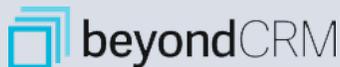




Jane Davies

*Marketing and
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Beyond CRM*



Beyond CRM is committed to making sure businesses, regardless of size and budget, can access and harness the power of Microsoft Dynamics 365 as a best-of-breed customer management solution. Specializing in small to medium business, the company empowers their customers with powerful sales and marketing tools. Beyond CRM has been proudly partnering with ClickDimensions since 2016.

At ClickDimensions, we are 100 percent committed to helping our partners find and win more Dynamics business. We connected with Jane Davies of Beyond CRM to talk about that commitment and their experiences as a ClickDimensions partner.

The Benefits of Partnering With ClickDimensions

“As a Microsoft Dynamics 365 Customer Engagement specialist, Beyond CRM’s clients often have marketing requirements as well as sales. ClickDimensions is the only product we recommend to them as every other solution requires compromises in terms of integration with their data sources in CRM and the breadth of functionality. ClickDimensions is built into Dynamics 365 so we can easily support our clients. We do have some clients with integrations to other, lesser featured products of their own choosing. We find they waste a lot of their support dollars with synchronization issues between the two systems and problems with third-party connectors and still don’t have the functionality they need. Although we are happy to help, it is often an opportunity to upsell them to ClickDimensions as these problems are non-existent due to ClickDimensions being built inside of CRM.”

How Partnering With ClickDimensions Has Made an Impact at Beyond CRM

“Clients often expect that Dynamics 365 will do sales and marketing out of the box. The marketing functionality in Dynamics 365 is quite rudimentary and extra tools are always needed even if marketing isn’t at the top of the list of requirements. Having a partnership with ClickDimensions means we always have this product in our bag of tricks, and if we need help selling or supporting it, the team at ClickDimensions is always keen to help.”

How ClickDimensions Benefits Beyond CRM Customers

“Apart from the native integration with Dynamics 365, the biggest value we see for clients is that the tool covers a variety of needs of a marketing team in one tool. Many of our ClickDimensions customers are moving up from cobbled-together marketing technology solutions. They’re finding that as they outgrow the free versions of these tools, both their costs and frustrations are rising to the point where the completeness and seamlessness of ClickDimensions is attractive and at the right price. When clients see the value of viewing all their lead, prospect and client interactions in one place, it’s an easy sell. Without ClickDimensions, their survey answers, email interactions, event attendances are all stored in disparate systems, and their other customer information is in CRM. It’s exciting to bring it all together for them and have a single view of customer in Dynamics 365.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“ClickDimensions can be as involved as you need them to be. Early in the relationship, we were very reliant on the ClickDimensions team in the sales process. Once we learned more and gained more experience with the platform by using it to fulfill our own marketing needs, we were able to handle most aspects of sales ourselves, knowing we can always pull in the ClickDimensions team to help us get a deal over the line. We both want the same thing – to deliver quality marketing solutions to our clients, so it’s in both our interests to work closely. Also, as a global company, ClickDimensions is able to support Dynamics partners around the world. We really appreciate the local account management based in Australia.”