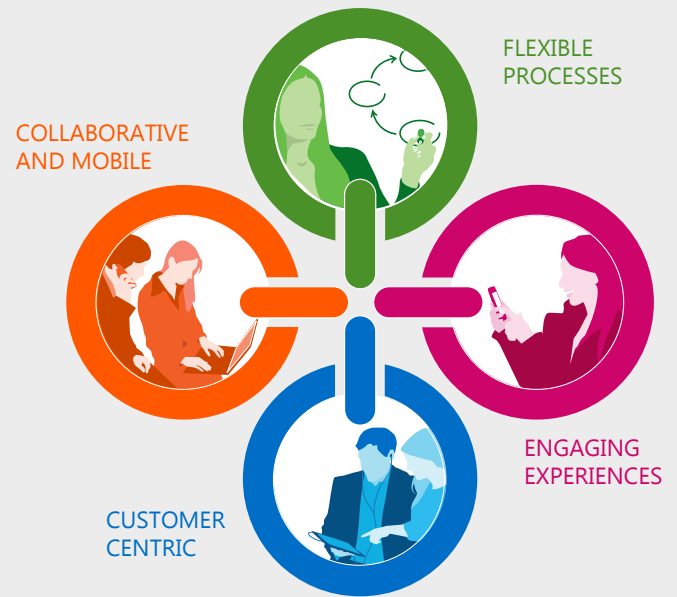
Husqvarna Group is the world's largest producer of outdoor power products and solutions. Through a dealer and retailer network, its products are sold to consumers and professional users in more than 100 countries. Disparate systems and manual processes across almost 30 customer care locations were causing a fragmented view of customer activities. Husqvarna Group desired a global solution that would harmonize customer service and sales operations and, ultimately, improve the customer experience.

Results delivered

Avanade evaluated the myriad systems in use at Husqvarna Group and designed a solution to boost efficiencies for service and sales. Microsoft Dynamics CRM and the Avanade CRM for Contact Centre solution – built on the Dynamics platform – is being deployed to 1,100 customer care and field sales workers across 28 countries in two regions: Europe Middle East Asia (EMEA) and Asia Pacific (APAC).

Now, with a unified view of customers, service workers can easily identify callers and review history prior to answering calls. The solution has improved information integrity, allows for more efficient management of customer issues, simplifies reporting, and empowers sales leaders to accurately track performance and campaigns. Mobile capabilities enable sales representatives to map out customer visits and plan activities in a time-efficient way.

The end objective, of course, is to provide an improved customer experience to Husqvarna Group's global dealers and retailers. After all, buyers are changing the way they purchase products and services – and companies need to evolve their approach to keep in step with the new customer journey.



Work Redesigned

Redesigned systems and processes at global outdoor power tool company to unify service and sales efforts, making an improved customer experience a reality.

The Work Redesigned Difference

- Customer care representatives easily review customers' profiles and history so they can proactively greet customers, understand their needs and efficiently handle requests.
- Sales representatives spend more time interacting with customers and building relationships, rather than manually updating customer data via spreadsheets and email.
- Dealers and retailers enjoy a positive customer experience by communicating with well-informed workers.

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Avanade has proven to be a highly competent and knowledgeable technology partner.

-Martin Gustafsson, Project Manager Business Development, Husqvarna Group

The inside story

Husqvarna Group turned to Avanade for help in developing a consistent way by which to run its service and sales operations. Multiple systems – billing, warranty, spare parts, customer care, sales tracking and telephony – made it difficult for service staff to proactively identify customers and handle issues. Customers with multiple locations were handled differently in each country instead of in an aggregated manner.

Avanade's on premises Microsoft Dynamics CRM deployment provides a unified view of various systems, enabling Husqvarna service reps to deliver an optimized, consistent customer experience. In addition, Avanade's CRM for Contact Centre solution was built on the Dynamics CRM platform to support Husqvarna's multi-site, high volume environment.

Key capabilities include:

- telephony integration
- knowledge management integration
- FAQ functionality
- agent performance management
- contact centre process management
- sales planning and follow up
- mobile capabilities

With mobile access, sales staff can view activities that need to be performed, organize customer visits via maps, and submit orders while on the road – saving valuable time. Sales managers were previously working with manual processes – using spreadsheets and emails to log sales and track performance; those tasks are now fully automated. Managers can view multi-location customers as a whole and report sales across geographies.

Avanade continues to help Husqvarna redesign the way work gets done and make the transformation to a truly digital business.

For more information:

www.avanade.com/workredesigned



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem.

Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries.

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