

Customer Solution Case Study



Polaris Industries

Fast Facts

Region: United States
Industry: Manufacturing

Customer Profile

Polaris designs, engineers, manufactures and markets snowmobiles, all-terrain vehicles (ATVs), Victory motorcycles and the Polaris Ranger for recreational and utility uses. The company is the recognized leader in the snowmobile industry and one of the world's largest manufacturers of ATVs.

Business Situation

The company had five nonintegrated customer relationship management (CRM) systems, making it difficult for sales and support staff to access the information needed to provide good customer service to their dealers. Management also lacked the reporting capabilities needed to assess customer service effectiveness.

Solution

Inetium worked with Polaris to build a customer service intranet and dealer service extranet using Microsoft Dynamics CRM 3.0 and Microsoft Office SharePoint Portal Server. Users can now handle even the most complex customer inquiries from one application, and managers have a 360-degree view of customer service operations.

Benefits

- Easy to learn and use
- Customizable to improve productivity
- Enhanced customer service
- Improved reporting capabilities

Services and Software

- Microsoft Dynamics CRM 3.0
- Microsoft Office SharePoint Portal Server
- Inetium CRM Implementation Methodology

For More Information

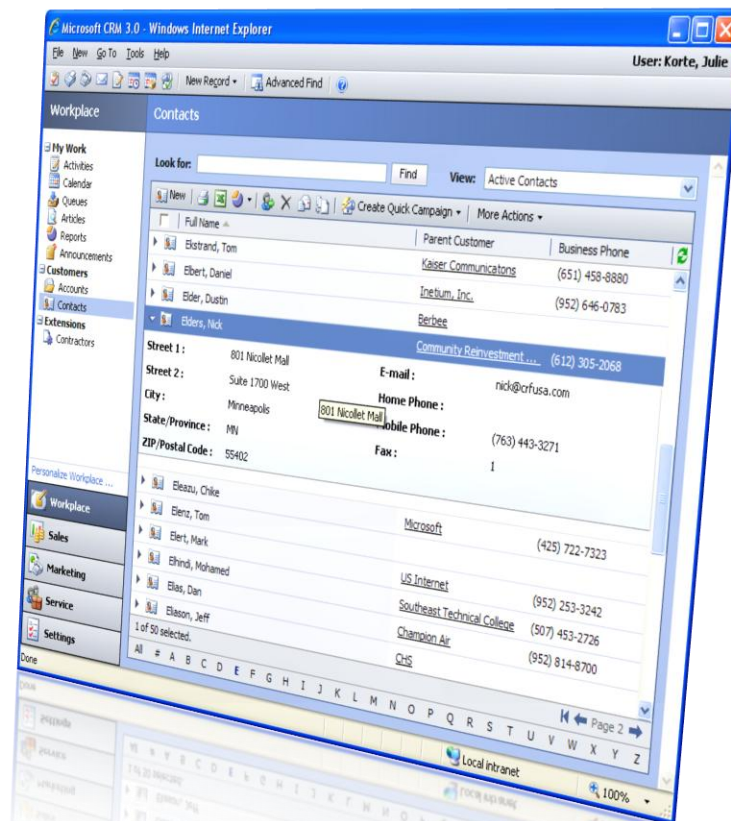
E-mail: marketing@inetium.com

Phone: (952) 646-0800

“The on-site Inetium consultant was extremely knowledgeable and did an excellent job assisting us with the implementation and transfer of knowledge to our staff, which was critical in getting staff to support our change in systems.

Bede Braegelmann, Polaris Industries Project Manager, Sales, Service & Marketing

The Inetium solution, featuring Microsoft Dynamics CRM and SharePoint Portal Server, provides Polaris support representatives with a single, consolidated view of all calls related to a specific customer, dealer or vehicle. Now they can easily access the information they need to provide excellent, timely customer service to their network of dealers.



Customer Solution Case Study



Polaris Industries

For More Information

E-mail: marketing@inetium.com

Phone: (952) 646-0800

For more information about Inetium LLC, visit the Web site at:
<http://www.inetium.com>

Inetium is an award-winning Gold Certified Microsoft Partner, achieving the highest level of technical competency in CRM, Information Worker, Networking Infrastructure and Custom Development solutions.

Situation

Five separate teams within Polaris provide support to dealers, internal sales staff and consumers. Each support team maintained its own call-logging system, built on legacy technologies. None of the systems were capable of providing a single, consolidated view of all calls related to a specific customer, dealer or vehicle, making it difficult to pull together all the information related to an ongoing case. The cumbersome process was frustrating for both support representatives and dealers. With support calls coming in at a rate of more than 1,000 per day, it was imperative to find a way to address dealer inquiries more efficiently. In addition, the existing systems lacked reporting and analysis capabilities that would allow Polaris management to assess the effectiveness of customer service operations.

Solution

Inetium recommended that Polaris implement Microsoft Dynamics CRM 3.0 and Microsoft Office SharePoint Portal Server 2003 with Windows SharePoint Services.

Microsoft CRM integrates with the desktop productivity applications Polaris already was using, including Microsoft Office Word, Excel and Outlook, making the new application easy for employees to learn. Inetium also integrated CRM with Polaris' legacy applications, which provide critical information on order status, materials schematics and component parts.

Using the collaboration features of Windows SharePoint Services and SharePoint Portal Server 2003, Inetium worked with Polaris developers and managers to build customized SharePoint sites to help Polaris manage content and business processes, simplify how staff find and share information, and enable more informed decisions among

managers. SharePoint dashboards feature easily changeable, custom views of case records, easy-to-use forms that pre-populate with existing dealer information and dynamic drop-down menus that only show choices relevant to that type of case.

A dealer extranet site allows dealers to log their own cases into the Polaris system, update records, and easily access pertinent information related to their cases. They can also access detailed information on Polaris services and products, making it easier for them to serve their Polaris customers.

Benefits

It's now easy for support representatives to access the information they need to resolve issues in a timely way. "One hour after implementing Microsoft CRM, a dealer called to discuss an open case. With one click, the support representative accessed the records needed to successfully handle the call," said Bede Braegelmann, Project Manager for Sales, Service & Marketing at Polaris.

The intuitive screens in Microsoft CRM made it easy for employees to transition from legacy programs. Productivity increased because staff spent less time mining data and more time focusing on customer needs. Customized forms also saved time by displaying only the fields necessary for that particular issue and automatically validating the VIN and serial number.

Polaris management gained a 360-degree view of customer service operations and communications. With the new capability to view data from a variety of different perspectives, managers can now uncover recurring or widespread issues and adjust operations to resolve those issues.