CASE
STUDY

# World's Largest Bedding Provider Implements Web-based CRM solution to Manage it's growing Business needs

NDS
Architect | Integrate | Support

## CUSTOMER PROFILE

The company is the world's largest bedding provider. The company develops, manufactures and markets mattresses, adjustable bases, pillows and other sleep and relaxation products which it sells globally in approximately 100 countries.

The company is headquartered in Lexington, Kentucky and its brand portfolio includes many of the most highly recognized brands in the industry.

The Company sells its products through three distribution channels in each operating business segment: Retail, which consists of furniture and bedding retailers, department stores, specialty retailers and warehouse clubs; Direct, which consists of electronic commerce (e-commerce) platform, Company-owned stores and call center, and other, which includes third party distributors, hospitality and healthcare customers.

## BUSINESS CHALLENGE

The company wanted to implement User facing Web pages to Capture data for Leads, contacts and Warranty, also to provide a better customer experience retail Locator functionality needed to be implemented.

## CASE STUDY

**World's Largest Bedding Provider Implements Web-based CRM solution to Manage it's growing Business needs**

# SOLUTION

The company decided to further enhance their customer interaction experience for which they decided to implement the below mentioned functionalities via web pages which in turn would finally send the data to Dynamics CRM.

These functionalities have been globally implemented for TempurSealy by NDS across 20 countries.

## Lead

A web page was created which provided easy access to a customer for narrowing down the TempurSealy product required. In addition, the customer could enter their data for additional information.

This in turn also helped TempurSealy to organize their Lead data and the same was stored in Dynamics CRM as an application.

## Retail locator

To provide a better experience to customer TempurSealy Enhanced their web page to incorporate retail locator, this would allow the customer to identify the Nearest store or Stores based on City and Pin code. The same could also assist the customer in reaching the outlet based on Product requirement as per user input. The Customer data for Retail Locator Search is also captured in Dynamics CRM as Leads.

## Warranty Data

TempurSealy wanted to provide an easy method via which Customers who have purchased their products can Register and avail warranty.

Thus for the same a customer friendly web page was implemented which allowed a customer to register their product in just a few clicks.

Once this concept was implemented warranty creation and service being provided got streamlined a a very high extend which in turn is a good experience for their customer.

Warranty data is finally being saved in Dynamics CRM. Also the customer data is captured in Dynamics CRM as Contacts.

# BENEFITS

By implementing multiple functionalities through web pages the company has improved their customer experience and has also helped streamline internal activities

**Lead:** User friendly web pages implemented helped the Customers to easily provide the required details and also helped the company to capture the data in organised manner which in turn can be used for better reporting and Data mining process.

**Warranty:** Due to Captured warranty data the company had an centralised Customer and Products data which will help to sales Team for further sales plans.

**Retail locator:** Retail locator improved the customer experience of the Customers for finding the company outlet as per their requirement.

# TECHNOLOGY

Microsoft
Dynamics CRM

NDS
Architect | Integrate | Support

## ABOUT NDS GLOBAL

NDS Global, a trusted Microsoft Gold Partner, offers its customers consulting, implementation, development and support services on Enterprise, Cloud & Mobility for digital solutions.

NDS Global helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies.

Our solutions span across Microsoft Project Online, Microsoft CRM Online, Microsoft SharePoint Online, Office 365, Dynamics 365, Microsoft Dynamics AX, PowerBI & Azure.

Headquartered in the US since 1999, we are preferred partners to customers in USA and India. Our customers span across Consumer Goods, BFSI, Infrastructure, Manufacturing, IT/ITES, and Retail.

A strong team of 180+ Microsoft consultants have provided many a success stories to Enterprise & Small/Medium customers globally.

## SCHEDULE A DEMO / WORKSHOP

solutions@ndsglobal.com

**USA**
+1-352-840-9593

**INDIA**
+91-22-41293100

**USA**

512 East Silver Springs Blvd.,
Ocala, Florida 34470
usa@ndsglobal.com

**INDIA**

MBC IT Park, 8th Floor,
Kasarvadavli, Thane,
Maharashtra 400615
india@ndsglobal.com

CLOUD  |  MOBILITY  |  OFFICE 365  |  AZURE

## Microsoft Partner

Gold  Collaboration and Content
Gold  Application Development
Gold  Enterprise Resource Planning
Gold  Data Platform
Gold  Project and Portfolio Management

**NDS**
Architect | Integrate | Support

www.ndsglobal.com