

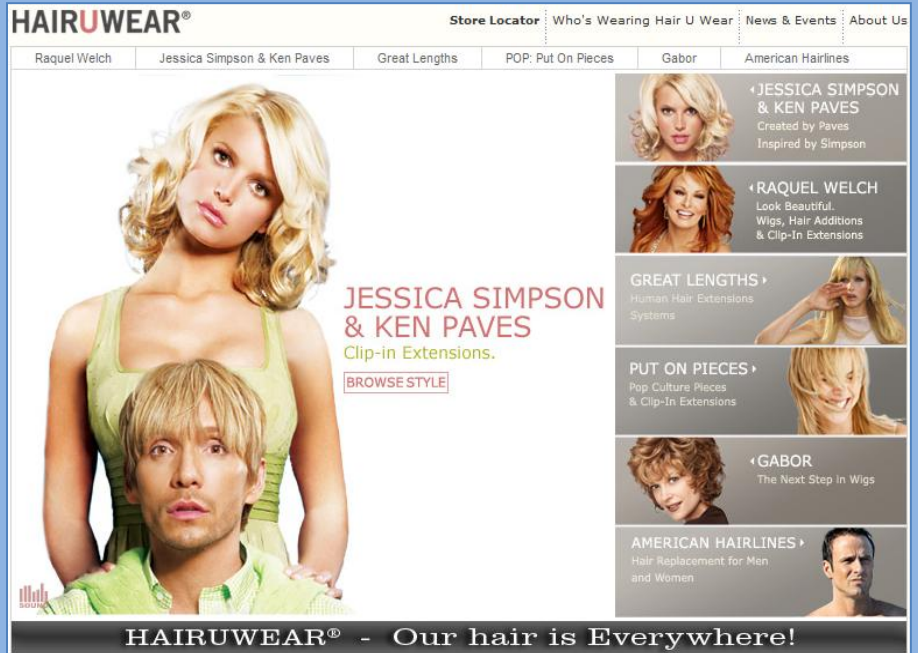


CTA

Certified Technology Advisors, LLC.

Customer Case Study

Company: HAIR U WEAR
Industry: Fashion
Status: Market Leader
Contact: David Leininger, IT Director
Phone: 816-231-3700
Web Site: www.hairuwear.com
ERP Software: Infor A+, IBM I5 (AS/400)
CRM Software: Microsoft CRM 4.0
Doc Mgmt: SharePoint
Telephony: Interactive Intelligence
No. of users: 75
No. of depts.: 3 Divisions



CUSTOMER INITIATIVE	SOLUTIONS PROVIDED
Define strategy for improving customer acquisition, market share and retention	Developed CRM / Customer Strategy Roadmap
Improve Lead Management Increase Lead Conversion	Replaced manual process with Microsoft Dynamics CRM and defined sales process Developed lead profile / demographics Automatically rank leads based on profile information Automatically generate alerts on leads not followed up on time Integrated Web Inquiries / leads into CRM Proactively contact leads via email using ExactTarget
Capitalize on the information contained in the ERP application on the IBM I5 Improve Account Management Increase Account Retention	Integrated ERP Data into Microsoft Dynamics CRM <ul style="list-style-type: none"> - Accounts, Contacts, Sales Summary, Product Summary - Sales Rankings, A/R Comments, Customer Service Comments Provided basic contact management capability Automatically rank accounts based on sales volume Automatically generate alerts based sales % decline Automatically generate alerts based on sales inactivity Automatically generate alerts based on last contact date Proactively contact leads via email using ExactTarget Collect additional profile / demographic information on accounts via Web Surveys
Enhance Marketing Capabilities	Developed comprehensive marketing database by integrating ERP information with Lead, Account Profile / Demographic and sales information Used Microsoft Dynamics CRM to conduct a variety of marketing campaigns
Improve Customer Service	Implemented Microsoft Dynamics CRM Case / Issue Management
Automate Educational Training	Developed Class scheduling, enrollment and certification tracking in Microsoft Dynamics CRM
Develop Dealer Portal / Lead Process	Developed Dealer Portal used to track consumer leads assigned to dealers
Improve Management Reporting	Developed Call Center Activity Report, which includes phone system information, Order Information and CRM Information by Division and Account Manager / Call Center Rep

Call 913-451-3000 to discover how we've helped other industry leaders implement CRM