



CASE
STUDY

**World's Largest Bedding
Provider Integrates
Global CRM Operations
for Better Customer
Experience**



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 was looking for an integrated application that would help them centralize and automate the below mentioned functionalities globally.

- Lead Management
- Store management
- Store training management
- Warranty management

After a thorough analysis, the company chose Microsoft Dynamics CRM as a solution to manage all the above mentioned functionalities.



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SOLUTION

NDS Global was chosen as the partner for the implementation and worked intensively with the company to carry out an impact analysis, the solution design, the preparation and the actual implementation.

The company engaged NDS Global to implement MS Dynamics CRM, because of its knowledge of the business and previous experience in implementing Dynamics CRM. MS Dynamics CRM was implemented by NDS Global across 22 countries with the below functionalities –

Lead Management

The company received enquiries for Potential buyers which were termed as Leads. Primary sources for lead generation are web based enquiries and store walking.

There was a solution required where a potential customer would visit the company website, pick the product of interest and be able to view all stores within a defined radius.

Solution Provided

NDS Global was awarded the responsibility of proposing a solution. There were custom web pages developed which offered the functionality where the potential buyer would enter their details, pick the product of interest and via integration with google maps the closest store within the radius would be displayed.

The same data was being sent from the custom portal to MS Dynamics CRM (then 4.0) currently 2013. The company would contact the potential buyers and provide details or any clarification required, using the email functionality with MS Dynamics CRM. The customer was sent product related data. As the lead mature the status would be updated in MS Dynamics CRM and the same would also be used to analyse data.

Store Management

The company needed a robust and centralized system to manage all Store related data of the retail stores that sell their products.

Solution Provided

NDS Global proposed a solution to manage all retailers and stores in MS Dynamics CRM under a Custom entity named "Doors" where all store data was added, modified or deleted as per requirement. This data is also being used for Warranty Registration and Retail locator.

Store training management

The company wanted to empower their retail partners by providing constant trainings and product updates for their offerings.

Solution Provided

NDS Global created a Robust custom solution on Microsoft Dynamics CRM called "Trainings" which would track and update the trainings provided by the company's Field sales force to their retail Partners, additionally the same system would also help in creating future training plans to be conducted.

Warranty Management

Warranty management tracking was a requirement for all products being sold by the company.

Solution Provided

Warranty registration and tracking system was created on Microsoft Dynamics platform which in turn was integrated to an online portal.

BENEFITS

Based on the solutions implemented, the company benefited in multiple ways.

- **Lead Management** – Centralised data storage and data management, complete automation detailed analytics.
- **Store Management** – Better retail management via instant data access
- **Store Training Management** – improved and prompt retail channel management which in turn has been converted into higher business numbers.
- **Warranty Registration** – Better data management for warranty, instant data access, high customer satisfaction.

TECHNOLOGY



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.



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