



# 8

## ways manufacturers connect the dots to improve marketing, sales and service

Built on the Microsoft Dynamics 365 for Customer Engagement platform, MCA Connect's CRM Manufacturing Solutions improve forecasting effectiveness, channel management, sales productivity and field service operations.

### 1. Centralize customer information

With one view of customer account information— from order history to communications to service issues—marketing, sales and service teams spend less time searching and more time doing.



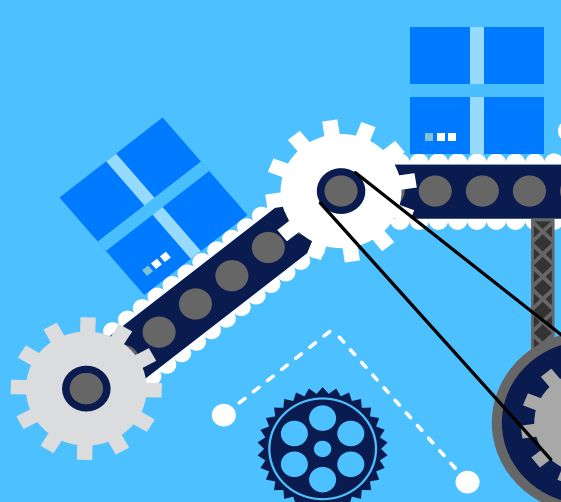
Web self-service can reduce support costs from **over \$10** to as little as **10¢**

### 2. Master multi-channel marketing and service

Respond to prospects and customers quickly and cost-effectively through chat, web, portals, social media, email or phone. Improved communication increases marketing and customer service effectiveness.

### 3. Improve demand forecasts

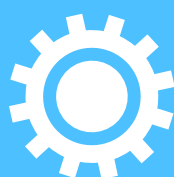
Use sales pipeline data to build more accurate revenue and materials/resource forecasts. Allocate forecasts across multiple time periods within a single sales opportunity.



### 4. Coordinate RFP-driven sales efforts

Using workflow, you can guide the sales process to meet RFP requirements. Combined with centralized document management, process visualization allows team to collaborate on responses, including subject matter experts input and review.

Up to **90%** of collateral created by marketing is never used by sales.

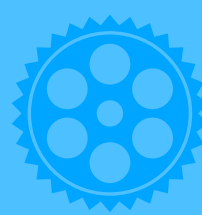


**23%**

of a salesperson's typical week is spent on administrative tasks.

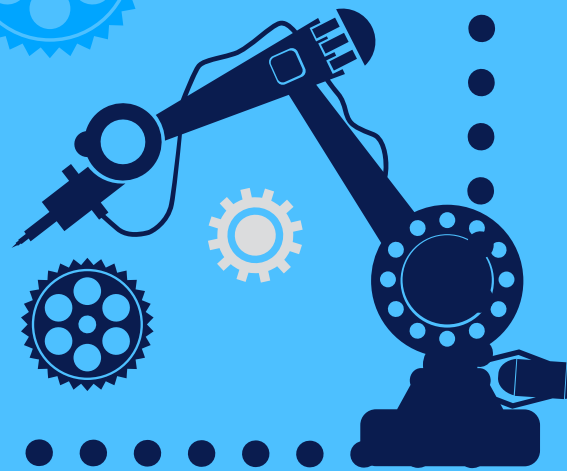
### 5. Automate the quote process

Creating quotes is time consuming, but our process makes it simpler, reduces errors, automates approvals and enforces pricing consistency. And because quotes can be quickly converted to an order, you save on re-entry time.



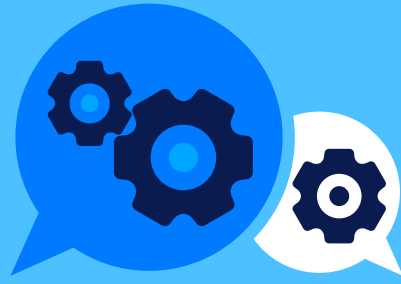
### 6. Manage customer warranties

Simplify handling of warranty claims, including capturing key information from the customer, creating work orders for repairs, submitting required documentation and coordinating OEM review and approval of claims.



### 7. Improve dealer relationships

Improve sales efficiency, reduce response time and cut internal workload by providing product availability and pricing information to dealers, distributors and service partners through self-service portals.



**60%**

of companies surveyed are not currently using a field service management/automation solution.

### 8. Enable field operations

Give field personnel the ability to manage work orders and capture signatures even when offline. Office staff can dispatch service resources and manage scheduling based on skills, certifications, availability and geography.

Sources: Forrester Research, American Marketing Association, velocity.com, Field Technologies Magazine



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