



CASE STUDY

CRIF partners with Avanade to optimize CRM processes and improve the employee and customer experience

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Business situation

CRIF is a global company specializing in credit information, business information systems, analytics, outsourcing and processing services. It also provides advanced digital solutions for business development and open banking.

Founded in Bologna in 1988, it operates on four continents — Europe, America, Africa and Asia — and is a leader in solutions that support the provision and management of retail credit in Italy. Thanks to the skills it acquired in highly competitive markets over more than 30 years, CRIF is the first group in the banking credit information sector in Europe and a leading global operator in integrated business and commercial information services and marketing management.

Previously, CRIF operated several CRM installations with a duplicate and non-uniform database, including numerous legacy solutions it inherited from its acquisitions over the years. This required a great deal of effort from both the global team supporting internal applications and the business managers who had to run processes several times on different systems. Furthermore, the outdated version did not allow CRIF to automate some of the manual processes that increased time to market.

To improve operational effectiveness, the company launched a transformation and optimization plan for its customer relationship management (CRM) processes between group companies and various regions. It wanted a single, user-friendly platform that would enable uniform and controlled management of business processes.

Solution

Avanade supported CRIF in using design-thinking methodology to help identify a solution that would define which CRM processes to standardize and optimize,

particularly in sales and marketing.

To unify the business processes of the entire group, we built a scalable platform based on the native integration of [Microsoft Dynamics 365](#) and [Microsoft 365](#). Outlook and SharePoint serve as a document repository. Global users all speak the same Dynamics 365 language, which helps to define global best practice models.

With the new marketing tool, CRIF can also personalize the customer experience by tailoring marketing campaigns to a defined target using a contextualized customer journey. Avanade also designed a new digital ecosystem using defined personas and processes to ensure a tailored user experience.

Results

Among the benefits that CRIF has obtained thanks to the intervention of Avanade:

- **Complete integration** between CRM and other systems used by the customer, such as SAP and Archiflow, to optimize information archiving procedures
- Implementation of a structured **knowledge base** to share solutions and knowledge regarding support requests
- Introduction of an internal **chatbot** to quickly and accurately respond to employee requests
- Adoption of the **Dynamics 365** solution by all sales teams to improve sales activities, forecasts and alignment with other company departments
- **Relief for CRIF's IT Team** in managing multiple maintenance activities of the various applications, enabling them to devote more time to strategic activities that bring added value to the company
- **Data analysis centralization** from a single data source without the need to reconcile different systems

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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 56,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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