



## ***Zync Global Enhances Customer Support with Dynamics CRM***



**“Alletec’s proficiency in Dynamics CRM enabled them to provide a CRM solution perfectly aligned to our business needs. It has automated our customer service function end-to-end. We can now track correspondence history in real-time & keep our customer informed. Case turnaround time has reduced – leaving us with more satisfied customers.”**

**Abhinav Agarwal**  
CTO  
Zync Global

### **Highlights**

Zync provides feature rich Tablet PCs, Phablets, Mobiles and Accessories for the global markets at affordable prices.

With the global shift in mobility trends, the popularity of internet enabled devices reached an all time high – and the mobile & tablet industry witnessed tremendous growth. The rapidly growing devices market & evolving consumer demands imposed the need to deliver a strong price-value proposition. In the quest for constant product innovation, a more important aspect of business was being neglected – Customer Service.

In the absence of a centralized knowledge base - Zync was finding it difficult to manage & resolve customer grievances timely & efficiently. It felt a pressing need for an agile solution in order to streamline its customer support division.

Alletec’s global experience, diverse clientele and strong working knowledge of Microsoft Dynamics CRM gave Zync the confidence to sign-up Alletec (Microsoft Dynamics Inner Circle Member and Gold Competency Partner) for the project.

## Business Situation

Zync had been using spreadsheets for managing customer support operations. With significant growth in business and rising competition, it started encountering operational and scalability issues in managing customer requests through disintegrated spreadsheets. This also led to other issues including:

- Poor reliability of customer information
- Inability to track the volume of incoming customer calls & their status at any point of time
- Delayed complaint resolution due to lack of case status visibility – resulting in customer dissatisfaction & retraction
- Lack of visibility w.r.t the allocation of cases to respective team and their status
- Inefficient warranty tracking in the absence of an integrated system – especially in a multi channel scenario (online portals, retail chains and distributors)

## Alletec Business Solution

Based on its past Dynamics CRM implementation experiences, Alletec suggested a solution that focused towards:

- Capturing consumer details and tracking the activities performed
- Creation of FAQs related to standard query about products
- Mechanism for creation of automated cases/service activities with unique ID for each query irrespective of the source (phone call/email/social media)
- Integration with Microsoft Outlook Client and automated email generation
- Automatic alert generation for nearest courier office locator and when a particular customer location is not served by any courier company
- Workflow configuration for case allocation to pick & drop team and repair engineers

## Benefits

- Centralized system for capturing customer details enables proactive response mechanism to customer queries
- Automated case creation with unique ID allows real time tracking & status alerts to customers keeping them informed at all times
- Employees can quickly assign, manage and resolve cases with automated routing and service request escalation
- Improved customer experience through defined SLAs (Service Level Agreements)
- Elimination of unnecessary pick/ storage/ drop of products where resolution could be possible on the phone – thereby reducing logistics cost
- Automatic courier locator & assignor for pick & drop of the product based on customer location



## Results

- Enabled 360° view of the customers
- Improved service standards
- Higher service team productivity
- Enhanced customer experience
- Reduced case resolution time

For more information on Dynamics CRM, get in touch with us  
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