



storm  
technology

## CASE STUDY

### SalesSense International Ltd

*Creating a growth ready CRM with Dynamics 365*





## SalesSense International Ltd elevates their sales process with Microsoft Dynamics 365 and Storm Technology.

A trusted business partner, SalesSense International Ltd takes a fresh approach to the design and delivery of managed services solutions, partnering with its clients to deliver outstanding results and exceptional customer experiences.

SalesSense places people at the core of its service model. Their unique "Sales Orientated Service / Service Orientated Sales" operating model focuses on recruiting and developing industry experts rather than call centre professionals. By providing end customers with access to highly knowledgeable solutions experts who "love and live" the brands they represent, SalesSense increases speed of response and provides a better overall end-client experience.

### Foundations for Growth

With an ambitious growth objective, SalesSense sought to formalise this commitment to the delivery of client excellence, through the SalesSense Operating Model and Quality Management Standards. To enable the organisation to scale up without compromising on service quality. Key to realising this objective, was the introduction of a CRM solution, one that would help manage the full customer lifecycle, from lead to client, while improving visibility into resource availability for better project planning.

Following an internal review and documentation of their existing business processes, SalesSense turned its attention towards the selection of a CRM solution and implementation partner. While many of the agents were familiar with CRM solutions, working with client systems day to day, these systems were each very different and SalesSense knew they would need a

user-friendly solution, one that would be quickly embraced by all business users regardless of their existing CRM experience.

Speaking on the technology and partner selection process, Paddy Cumiskey, Head of Technology, stated, "We looked at Salesforce but began favouring Dynamics 365. We were already a Microsoft 365 customer and Dynamics native integration with SharePoint and Outlook applications was very attractive to us. We asked our IT Provider for recommendations, and we looked at each closely, online to begin with. We made an enquiry to Storm and were put in touch with James O'Donoghue who showed a high level of technical knowledge around the product during the introductory calls, different from our experience with other vendors. Following the demos and Q&A sessions, it was clear that Storm could bring the SalesSense Operating Model to life through Dynamics 365."

### A Proven Model for Every Opportunity

SalesSense has a well designed and implemented operating model in place that drives each new sales opportunity through the 5 Phases of Design, Sell,

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Head of Technology,  
Sales Sense International Ltd

## Casestudy: SalesSense International Ltd

Transition, Operate and Enrich. Storm worked with SalesSense to mirror these workflows within Dynamics 365 Sales environment, ensuring the new CRM system would complement and reinforce existing business processes.

"Working with Storm has enabled us to realise a significant step change within our organisation, layering a solution that works for our business rather than forcing our operating model to fit the technology" explained Chief Marketing Officer, Dave Lowe

Helping reinforce the operating model, the new CRM solution aimed to enable operations managers better understand what the end customer was trying to achieve, ensuring a seamless end-to-end experience for both SalesSense clients and end customers.

### Visibility at Every Stage

A Dynamics Model Driven App that utilises the best Dynamics 365 Sales functionality including account and opportunity management, the new CRM solution provided enhanced visibility across all stages of the account management process. To ensure all steps in the Sales Process are followed, a Business Process flow was implemented in the Opportunity to guide users through the Sales Process. This in return provided SalesSense with the ability to track and report on each stage of the sales process.

Discussing the impact of the solution on the overall sales process, Client Director, Pat Stack stated, "There is greater transparency across the whole sales process and employees can make better, more informed decisions as they have all of the tools and insights they need at their fingertips. With Dynamics 365 we have a complete picture of each prospect's journey, allowing us to create more targeted selling experiences."

SharePoint integration enabled SalesSense to view and upload documents to SharePoint within Dynamics 365. The Dynamics 365 app for Outlook proved an invaluable tool enabling the team to track emails in Dynamics 365, including the flexibility to create contacts, accounts or opportunities and associate new emails to these Dynamics 365 records. This added efficiency and ease of use minimising the need to move between systems.

### A Blueprint for Growth

Speaking on the success of the project, Lowe explained "The CRM solution has changed a lot about the company in a short space of time. Native integration with SharePoint and Outlook increased productivity immediately. While Storm consultants worked with us to maximise adoption, providing hints and tips to overcome common change management obstacles.

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David Lowe  
Chief Marketing Officer  
SalesSense International Ltd

As a result, early indicators have been positive, in particular how people are talking about and engaging with the system." and engaging with the system. The SalesSense team now has greater visibility on all Prospect communications from first contact, and this greater level of insight helps drive future growth moving opportunities through the sales funnel faster and maximising opportunity value by shining a light on cross or upsell opportunities".

### Expanding Possibilities

"What really surprised us during the solution deployment was just how easy it was to get up and running, in large part due to the technical expertise and commitment of the team at Storm. The team took the time to understand the details of our business and to deliver user training that ensures that non-technical people can configure the CRM to service specific needs". Pat Stack, Client Director

Our confidence in Storm's delivery model and the Dynamics 365 solution has enabled us to tap into latent demand for CRM solutions within our client base. As a result over the past 6 months we have actually rolled out three CRM solutions, our own plus two client versions, enriching their experience by not only delivering Sales and Service solutions but also a CRM that is managed and embedded into the SalesSense offering." concluded Lowe.

**Interested in finding out how Dynamics 365 can transform sales and customer service management within your organisation? [Click here](#) to request a call from one of our Dynamics 365 solution specialist.**

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