

Case Study



Reporting-Central

Better customer insight through an integrated system

Reporting-Central

www.reporting-central.com



Challenges

- Inconsistent marketing message through non-standardized email campaigns
- Difficulties identifying customer opportunities
- Lead information not always making it into the CRM system

Solution

- Integrating ClickDimensions with existing Microsoft Dynamics CRM
- Capturing leads through email campaigns and web forms

Benefits

- Better customer insight
- Consistency when capturing lead data into the CRM
- More time for strategic planning

Reporting-Central is a Microsoft Dynamics partner focusing on ERP solutions. The company has two ISV solutions for Dynamics GP. With constant enhancement, innovation, and expert level support and services, Reporting-Central prides itself on always creating value for Dynamics GP users and the partners on which they rely.

There Must Be an Easier Way

Reporting-Central's marketing efforts consisted of non-standardized emails, word-of-mouth referrals, cold calling and a lot of networking. "Really what we struggled with was making sure that stuff was getting done and input into the system properly," says Gianmarco Salzano, Vice President and Reporting-Central.

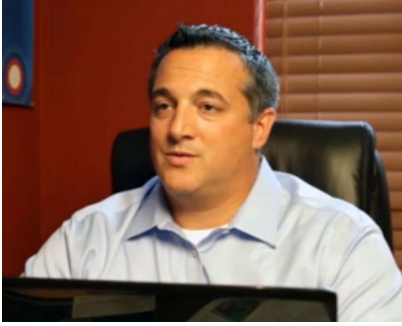
"We sell solutions to Microsoft Dynamics GP clients. I know who most of them are. What I'd like to know," Salzano explains, "is when they're looking for us, when they're looking for information from us, and when they want more information about our products."

Reporting-Central knew they needed to implement a marketing automation platform. As a company focused on Microsoft Dynamics, finding a solution that would integrate with their existing Dynamics CRM was also a high priority.

Gaining Insight

After evaluating several marketing automation systems, Reporting-Central chose to move forward with ClickDimensions. And because ClickDimensions is built into Microsoft Dynamics CRM, deployment is quick and painless. Reporting-Central simply registered their CRM, and a unique solution for their CRM was packaged and sent to them for quick import. There is no software to install. "It was a light-speed process as far as the setup, the configuration and the training goes," says Salzano. "We were completely blown away." In addition, as ClickDimensions adds features they automatically become available to Reporting-Central.

ClickDimensions' Profile screen gives Reporting-Central a complete view of their visitor Leads or Contacts including web browsing details, lead score, email interaction, social networking information and web site form completion data. "I just love the fact that I know where my leads are coming from, I know when they came in, and I know what's been done," says Salzano.



“Our marketing process here at Reporting Central is much more streamlined than it ever has been before, and it’s completely due to our implementation and use of ClickDimensions.”

Gianmarco Salzano
Vice President
Reporting Central

The ClickDimensions service operates in real time, thus showing site visits, page views and form captures often within a second of when they occur on Reporting-Central’s website. The data is brought into Dynamics CRM so sales and marketing teams can immediately trigger workflow from it and/or include it in CRM reports and Advanced Find Views.

Salzano has already experienced first-hand the benefits of having ClickDimensions integrated with his company’s Microsoft CRM. “We had some people hit our website over the course of the summer, and I just happened to be sitting at my computer while it was happening,” he reflects. “I called them within a minute and a half and some people just couldn’t fathom that it happened so quickly. I would never be able to do that without ClickDimensions. Providing me with that level of detail, it’s just not something that any CRM system does natively, you have to have something like ClickDimensions on your front-end.”

Peace of Mind

By integrating ClickDimensions with their Microsoft Dynamics CRM, what has Reporting-Central gained? “More strategic planning, because we’re not doing the tactical stuff anymore. The system is doing the tactical stuff,” says Salzano.

“I’m not worrying about ‘am I using the right solution for my marketing automation?’ Because I’ve used a lot of them, worked with a lot of them, sold a lot of them in the past, and we used to think about this fairly often – Is this the right solution? What is the right solution?” Salzano says. “Quite frankly, I’ve completely forgotten about a lot of the older products that we used to use or that I’ve used in my past. I know I’m using the right system. It works perfectly for us.”



Visit www.clickdimensions.com to learn more about how our solutions can help your organization.