

The need for CRM in Manufacturing

Manufacturing industry is now more innovative and agile than ever before. The complexities of the industry have grown over time with technology being a key differentiator for early adopters. The competition is global, making it critical for manufacturers to ensure that every aspect of their business is streamlined and operating with enhanced efficiency.

An industry-leading CRM like Microsoft Dynamics will help manufacturing companies stay ahead of their competition. Based on the results of a recent study* (conducted on a sample of 400), the top issues faced by the manufacturers are –

- Difficulty in information organization (62%)
- Difficulty in supplier and customer management (49%)
- Issues in team work collaboration (34%)

CRM to increase efficiency – 76% of the respondents said that deployment of CRM helped in increasing their efficiencies. These benefits come in a variety of ways - like access to structured information helps with quicker decision making and time saving.

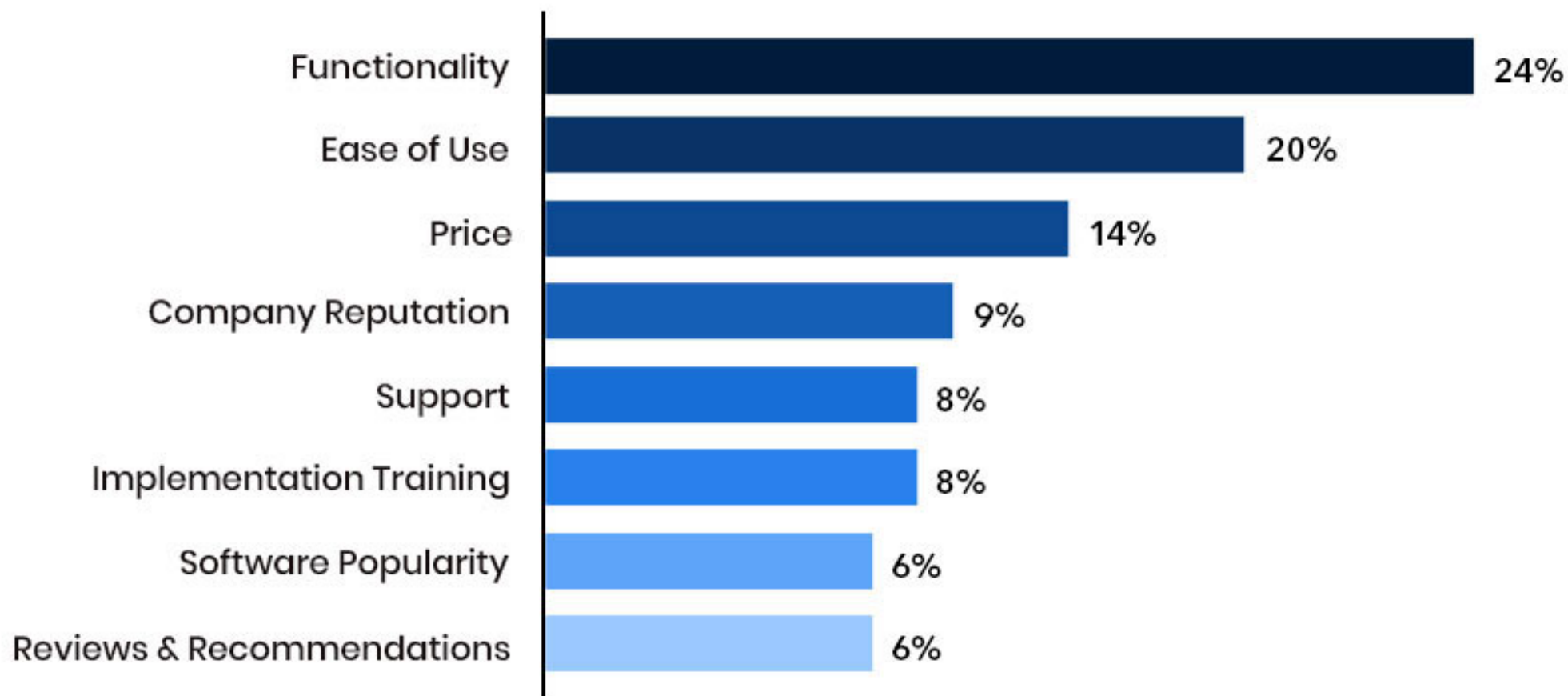
CRM to increase productivity – 90% of the respondents with the issue of productivity indicated to a 10% rise in productivity with 31% of them indicating towards a 50% sales boost.

CRM for customer management – 18% of the respondents indicate that use of CRM as a software has helped them get to the root cause of customer issues resulting in better overall solutions. This helped them increase customer satisfaction by leveraging better data solutions with useful insights.

SUBMIT YOUR CHALLENGE

Get free consultation from an industry expert within 48 hours.

CRITICAL FACTORS THAT INFLUENCE CRM PURCHASE DECISION



Shocking ROI results – It is very important for a software to show visible results for people to believe in its working. In case of CRM, 43% of the companies surveyed saw ROI on their CRM implementations in a few months or less. The results for CRM are astounding and unmatched by any other class of software. 95% of the organizations using CRM experienced ROI in one year or less!

Microsoft Dynamics CRM has been designed to meet the needs of manufacturing out-of-the-box. It will facilitate growth and enhance customer service with simple streamlined processes.

Here is what you will gain with Microsoft Dynamics CRM –

- Gain a 360-view of customers
- Centralize customer interactions
- Forecast sales opportunities
- Manage accounts/contacts
- Automate marketing interactions
- Track materials and resources
- Streamline sales and quotation processes
- Analyze and gain visibility of customer data

[Talk to our CRM experts today](#) to act on data and realize opportunities you never knew existed before.

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XcelPros delivers transformation through technology. We are a business and technology solutions company with deep industry knowledge in Chemical, Pharma, Life Sciences (including Medical Devices, Bio-Medical & Biotech), Discrete Manufacturing, Insurance, Distribution and Food & Beverage.

Our team is comprised of forward-thinking, experienced technology consultants and Subject Matter Experts (SMEs) with decades of business, industry and regulatory experience.

XcelPros is headquartered in Greater Chicago with additional offices in Atlanta and Bangalore (Silicon Valley of India).

XcelPros is a Systems Integrator (SI) and a Direct Cloud Solutions Provider (CSP) offering software licensing, implementation and consulting services for Microsoft Dynamics 365 for Finance & Operations (ERP), Microsoft Dynamics 365 CRM, Microsoft Dynamics AX, AI, Business Intelligence & Analytics (Power BI), SharePoint, Office 365, Azure (Cloud), IoT and Microsoft Flow amongst many others.

Our mission is to provide integrated technology solutions that amplify impact and empower our customer's businesses. We believe technology is the key enabler of exponential growth for us and our customers.

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