

# ***Simply Dynamics helped Greyhound achieve the implementation of a centralised platform, enabled by Microsoft Dynamics 365 Customer Service...***



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## **Background:**

Greyhound has been serving Dublin city's waste and recycling needs for over 40 years, operating a fleet of more than 70 trucks that serve the greater Dublin area and surrounding counties. Greyhound has spearheaded numerous innovative waste solutions in a wide range of industries. Greyhound continues with their success story in reducing client's carbon emissions and overall waste costs.

Greyhound has one of the most modern waste processing plants in Europe and the main facility turns waste, which previously would have been sent to landfill, into energy pellets. These pellets are used across Europe to produce green, sustainable energy as a 100% replacement for coal.

Greyhound has the best environmental track record amongst our main competitors in Dublin. This passion for recycling and the environment is key to its business and therefore, Greyhound is the only waste management company that does not operate a landfill.

## **Challenges:**

With the Dynamics 365 Customer Service "sandbox" environment in place, Greyhound needed a Microsoft Dynamics 365 Partner to help them to configure the sandbox environment and get ready to Go Live.

Greyhound selected Simply Dynamics as their preferred Dynamics 365 partner to help them to deliver on the Customer Project - from automation of ticket creation to the capture and management of all key customer data and information - presented and managed in one centralised area.

Greyhound required Dynamics 365 Customer Service to be the focal point to manage:

- Recording of all customer details and contact.
- Every customer must be visible in the system and associated with a record dating back to their initial sign-up.
- Provide high level visibility of every ticket.
- Provide Insight into the varying ticket stages.
- Transparency on the ticket owners, and the time it took for the ticket to be resolved.
- Total transparency on performance metrics such as pinpoint where the company is succeeding and identify areas that need improving.

Greyhound required a proof of concept from Simply Dynamics detailing how all the current customer services processes and data would be transitioned to a live system without any interruption to their



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business and customers. This project also required the import of existing data from out-dated legacy systems.

### **Solution:**

- Simply Dynamics implemented Dynamics 365 Customer Service
- Simply Dynamics presented a clear solution that could be implemented rapidly, and in a cost-effective manner

### **Results & Benefits:**

We now have Dynamics 365 Customer Service embedded into our systems and processes and this solution lies at the heart of what we do and who we are - providing a first-class customer service, while also continually succeeding in reducing client's carbon emissions and overall waste costs.

### **Some of the key results and benefits include:**

- We now have Microsoft dynamics 365 as the focal point for recording all customer details and contact.
- Every customer is now visible in the system and associated with a record dating back to the initial sign-up.
- Dynamics 365 provides complete transparency, with every ticket being visible at a high level.
- Providing insight into the varying ticket stages - those responsible for the ticket, and the time it took for the ticket to be resolved.
- We now have all our customer data centralised in the one system and which includes customer data for over 165,000+ customers and growing.
- The Dynamics 365 Customer Service is now integrated with our finance system to ensure accurate & timely invoicing and credit control.
- Integration to our warehouse ensures that the Customer Service is now part of the corporate reporting structure.
- We also have our Customer Service integrated with Microsoft Office Teams and Office 365.
- We can now assign different role centres for different users - Manager Role, Team Leader Role, and Agent Role
- A signification improvement in the customer service process is the automation of the ticket creation process.
- We now access the key Customer Information in one centralised location for average revenue, customer health score and trapping customer sentiment.



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Another key highlight of the project is that since going live, the Volume Management functionality of the system has been outstanding - ensuring our customers get an almost real-time response from our customer service team to resolve whatever service issue they may need support on. In addition to this, we can now pinpoint where we are succeeding and allow us to identify areas that need improving and all the while improving our productivity and efficiencies.

Since go live, Simply Dynamics continues to develop some new and custom functionality to give Greyhound the control to manage all their necessities in the same platform, some of the highlight capabilities developed include:

- Customise Outbound Sale Campaigns
- Automate Outbound Sale Campaigns and creating new tickets if necessary.
- Creation of leads in Dynamics 365 automatically, when they are from different sources such as SharePoint, Facebook & Google.
- Provide Insights into Outbound Sale Campaigns

### **Client Testimonial:**

*"Due to ongoing company growth, put the focus on our Customer Service systems and processes. We needed an integrated Customer Service platform which provided us with a 360° view of our Customers, in a real-time and responsive way and Microsoft Dynamics 365 Customer Service delivered just that..."*

*"We partnered with Simply Dynamics to implement Dynamics 365 Customer Service and we have not looked back since as we continue to experience ongoing company expansion and growth. The Dynamics 365 Customer Service platform enables us to pinpoint where we are succeeding and allow us to identify areas that need improving all the while helping us to achieve our mission of propelling Dublin towards a sustainable future..."* **Amy Fanagan,**

**Group Head of Operations @ Greyhound**

### **Why Simply Dynamics**

- One of Ireland's leading Dynamics 365 Partners with a proven track record in the delivery of Dynamics 365 ERP & CRM Solutions & Services
- Ensuring our Customers get a successful ROI on their technology investments.
- Access to a highly skilled and experienced Team.
- Support & Remote Assistance.

### **Why Dynamics 365**



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- Microsoft is an ERP, CRM & Analytics Industry leader
  - Dynamics 365 Solutions empower Organisations to deliver Operational Excellence and increase Productivity
  - Full integration to Office 365, Teams, and other familiar Microsoft Products



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