



SOLUTION BRIEF

Customer Profile

HSLH is one of the fastest growing specialist providers of e-learning services in Great Britain today. The company has enrolled more than 85,000 people in e-learning courses over the last three years, and was recently awarded the prestigious Matrix standard. HSLH is one of the first commercial businesses in the region to achieve the award.

Business Situation

A growing volume of communications and responsibilities impacted the company's ability to manage and grow. HSLH needed a solution that would leverage its existing IT investment without introducing levels of complexity.

Solution

- > Microsoft Dynamics CRM
 - Customer Service
 - Sales Force Automation
- > Axonom Powertrak Events Manager
- > ePartners Telephony Manager for Microsoft Dynamics CRM
- > Microsoft SQL Server
- > Microsoft Exchange

Benefits

Microsoft Dynamics CRM offers ease of use with its familiar interface and full integration with MS Outlook and Exchange. Microsoft Dynamics CRM gives HSLH the ability to view information on an account by account level, increases knowledge visibility throughout the organization, and improves workflow management by assigning task ownership.

Industry

Education

ePartners Success Story

HSLH and ePartners Use Microsoft Dynamics CRM to Manage Fast Growth



Based in Great Britain, Hampshire & Solent Learning Hub (HSLH) manages over 50 learning centres in Hampshire, the Isle of Wight and Berkshire. Under the auspices of the government organisation UFI (University for Industry), HSLH is responsible for ensuring that the centres conform to strict government standards. The company also offers its own direct training services.

HSLH has grown quickly since its founding in 2001. Growth brought its own set of challenges: increased responsibilities made it harder to manage myriad programs, hundreds of training providers, and many thousands of trainees. Chief Executive Officer Denise Candy decided to look for a technology solution that would work for a smaller but fast-growing business, and allow HSLH to manage their contact lists, activities, and communications through a central interface and database. She also wanted a system that would be easy to use and integrate with their existing email and other business applications. Thus allowing visibility into the learning centres activity, tracking their compliance and building the history of the centres for audit purposes.

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Solution

HSLH retained ePartners UK, Ltd. for consulting and implementation, and chose Microsoft Dynamics CRM customer relationship management software. Microsoft Dynamics CRM integrates with Microsoft Office and Outlook as well as Microsoft Exchange, SQL Server, and other business systems to give employees a complete view of customer information.

HSLH and ePartners started with Microsoft Dynamics CRM's Customer Service module and implemented it first in the company's Customer Care Department (CCD). CCD was struggling to handle the growing volume of calls and email regarding seminars and training arrangements. Microsoft Dynamics CRM immediately eased the department's workload by organizing and streamlining ingoing and outgoing messages, expanding them into tasks, and placing them into a central database. Following a successful pilot, HSLH expanded Microsoft Dynamics CRM to the entire company which now uses the application to share customer information, updates and activities.

Business Benefits

HSLH employees can view comprehensive information including learning centre arrangements and qualifications, certifications, training programs and trainee records and other valuable information. Incoming inquiries from a Web site or email are automatically associated with the appropriate seminar or learning centre.

Email management allows HSLH to maintain communications and automatically track customer email messages. Microsoft Dynamics CRM associates incoming email with related records, and customisable templates and rules make it easy to generate auto-response emails.

Microsoft Dynamics CRM email, contacts, appointments and tasks are integrated with Outlook, which enables HSLH to easily merge email messages with contact groups. Microsoft Dynamics CRM data and reports can be exported to Excel, Crystal Reports, and other reporting and analysis tools.

HSLH builds on Microsoft Dynamics CRM's functionality with a third-party application from Axonom. Axonom Powertrak Event Manager is fully integrated with Microsoft Dynamics CRM and Outlook, and enables HSLH to manage training events from top to bottom with a web-based interactive portal.

Future Plans

HSLH is continuing to work with ePartners for training, support, licensing and consulting services. Current projects include the activation of Microsoft Dynamics CRM's Sales Force Automation module and will add expansive new capabilities to the application's reporting features. With ePartner's help, the company will also leverage Microsoft Dynamics CRM's knowledge management capabilities and plans to integrate Microsoft Dynamics CRM's call management system with its telephone system. "As we're developing this business, Microsoft Dynamics CRM is going to grow with us over time," said Denise Candy, CEO of HSLH.



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as the largest global Microsoft Business Solutions consultancy in the world. From aligning their clients' business and IT strategies; to improving business processes; and deploying and supporting solutions that accelerate business results, no other Microsoft Business Solutions partner offers more comprehensive information technology solutions and services than ePartners. Last year alone more than 300 leading companies spanning 45 industries, turned to ePartners for strategic business solutions and consulting services. Visit epartnersolutions.com to view additional case studies

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