

SKILLED group transforms CRM with Avanade

About SKILLED Group

SKILLED Group is Australia's largest workforce solutions provider and employs over 50,000 workers each year. They provide services across industry and includes both onshore and offshore total workforce management, flexible labour solutions and project-based workforce solutions including shut downs, installations and relocations. SKILLED maintain a branch network which includes over 60 local and regional offices across Australia, New Zealand, United Kingdom, Malta and the United Arab Emirates.

As SKILLED expand to serve new markets, deliver new value add solutions and address challenges in existing sectors, they required technology that delivers business agility as part of transformation.

SKILLED embarked on customer centric initiatives which require systems of record for their customers and streamlined processes across the value chain. The key objectives of these initiatives is to enhance SKILLED ability to understand and service customer needs across any channel, bring new products to market with speed and to build a culture of sales & marketing excellence.

Business Situation

SKILLED originally implemented a Salesforce.com (SFDC) CRM system to manage sales execution for the branch network and sales executives. This system was configured in-house, was not integrated with other IT systems and lacked the flexibility and mobile capabilities needed to support a distributed workforce. A second component of the project is

to implement a centralized customer service center which requires telephony integration and a single view of customer in order to deliver a personalized service experience. The existing SFDC system required extensive customization to meet these requirements and carried a large cost overhead.

SKILLED looked to the market in order to assess alternate platforms that would fit with their strategy to deliver integrated sales, marketing and service, that could deliver the outcomes needed with configuration only and a vendor's ability to be agile in the delivery approach.

Based on these needs, Avanade successfully demonstrated why Microsoft Dynamics CRM was the

Case Study

Skilled Group Transforms CRM with Avanade

right solution for SKILLED due to the platform's agility in meeting SKILLED's business requirements and its Office user interface which supported an easy change management/transition from the incumbent Sales Force platform.

Avanade's Solution

Avanade implemented a configurable solution using agile methods and Avanade Intellectual Property to accelerate migration and delivery of a roadmap to integrate Microsoft Office365. The project end to end was delivered in under 4 months using a blended team of Avanade onshore & near shore teams, SKILLED IT & business resources and support from Microsoft to validate the solution and provision Dynamics CRM Online environments. This included proof of concepts to demonstrate how the platform could meet SKILLED needs and was followed by an agile project to configure sales processes, customer master data, integrate telephony systems, migrate all data from SFDC to Dynamics CRM Online and deliver training material to support the sales organization.

Built on Microsoft Dynamics CRM Online and utilizing Microsoft BizTalk

for integration, the new CRM platform provides sales executives, customer service agents and Skilled Group management a consistent channel to engage customers, cross sell & up sell services and to provide internal service management.

Results Realized

Skilled now have a common platform across all their branches across Australia to manage their customers and opportunity pipeline through Dynamics CRM. The solution allows Skilled to have a 360 view of their customer and their sales velocity through Dynamics CRM reports that were delivered in the solution. Accurate forecasting and reporting of Sales and Revenue is now available as a component of the Dynamics CRM solution

Dynamics CRM 2015 which is a cloud hosted solution reduces SKILLED reliance on data centre hosting providers and the cost of maintenance associated with an on premise hosted solution. With Dynamics CRM implemented SKILLED are now able to deliver a personalized service experience to prospective customers, existing clients and contracted workers. They are also now able to

rigorously execute their sales strategy with targeted marketing campaigns that better supports the sales team and provides flexible and effective management reporting in order to drive sales excellence.

Feedback from SKILLED users has been very positive. The system is now rolled out to all former Sales Force users across Australia and the Sale Force system is being retired. SKILLED are now investigating how Office 365 and backend system integration can be utilized to provide client self-service, contracted worker self-service and enterprise wide reporting & insights. This has potential to impact over 50,000 workers and the 20,000+ customers that Skilled partner with.

"We selected Avanade as they were able to help us take advantage of the benefits of Microsoft Dynamics CRM in the cloud through a combination of market-leading cloud vision, industry insights and business acumen and delivery skills."
Says Morris Lieberman General Manager Business Transformation, SKILLED Group



About Avanade

Avanade helps clients realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines business, technical and industry expertise with the rigor of an industrialized delivery model to provide and deploy high quality solutions—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 25,000 professionals in more than 22 countries. Additional information can be found at www.avanade.com.

North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
Phone +55 (11) 5188 3000
LatinAmerica@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Sydney
Phone +61 2 9005 6772
AsiaPac@avanade.com

Europe

London
Phone +44 (0) 20 7025 1000
Europe@avanade.com

©2015 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.