

# ELARABY

## LINK Helps El ARABY in the Digital Transformation of Customer Services Using Dynamics 365

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In line with its vision to put customers first, El Araby Group, opted for an overhauled customer services ecosystem. Based on Microsoft Dynamics 365 - CRM Online solution, LINK Development, winner of 2016, 2015, 2014 Dynamics Inner Circle, delivered the giant manufacturer a customized

customer service platform. In the span of few months, El Araby made a successful, cost-effective digital transformation of its customer services operations with increased worker productivity, differentiated market presence and amplified customer satisfaction.

Customer	El-Araby Group
Industry	Trading & Manufacturing
Country	Egypt
Technology	Microsoft Dynamics CRM Online

### El Araby Group – Regional Leadership in Trading & Manufacturing

With multi-billion investments in the industrial field, the Egypt-based manufacturer, El Araby Group, operates world-class production lines for tens of brands in eight companies and two industrial complexes, catering for the consumer durable sector in Africa and the Middle East.

The 1964 established giant realizes the growing importance of ICT in operating their business and has relied upon technology as an integral part of its development strategy which aims at positioning the group among the Fortune Global 500 and atop competitors in the MENA region.

#### Taking Out Customer Service Silos

The mega manufacturer envisioned a new solution that would automate existing operations, include new processes, connect different stakeholders/departments and integrate with existing IT environment for one key objective: unforgettable customer experience!

After scrutinized scanning of ICT solution providers, El Araby opted for LINK Development expertise to build a cost-efficient, state-of-the-art Microsoft Dynamics CRM Online solution tailored to its own business needs.

#### Unrivalled, Engaging Customer Care

To listen to, understand, respond to and report on the customer's voice, LINK Development created a powerful, integrated system for case management, work orders, service scheduling, routing and dispatching, products and spare parts management, inventory management and reporting.

Nearly 980 employees were able to record, categorize and automatically route customer requests for maintenance, inquiries, complaints, follow-up, replacement, repairs, etc.- till fulfillment and effective service delivery within controlled workflows and built-in SLAs.

## Digitizing the Customer Services Ecosystem

Featured by novelty, efficiency and cost effectiveness, LINK Development delivered a multi-edged, full-fledged customer service platform that automates and integrates an ecosystem of operations covering: aftersales services, authorized service centers management and field services (technicians and fleet) mobility.

## Customer First, Customer Trust - Strategy of Winners

To almost every business, customers are "the red line", and El Araby is a true advocate of this. The giant serves its huge customer base across multiple touchpoints such as its nation-wide call center, authorized service centers, teams of technicians that pay home visits and fleet teams responsible for delivery of goods.

The mandate for excellent customer experience across any touchpoint is practically ruthless. The customer's hand is to lay only on quality products, excellent service centers, and professional technicians whether in a retail store, at a service center or at home. The customer voice is to be heard loud and clear on phone, online, or face-to-face in a field visit.

In recent years and to automate internal operations and different business systems, the forward-looking manufacturer has adopted state-of-the-art ICT solutions for ERP, BI, accounting and others.

Now, it was high time to tackle the backbone of its corporate strategy; namely customer relationship management (CRM) with focus on the customer services ecosystem.

## New, Efficient Eye on Authorized Service Centers

Authorized service centers (ACS) are integral part of El Araby work thanks to their massive customer reach across all Egypt governorates.

To manage and control ASCs operations and customer interactions, LINK Development created an Internal Portal for ACSs.

The portal enables El Araby to register ACSs, assign them cases, monitor work status and progress, and ensure ACS compliance with El Araby stringent service standards.

## The Benefits – A Cost-Effective Digital Transformation

- **Digital, Mobile Workers** – Nearly 980 CRM Online users can effectively and easily use the bilingual solution to serve customers through the call center while hundreds of field service technicians and fleet personnel are able to work more productively through their mobile handsets.
- **Digital Touchpoints for Customer Service** – Critical customer touchpoints are automated, connected and integrated to provide excellent customer experience.
- **Digital Harmony** – An ecosystem of customer services operations now works seamlessly and uninterrupted together and with external systems.
- **Availability & Scalability** – An affordable online solution 24\*7 available on cloud that empowers users with a wide-spectrum of tools and functions to handle, manage, expand customer service operations with excellence while saving time, money and effort.
- **Customer Satisfaction Leadership** – New methods to align operations, boost performance and improve decision-taking processes to create not-to-forget & very satisfying customer experiences for an increasingly differentiated market presence.

## Mobility & Digital Signature for Agile Field Services

Acknowledging the out-door nature of after-sales services, LINK Development dedicated a Windows app to manage the workflow & operations of technicians and fleet personnel.

The app enables technicians to view and update information related to their assigned cases, schedules and orders for product installation and maintenance. Customers can digitally sign on the app to verify product delivery.

The app also gives access fleet personnel to manage items delivery from store to location and vice versa; guaranteeing proper control of inventory and timely customer service at home.

## Digital Harmony – Integration, Migration & Monitoring

LINK Development assured El Araby an open solution that seamlessly works within an environment of complex systems and platforms (such as SAP ERP and others) enabling smooth, unified and consistent data flows and views.

The solution building blocks: the CRM Online implementation with 360 customer information, the customized customer service platform, the ASC Portal and the Mobility solution worked together in harmony providing real-time data synchronization and updates.

Add to this, decision makers can use a number of customized reports and dashboards to monitor operations, progress and take actions as needed.

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LINK Development has helped us to navigate a critical journey of digital transformation across all our customer services touchpoints; especially those that ensure our workers agility and responsiveness.

Think of it! A digitally empowered worker is a deal maker; the prime facade for building and sustaining the satisfaction of today's digital customers.

We, at El Araby Group, are extremely satisfied with the experience and the team.

Using the bespoke, cost-efficient Microsoft Dynamics 365 - CRM Online, we redefined our ecosystem of field services and revolutionized our quality of service and product delivery.

Together, with LINK Development, we look forward to employing innovative solutions would bring El Araby closer to customers by speaking the same advanced, digital language they talk and providing unforgettable customer experiences.

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*Islam Elaraby,*

*Information Group, General Manager, El Araby Group*

### Technologies

- Dynamics 365 - CRM Online
- SQL Server
- SharePoint
- Visual Studio