

Case Study



Client: Blueberry Marketing Solutions

Tisski Dynamics supported Blueberry Marketing Solutions, a provider of B2B telemarketing solutions, with the implementation and training of Dynamics-IT.



Blueberry Marketing Solutions: Company Background

Blueberry Marketing Solutions works with B2B organisations of all sizes across the UK. They provide telemarketing and business development services and boast Zurich Financial, AQA, and Leeds City Council among their clients.

The Business Challenge

Blueberry were looking for a solution that could link all of the key front office and back office functions of their business. Microsoft Dynamics® CRM had been implemented in the past but was never fully embedded within the organisation and so was not being used to its full potential.

Tisski Dynamics suggested Dynamics-IT as a replacement. This solution was chosen because Blueberry were looking for something that would enable them to manage their sales and marketing campaigns, and their client's telemarketing and business development campaigns in a single system. The project management elements, including planning, resource, and budget management, of Dynamics-IT added the extra functionality needed to enable Blueberry to work with a CRM solution in a way that suited their business processes.

Key Benefits:

Blueberry Marketing Solutions have experienced a number of benefits from using Dynamics-IT, including;

- Ease of use – Dynamics-IT offered Blueberry an easy to use solution that combined their two biggest requirements, CRM and project management
- Data transparency – the ability to manage both front office and back office processes in Dynamics-IT has meant that key data is more readily available to users
- Alignment between front office and back office functions
- Access to real time information across sales, marketing, and the call centre.

Blueberry Marketing Solutions Said:

'It was crucial that the provider chosen was able to show that they could support us not only in implementing the CRM solution, but also during the adoption phase. For me, role based training was essential, as was ensuring that users had a high level of confidence and trust in the system. These were the elements that would ensure that Dynamics-IT was fully adopted by the company. It's safe to say that Tisski Dynamics more than delivered in this area.'

**Faresh Maisuria,
Managing Director**

Case Study



Product: Dynamics-IT

The Business Solution

It was decided that Dynamics-IT, which combines the powerful functionality of Microsoft Dynamics® CRM with key project management features, was the perfect fit. Tisski Dynamics worked closely with both front office and back office management, to ensure that the solution would deliver exactly what was required by the organisation.

An element of the project that was considered to be extremely important was the training of staff and embedding the solution within the organisation. Dynamics-IT needed to be fully utilised and users confident in carrying out their roles within the system.

Faresh Maisuria, Blueberry's Managing Director, commented, "It was crucial that the provider chosen was able to show that they could support us not only in implementing the CRM solution, but also during the adoption phase. For me, role based training was essential, as was ensuring that users had a high level of confidence and trust in the system. These were the elements that would ensure that Dynamics-IT was fully adopted by the company. It's safe to say that Tisski Dynamics more than delivered in this area."

It was also decided that the solution would be implemented in phases, with Blueberry's sales and marketing functions, switching to the new system first. Once Dynamics-IT was being fully utilised in that area then the implementation and training for front office staff, i.e. the call centre and client account managers, could commence. Again, one of the reasons for this was the company's desire to ensure that the solution was used correctly and that both front office and back office teams felt comfortable and confident when using it.

Faresh continued, "The decision to roll out the implementation in phases was due to the fact that we wanted to ensure the highest levels of adoption. We felt that this could be better achieved with a step by step approach, and we were right. The combination of a phased implementation with the knowledge and role based training provided by Tisski Dynamics means that Dynamics-IT is now very much a part of our business."

Client: Blueberry Marketing Solutions



Client: Blueberry Marketing Solutions

"The decision to roll out the implementation in phases was due to the fact that we wanted to ensure the highest levels of adoption. We felt that this could be better achieved with a step by step approach, and we were right. The combination of a phased implementation with the knowledge and role based training provided by Tisski Dynamics means that Dynamics-IT is now very much a part of our business."

**Faresh Maisuria,
Managing Director**

Client: Blueberry Marketing Solutions



Case Study



Product: Dynamics-IT

Using Dynamics-IT at Blueberry Marketing Solutions

Dynamics-IT is now used by 30 members of staff across sales, marketing, and the call centre itself. Main areas of use include;

- **Marketing list and campaign management** – this enables the marketing team to target prospects and monitor their responses to their sales and marketing campaigns
- **Sales opportunity management** – the sales team are able to full manage their opportunities and store any proposals and tender bids which are then made available to other areas of the business, such as the management team, as needed
- **Resource Management** – Blueberry have to manage multiple client campaigns, all with different requirements, simultaneously. The resource management capabilities found in Dynamics-IT have made this process easier, from planning projects and the resources needed, to the easy submission of timesheets. Everything is now managed efficiently, using the same process.
- **Budget Management** – Budget management is also a key element for the company. It's essential that the team monitor the availability of a client's budget against the time spent by the team. Dynamics-IT allows this to be managed alongside the allocation and management of resources, making it much easier for the team to access the required information.
- **Document storage** – sharing of documentation between teams and team members is extremely important and Dynamics-IT has helped to make this easier for the organisation as a whole
- **Client campaign management** – the management of client campaigns, from on boarding a client, to working towards key project milestones and monitoring results, is all now managed within Dynamics-IT
- **Reporting** – reporting across marketing campaigns, sales opportunities, and client campaigns has given Blueberry a great overview of their performance.

"We were looking for an easy to use, simple CRM and project management solution that would fit in with our business and enhance what we already do well. Dynamics-IT fit the bill and the Tisski Dynamics team have gone above and beyond to ensure that the entire project ran smoothly." Faresh Maisuria, Managing Director, Blueberry Marketing Solutions.

Client: Blueberry Marketing Solutions



Blueberry Marketing Solutions Said:

"We were looking for an easy to use, simple CRM and project management solution that would fit in with our business and enhance what we already do well. Dynamics-IT fit the bill and the Tisski Dynamics team have gone above and beyond to ensure that the entire project ran smoothly."

**Faresh Maisuria,
Managing Director**

Client: Blueberry Marketing Solutions



Case Study



Product: Microsoft Dynamics® CRM

The Business Benefits of Using Dynamics-IT

Blueberry Marketing Solutions have experienced a number of benefits from using Dynamics-IT, including;

- **Ease of use** – Dynamics-IT offered Blueberry an easy to use solution that combined their two biggest requirements, CRM and project management. This has made it easier for users, everything is managed in a single system with a design based on well recognised Microsoft functionality.
- **Data transparency** – the ability to manage both front office and back office processes in Dynamics-IT has meant that key data is more readily available to users, enabling them to carry out their roles more efficiently.
- **Alignment between front office and back office functions** – having end-to-end processes across sales, marketing, and the call centre team mapped out in a single system has increased understanding of the roles of different departments. This has further encouraged a culture of team work.
- **Access to real time information across sales, marketing, and the call centre** – this has benefitted the organisation in terms of reporting and decision making. Access to real time information makes it easier to identify opportunities which can then be maximised.

The future of Dynamics-IT at Blueberry Marketing Solutions

Dynamics-IT is now truly embedded into the organisation and Faresh is confident that now the right solution is in place the company will continue to use it well into the future. The main task in the future will be to monitor the knowledge levels of users and to properly induct and train new users who may come on board and need to use the system.

The Future at Blueberry Marketing

The future of Dynamics-IT at Blueberry Marketing Solutions

Dynamics-IT is now truly embedded into the organisation and Faresh is confident that now the right solution is in place the company will continue to use it well into the future. The main task in the future will be to monitor the knowledge levels of users and to properly induct and train new users who may come on board and need to use the system.

About Tisski Dynamics:



At Tisski Dynamics we are dedicated to making a positive difference, whether you are a small business or global technology company. As a provider of Dynamics-IT, CRM and project management software designed for the technology and telecoms sector, and Rapid Response CRM for small businesses, we pride ourselves on delivering world class solutions.

Our products and team of CRM and project management experts drive efficiency improvements within your business. Our customers experience a number of benefits. From process improvement and automation, to identification of sales opportunities, and an enhanced reputation through delivering better customer service.

If you are considering a CRM solution please ask about our 'zero risk, try before you buy' implementation policy. Our customers were glad that they did!

Contact the team today on 0247 7712050, or email info@tisski.com.