

CASE STUDY



Sector: **Security**

Technology:
Customer Relationship Management

Aston Berkeley has been working with 360 Vision Technology since its startup over 21 years ago. Aston Berkeley provides full IT system support including security, leased lines, software integration, Microsoft 365 and Microsoft Dynamics 365. Aston Berkeley recently helped 360 Vision Technology with its Customer Relationship Management software transition, ensuring the migration from Act! to Microsoft Dynamics 365 went smoothly and the anticipated benefits were fully delivered. 360 Vision Technology has recently achieved a customer satisfaction level on Reviews.io of an exceptional 4.95/5 over 700+ reviews, with 100% of reviewers recommending the company.

360 Vision Technology designs and manufactures innovative and robust surveillance cameras and control systems. Based in Runcorn, Cheshire and with clients all over the world they are focused on both customer support and product excellence, always looking to push boundaries.

Mark Rees, managing director of 360 Vision Technology said; “We wanted to move towards a more AI based solution to improve customer interaction and sales forecasting. Dynamics was recommended by our IT suppliers, Aston Berkeley and it became very clear that both could deliver a seamless transition to a greatly enhanced and effective new CRM solution.”

Complete Integration and a ‘Digital Secretary’

360 Vision Technology now utilises Microsoft Dynamics 365 for both Sales and Customer Service functions. Customer interaction has been greatly enhanced through the automatic linking of Outlook email conversations and the customer records within the CRM. Mark Rees adds; “In addition, the ability to create automatic reminders to follow up on project quotes has allowed our Sales team to increase their productivity and ensure that sales forecasts are followed through professionally and effectively. Dynamics has become the ‘digital secretary’ for all of our customer facing team, delivering tasks and reminders directly to their mobile and laptop devices.”

Live Management Business Intelligence Updates, Anytime

He continues; “As a business leader, I have been able to have dashboard access, via Power BI, to all aspects of the sales process and this has allowed me to get live updates at any time from any device – without exporting lengthy and labour-intensive spreadsheets or reports. We have been extremely satisfied with MS Dynamics and enthused that there are many aspects we still haven’t explored to enhance our sales and forecasting processes.”

Berkeley House, Whitbarrow Road, Lymm, Warrington, WA13 9AR

Web: www.astonberkeley.com

Call: 01925 751100

E-mail: info@astonberkeley.com

Seamless Transition

“Very importantly, Aston Berkeley has consistently provided excellent service and knowledge, from the implementation through to the ongoing ‘tweaking’ that we require to ensure the system works for us.”

One area of concern for any company considering a move from one CRM to another is the impact it will have on day-to-day operations during the move. Mark Rees said; “Our experience was seamless, with no down time at all and, in fact, an extremely quick and efficient transition – we were Act! one day and Dynamics the next! I cannot recommend both Microsoft Dynamics and the team at Aston Berkeley high enough, both offer superb facilities to any customer orientated business.”

Working with the New System

Craig Carton, Customer Services & Technical Support Manager at 360 Vision Technology continues the story on how the system helps on a day-to-day basis; “360 Vision Technology’s new Customer Support Hub was designed, implemented, developed and supported by Aston Berkeley. It empowers our customer/technical support team to work smarter and faster with a modern, interactive experience tailored by Aston Berkeley and enhances efficiency in managing customer enquiries/issues. Our team can access customer information swiftly, reducing resolution times and improving productivity not only from the standard desktop browser interface but also with the convenient and easy-to-use Dynamics mobile App.”

Aston Berkeley guided 360 Vision Technology through best practices by using Case Management and Automation, which ensures consistent handling of customer issues, automated features facilitated by ticket routing, escalation, assignment, improving response times and overall efficiency.

Fast Response

360 Vision Technology uses Reviews.io alongside Dynamics that aids fast responses and resolution to enquiries. Craig Carton adds; “We aim to return all enquiries within 2 hours. On conclusion of an enquiry, Reviews.io prompts customers in real-time to write a review about their service experience, it is then independently verified and published, giving us legitimate, verified feedback on our performance, available and accessible via phone or email.”

Integration and Automation

“Aston Berkeley was able to integrate and automate review requests through Dynamics, so that on conclusion of an enquiry, Reviews.io prompts customers in real-time to write a review about their service experience, independently verified and published, giving us feedback on our performance, available and accessible via phone or email. Whether it be good or not so good, we listen to our customers and capitalise on that essential feedback, using it to help set and maintain high standards for SLAs and KPIs.”

He concludes; “We could not have asked for a better transition over to Dynamics, with seamless integration, support and guided advice throughout with ongoing support from the team at Aston Berkeley.

Berkeley House, Whitbarrow Road, Lymm, Warrington, WA13 9AR

Web: www.astonberkeley.com

Call: 01925 751100

E-mail: info@astonberkeley.com

I am personally looking forward to developing other opportunities within the Dynamics system, to streamline the first-class customer/technical support that our customers expect and deserve, with help from the brilliant team at Aston Berkeley.”

Measuring Success

360 Vision Technology has recently achieved a customer satisfaction level on Reviews.io of an exceptional 4.95/5 over 700+ reviews, with 100% of reviewers recommending the company. Mark Rees concludes; “Customers are at the heart of everything we do. The hundreds of positive reviews we have received are testament to our commitment to excellence. It is amazing to receive such high praise.”

Needs a final statement from Mark to connect excellence to AB and ideally increased T/O and profit.

PHOTOS



Berkeley House, Whitbarrow Road, Lymm, Warrington, WA13 9AR

Web: www.astonberkeley.com

Call: 01925 751100

E-mail: info@astonberkeley.com