LTIMindtree

CASE STUDY

Fueling Success with Dynamics CRM Upgrade and Migration for a Leading Energy & Retail Company

About the client

The client is a leading energy and retail company offering a range of products and services. They have fuel stations, vehicle maintenance, car wash, charging stations, convenience stores, credit cards, etc. With a focus on sustainability and customer satisfaction, the client has established itself as a trusted brand, serving individual and corporate clients throughout the Nordic region.

Challenges

- A diverse range of business offerings spread across multiple countries led to customer data being scattered across different LOB applications, preventing a single customer view.

- There were duplicate and stale copies of customer data across applications, uneven customer hierarchies, and complexities due to direct integration between systems.

- Highly complex business processes resulted in frequent customizations for realignment of sub-business processes.

- There was a need to understand and track user's sentiment and process critical insights across multiple vendors while operating in a highly competitive market.

LTIMindtree solution

- LTIMindtree orchestrated the upgrade and migration of D365 CRM 8.2 on-premises to 9.2 on-cloud. We created a new CRM as a unified data platform encompassing marketing, sales, customer service, customer engagement, and custom modules.

- The solution enhanced the CRM landscape by streamlining enterprise architecture and removing silos. This paved the way for improved customer onboarding, marketing campaigns, customer engagement tracking, efficient communication management, and order processing.

- Automation through marketing campaign tools led to an increase in targeted outreach across marketing lists and customer segmentation.

- We created a Customer Golden Copy where data from every LOB system was unified. We also defined a common taxonomy. Data Cleansing methodologies and protocols were followed by defining bulk data load strategy. LTIMindtree built real-time integrations to merge customer data, leveraging Power Automate capabilities seamlessly.

- Leveraging the Microsoft partnership and LTIMindtree's Evolve framework enabled on-time and quality delivery.

![LTIMindtree logo]

Business benefits

Increased productivity

Removing redundant tasks and implementing faster and automated processes led to an almost 15% increase in operational efficiency and a 30% improvement in resource utilization.

Improved efficiency

Leveraging Power Platform capabilities reduced integration complexity by up to 17%.

Structured process and data

More than ten upstream and 20 downstream systems were integrated successfully via more than 100 integration points. Structuring also brought margin visibility in on-demand campaigns and a 20% increase in reaching target audiences.

Faster go-to-market

Faster workflows were realized, which increased marketing campaign implementations by 30-35%. The systems were localized in three different languages.

Future-ready architecture

The scalable architecture easily managed a network of over 1000 stations across the Nordic region.

LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit https://www.ltimindtree.com/.