

CUSTOMER SOLUTION CASE STUDY



Summary



Customer:
Adcorp Accountability

Country or Region:
South Africa – JHB

Industry:
Business Optimisation, Recruitment

Company Profile:
The Adcorp Group of companies specialises in optimising capacity, skills and processes for organisations. Through its provisioning of industry leading brands, Adcorp companies provide innovative staffing solutions and business process outsourcing services to both the public and private sectors. Services provided include flexible contract staffing, permanent recruitment, process outsourcing, contact centre sourcing, employee benefit services, payroll outsourcing, back office administration and various personnel-intensive clerical and technical functions. Adcorp has been listed on the Johannesburg Stock Exchange (JSE) for two decades.

Business Situation:
As a leading provider of business process outsourcing and staffing solutions, the Adcorp Group requires effective tools for the management of its engagements with clients whilst driving accountability from a compliance perspective, being able to manage business processes in dealing with service level agreements, customer service and communications management.

Technologies used:
Microsoft Dynamics CRM

Driving Accountability Through Effective Relationship Management

3fifteen has provided Adcorp Accountability with an effective Customer Relationship Management (CRM) solution, based on Microsoft Dynamics CRM, that enables the group of companies to effectively track and manage communications.

Client Background

The Adcorp Group is a publicly-listed holding company for several organisations focused on business optimisation, process management and recruitment. The company provides industry leading solutions in this space and offers outsourcing services across the spectrum of public and private sectors. In doing so, it is vital for Adcorp companies to be able to effectively manage client engagements from end to end and the communications that facilitate its relationships.

Enhancing the CRM Environment

Taryn Fogg is Systems and Process Manager for the Adcorp Group and says that the company was reliant on manual processes before engaging with 3fifteen.

She explains that the credit control department, in particular, had no dedicated Customer Relationship Management (CRM) solution in place prior to the implementation of the solution provided by 3fifteen.

Adcorp was making use of a SQL database with a query logging tool and relied on a custom-developed solution to provide the group with some form of CRM. However, this did not include functionality for attachments or workflow.

It became clear that the group would require a dedicated and cohesive CRM solution that would provide the functionality lacking in its custom-developed application whilst providing the company with enhanced accountability.

Adcorp Accountability required customised free text fields within Dynamics CRM and reporting functionality.

Fogg says that the group was immediately attracted to the Microsoft Dynamics CRM product, which provides a familiar interface to a feature-rich set of tools. However, Adcorp would require an implementation partner to assist in the migration to the Dynamics solution.

3fifteen's proven competencies in deploying Microsoft-based solutions, along with the existing relationship between Adcorp and Dimension Data, made the decision a clear one.

Phased Deployment

Fogg says that 3fifteen had a very clear picture of what was required by Adcorp and dedicated five initial meetings with the customer to scope and plan before actually developing and rolling out the solution.

Adcorp provided a specification for the solution up front, addressing the problems it had with the existing, manual system.

The group rolled out to specific subsidiaries first and specifically the helpdesk division within the GTBS subsidiary, and then to others as required.

Fogg says that the initial go-live with the helpdesk department would be critical to driving acceptance and adoption of the system, especially considering that the division had used other tools before and carried a certain level of expectation.



“The system provides Adcorp with a powerful tool for managing customer relationships and driving the empowerment of users to conduct their own management activities.”

Taryn Fogg
Systems and Process Manager

Planned Growth

The system went live in September 2007 and Fogg says that users at Adcorp have been logging calls since then, without any problems.

She adds that the intention is for the system to be used as a management tool by the users themselves, but that this will come with time as internal acceptance and adoption of the solution improves.

The system will be rolled out across the Adcorp Group, but Fogg says that the approach going forward will be less hasty and rely on comprehensive testing before going live with other subsidiaries.

Microsoft CRM shares a server at Adcorp with its SharePoint solution that was also developed and implemented by 3fifteen.

By switching to Microsoft Dynamics CRM, customised by 3fifteen, Adcorp has gained a dedicated Customer Relationship Management system that provides its staff with a powerful set of tools for managing their engagements. The solution has also bolstered accountability within the group by providing an effective platform for tracking customer relationship information and storing data accurately and securely.