

GRASS GROUP WORKING WITH MICROSOFT DYNAMICS

...to get a complete view on clients and prospects



Company:	Grass Group
Industry:	Production of furniture fittings
Headquarter:	Götzis (Austria)
Internet:	www.grass.at

THE CHALLENGES

For the Austrian group Grass, one of the leading international manufacturers of furniture fittings and process machines, the introduction of a Customer Relationship Management solution represented a strategic step in optimizing its enhanced sales activities worldwide. The implementation of Microsoft Dynamics CRM allowed the company to manage its international market expansion by improving the quality of all supplied customer services and better integrate the headquarters affiliates. Microsoft Dynamics CRM and the vertical extensions developed by Würth Phoenix in this context have proven to be the best solution.

THE SOLUTION

- › With Microsoft Dynamics Grass disposes of a complete view on clients and prospects.
- › The solution helps sales and marketing teams identify cross-selling opportunities to drive increased revenue.
- › User-friendly dashboards and visualization tools give the ability to create intuitive reports that can be easily shared.
- › Sellers can shorten the sales cycle by accelerating the conversion of prospects to customers.
- › The sales team is able to quickly adapt to changing market demands and innovate in real-time with a selection of flexible, extensive business applications .



With the new CRM solution implemented by Würth Phoenix we dispose of a centralized and easy to use solution to maintain real-time interactions with your customers. Also internal communication workflows can be handled more efficiently and smoothly.

Nathaniel Harrold, Strategic Sales Management Grass Group

