

Dometic

The Dometic Group is a worldwide supplier of high quality and innovative products to the recreational vehicle, marine and automotive industries. Dometic acquired Waeco in 2007 and the French subsidiary decided to merge the company on to the existing Microsoft Dynamics AX system, the group's recommended enterprise resource planning solution.

Re-organising the two companies as one and developing new sales strategies proved difficult, while market and customer information from both sides was not always available and in different formats that could not be used.

There was no obvious solution when it came to customer database where Dometic

worked with Act and Waeco Excel files, so it searched for a system that could suit all divisions and adopt a common platform with minimum specifics to be developed. Dometic chose Jalix, a partner that had previously helped the company implement Dynamics AX at offices in France and England, to develop a shortlist of softwares that included Sage customer relationship management (CRM), SFA CRM and Microsoft Dynamics CRM.

Dometic opted for Microsoft Dynamics CRM as it was flexible enough to fulfill all requirements and was compatible with Dynamics AX. A common platform was developed after complete audits of all business divisions and staff involved in the process were made. After validating the different stages of the project,

the sales module was gradually implemented starting with one pilot division to drive others. CRM for after sales was developed a year later, to get a complete overview of customers' history, particularly as maintenance contracts had started to be sold and complete traceability was required.

Dometic is fully satisfied with the CRM solution as it has provided the ability to track customer history, manage sales prospects and forecasts, organize and measure marketing campaigns and follow up after sales issues and maintenance contracts. Sophie Dixon, managing director at Dometic, remembers that "involving all staff at an early stage in the process, combined with efficient demonstrations of the solution with our products really helped everybody to embrace the CRM project".

As Microsoft has announced a connector to link both systems, Jalix will implement this in 2012.

Overview

Solution: CRM, ERP

Benefits: Increased customer service, measured marketing campaigns

Technologies: Microsoft Dynamics CRM & AX

Partner: Jalix

