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CASE STUDY

Glenveagh

Harnessing Dynamics 365 to Build Stronger Customer Connections



Glenveagh

Driving Customer and Service Excellence with Dynamics 365

One of Ireland's leading homebuilders, Glenveagh is dedicated to providing high quality, energy-efficient homes within vibrant communities across the country. Glenveagh strives to make homeownership accessible to a diverse range of individuals, emphasising sustainability and modern living standards. By continuously innovating in planning, design, and construction, Glenveagh sets new benchmarks in the housing industry. Their forward-thinking approach ensures that each home is built to last, contributing to building lasting communities and enhancing the quality of life for residents throughout Ireland.

Consolidating Communications

Supporting Glenveagh's approach to home-building is its technology eco-system powered by a number of Microsoft business applications including Dynamics 365 Sales and construction financial management system, 4PS. To build on the strengths of their existing Microsoft business solutions and expand functionality, Glenveagh sought to introduce D365 Customer Insights. A module designed to elevate customer interactions through the creation of personalised and connected customer journeys across marketing, sales and customer service.

Customer Insights provided a way for Glenveagh to further enhance customer experience and would form a cornerstone for the creation of an external customer portal powered in the back-end by Dynamics 365. Before the work began on the portal, Glenveagh sought to harness Customer Insights to consolidate and centralise the data managed within Microsoft Dynamics 365 to ensure that they could deliver maximum business and customer benefit once the portal was introduced.

Cameron McDonnell, Head of Marketing at Glenveagh noted 'We were impressed with the capabilities and potential of Dynamics 365 Customer Insights and we knew it would help us get closer to our customer base.'

Previously we worked with 6 or 7 estate agents that helped us connect with our customers. However, we wanted to extend the power of Dynamics 365 Sales which we were already using and centralise all of our customer processes within Dynamics.'

Getting Closer to the Customer

Glenveagh worked with Storm Technology to implement D365 Customer Insights which involved a lengthy onboarding process. McDonnell noted 'The onboarding phase of this process was crucial for success. Storm guided us through this with in-depth user training to ensure our team was equipped with the knowledge and skills to get the most out of the new solution.'

Following the introduction of Customer Insights, Glenveagh has been able to consolidate all customer interactions into a single system and eliminate the need to use multiple systems. 'Previously, we used solutions like Mail Chimp and Eventbrite to connect with our customers through emails and events. With Customer Insights, we can manage everything within the one system meaning the teams that use the system - marketing, digital and community engagement - no longer need to flick between systems saving them time and making things more efficient'.

A singular platform for customer communications, the introduction of D365 Customer Insights has meant that Glenveagh no longer have to rely on third parties to reach out to customers and manage this process. Helping Glenveagh boost efficiency and productivity across the board with strong functionality around email marketing, events management and customer segmentation. The new system has also meant that Glenveagh no longer has to share its client base with third parties elevating security and reducing any risks of GDPR breaches.

Speaking on the functionality of Customer Insights McDonnell said 'Dynamics 365 Customer Insights allows us to streamline a lot of processes. For example, event management is very seamless now. With the touch of a finger, we can personalise campaigns by price point,



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Cameron McDonnell
Head of Marketing
Glenveagh

AT A GLANCE

Client:
Glenveagh

Industry:
Construction

of Employees:
201 - 500

Business Challenge:

- ▶ A need to centralise all customer data and processes in preparation for the development of a new external customer portal.
- ▶ Fragmented marketing systems elongated essential business processes and provided negative user experience.
- ▶ Reliance on third-parties such as estate agents, meant less control over the entire customer experience.
- ▶ Replacement of legacy internal IT support ticketing system.

Services / Solution Overview

- ▶ Dynamics 365 Customer Insights
- ▶ Dynamics 365 Customer Service

Benefits Realised

- ▶ One consolidated system for all customer communications, email marketing & event management
- ▶ Streamlined management & resolution of internal IT support cases.
- ▶ Enhanced segmentation and personalisation capabilities led to an approx 18x increase in viewings booked following a recent campaign.

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and create forms in Dynamics to easily allow customers to book viewings or register interest. We can also follow up with customers for feedback using surveys. We've been using email marketing a lot. We recently had several two-bed launches in one of our developments and through our estate agents, we were able to book 5 or 6 viewings. However, we were able to further amplify this by using Customer Insights to segment our customers and send personalised emails to bring it up to 90 viewings.'

D365 Customer Insights has allowed Glenveagh to take more ownership and increase visibility across each stage of the customer journey, helping them to better connect with their audience from existing customers to prospects. The functionality ensures they can now deliver more personalised experiences and better understand customers to help elevate customer experience across the board.



Speaking on the Customer Insights project, McDonnell stated 'It is only early days with Dynamics 365 Customer Insights but we are already seeing the impact and we look forward to seeing more benefits as we continue to use it. Storm's Dynamics 365 experts have been very helpful in helping us fully embrace the system and we look forward to working with them in the future as they play a key role in the development of our future customer portal and helping us take advantage of new Microsoft updates such as Copilot.'

Empowering IT with Dynamics 365 Customer Service

Further expanding their Microsoft footprint, Glenveagh implemented the Customer Service module from Dynamics 365 to replace a legacy ticketing system used by their internal IT team. Having already seen the impact of Dynamics 365 across various areas of the business, the decision to extend its use was a natural next step.

Through the implementation of D365 Customer Service, Glenveagh aimed to improve case resolution, streamline processes, and reduce manual effort. Key features that stood out included enhanced reporting through Power BI, advanced search functionality for faster case retrieval, and automatic routing to ensure updates and replies are always assigned to the correct team member, minimising delays and missed cases.

The solution also introduced service-level agreements (SLAs) and rule-based workflows, helping to standardise processes and ensure consistent service delivery. For example, certain fields must be completed before a case can progress to the next stage, ensuring quality and compliance at every step.

Speaking on the project, Leon Martin, Senior Data Analyst at Glenveagh said 'With Dynamics 365 Customer Service, our internal IT team has been able to modernise how we manage internal support cases. This time, we led the rollout ourselves, drawing on our growing experience with Dynamics and leaning on Storm for guidance where needed. The smart automation, increased visibility and faster case resolution are already making a difference, and we're excited to see how it can further enhance internal operations across other departments and support our customer care team in the future.'

Looking ahead, Glenveagh plans to refine the solution further based on user feedback and introduce an AI powered chatbot to accelerate case resolution. The long-term goal is to extend the solution to their customer care team, enhancing the after-sales experience for clients.

Ready to unlock the full potential of Dynamics 365 across marketing and customer service? [Speak to one of our experts](#) today and discover how we can help your business drive real results!

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