Case Study

ClickDimensions

IMG

Easy-to-use tools empower sales & marketing teams

IMG
www.img.com

Challenges
- Separate CRM and marketing automation systems
- Existing marketing automation tool did not fit IMG's needs
- Issues with the marketing automation software's ease-of-use, reliability and training

Solution
- Seamless integration between ClickDimensions and IMG's existing Microsoft Dynamics CRM
- Quick and easy implementation and training
- Easy-to-use interface and available support for questions

Benefits
- Increased efficiency using data that is native to Microsoft CRM
- Self-sufficient sales and marketing teams as they are able to complete tasks with minimal training
- Reduced development costs and development timelines

IMG Worldwide is a global sports, fashion and media business, with 3,500 employees operating in more than 30 countries around the globe. IMG's areas of expertise are diverse and wide ranging, from sponsorships to hospitality sales to ticketing to event management and client management.

Growing Pains

Around 2008, IMG adopted Microsoft Dynamics CRM as its core sales and marketing platform, initially to be used primarily as a sales tool. Eventually the company added a third-party marketing automation system. However, over time, having two separate systems proved to be more trouble than it was worth. "It worked well for a period of time," says Jaspinder Singh, Business Application Manager at IMG. "But as we matured with our marketing techniques, we found that the tool that we had in place wasn't quite a fit for our purposes, and broke down quite frequently. We had also some other issues including training [and] ease of use."

IMG sought a solution that would be easier for the sales and marketing teams to use, preferably a system that would integrate with their existing Microsoft CRM. They were also concerned about training and support, as they had invested too many hours resolving issues with their previous marketing automation software.

A Perfect Fit

"If you've got Dynamics CRM in place and you want a marketing automation tool, then one of the key things to look out for, in my opinion, would be that the solution must be native to Dynamics CRM," says Singh. "This will allow you to extend the product and make it fit the organization exactly how you want it." That's exactly what IMG got with ClickDimensions.

ClickDimensions is the top-rated Microsoft-certified marketing automation solution for Microsoft Dynamics CRM and is built directly into Microsoft CRM. With all of ClickDimensions tracking data stored within Microsoft CRM entities, IMG can use their data just as they would any other Microsoft CRM data. A quick review of a CRM marketing campaign record will easily reveal the number of form submissions, visits or page views that the campaign generated. Having all their data in CRM was a welcome change for IMG, because everything is nicely tied together and available for an endless realm of possibilities.

"I have to train people much less. It works out of the box, which gives me less headaches."

Jaspinder Singh
Business Application Manager
IMG

"It is fully integrated. It is fully used. It is probably one of the most used areas within the CRM platform," Singh explains. "We use ClickDimensions to do our regular email marketing. We use it for lead generation. We use it for form integration. We use it for surveys."

As training and customer support were very important to IMG, Singh has been pleasantly surprised that ClickDimensions' service does not stop after the sale. "ClickDimensions really are the best when it comes to providing pre-sale, sales and support services," he says. "I've never actually worked with a company that has been able to offer that level of service. You email them at three o'clock in the morning, you'll get a reply."

"I was at a dinner with Microsoft recently, and it was one of the things that was mentioned by an employee of Microsoft," Singh reflects. "The reason ClickDimensions is so well-adopted and loved around the Dynamics CRM community is their responses to customer queries. Whether it's sales, pre-sales or support, it is actually exceptional."

Firing on All Cylinders

IMG has completely embraced ClickDimensions as an integral component of their Microsoft CRM platform. "ClickDimensions is a key part of our sales and marketing strategy nowadays," says Singh. "There are about forty users of ClickDimensions, and we expect it to extend to at least 100-120 users, or maybe even more."

"It has obviously made our lives easier. It has cut down our development costs and development timelines. It has enabled our support people to focus on other things as opposed to supporting just the basic [tasks]," Singh describes. "It has allowed our marketing teams to work really effectively. It has allowed us to collect all the data for our marketing activities onto a single solution, and build our marketing intelligence based on that data. I am proud of what we have achieved with ClickDimensions."

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