



IRW Systems Limited
concept to realisation

Microsoft
GOLD CERTIFIED
Partner

"IRW were efficient and professional which enabled us to implement the solution with a minimum of disruption to staff and maximum benefit to the organisation."

 **CityPark**
Technologies



Microsoft Dynamics CRM



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City Park Technologies — Dynamics CRM

THE CUSTOMER: City Park Technologies is a Glasgow based Customer Contact Management Company specialising in the provision of: Contact Centre Services; Hosted Services; and Managed Technology Solutions. Established in 2003 City Park Technologies has grown quickly from its original single site, 150-seat facility to a multi-site operation within greater Glasgow, with a projected turnover of £5M in 2007. The company is now a leading provider of outsourced contact centre solutions, delivering flexibility and service excellence to some of the UK's leading organisations.

THE SOLUTION: City Park Technologies (CityPark) have developed and used bespoke applications to record their call centre activities. However, City Park are seeking to move to the use of Microsoft CRM 4.0 in their relevant business processes areas, including outsourced call centre activities for their customers, initially for a specific customer related configuration. The IRW Consultancy Team provided the technical analysis of the requirements for a CRM 4.0 solution. This was presented to City Park in the form of a requirements document and from this an implementation path was detailed and planned. IRW's Technical Resources, experienced in CRM, delivered the relevant customisations and workflows required to meet City Park's current and future requirements, allowing appropriate robustness and scalability. The implementation greatly assists in generating the opportunity in terms of appointment details as a report for their customers and transforming their internal approval process into electronic workflow. User training was also provided, covering the administration aspect of CRM 4.0 to ensure appropriate knowledge transfer. The Dynamics CRM 4.0 install was delivered on a Windows 2008 Server Environment which proves the companies cutting edge performance on the latest Microsoft technology platforms.

BUSINESS BENEFITS: Key deliverables and Benefits from IRW Systems included:

The fully automated online order processing system

- Streamline the information contained within the current inbound/outbound opportunities before migrating it across to the CRM site.
- Allow multi tenancy for Multiple clients CRM data
- Transform approval process into electronic workflow
- Provide scalability and robustness for future projects
- Provide ongoing support and advice