

SUCCESS CASE

 Microsoft Dynamics CRM

CAPITAL CONHECIMENTO

Capital Conhecimento has an experienced team in development and implementation of Market Research solutions, skills development and operational consulting.

ARQUICONSULT

Your success. Our solutions.



Capital Conhecimento streamlines business training and market research with Microsoft Dynamics CRM Online.

"With Microsoft Dynamics CRM we can improve the way we aim our services to fulfill the needs of our customers and in which we created strong connections."

*— Pedro Maciel,
Comercial and Financial Manager of
Capital Conhecimento*

CAPITAL CONHECIMENTO AIMS:

- To create a set of solutions targeted to the needs of their customers in which they create strong connections.
- To actively contribute to the sustainability of business of their customers and be recognized as partners in change management and development of their capital knowledge.
- To create and implement solutions tailored to the needs of each client, developing skills that maximize results and add value to each business.

Arquiconsult

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THE PROBLEMATIC

Market Research industry requires a national and international action in terms of data collection that can occur in person in different markets, as well as by phone or via Web.

So, Capital Conhecimento needs to raise and manage hundreds of human and material resources in order to accomplish a project of Market Studies and this can be different from project to project.

To difficult even more this management there's the time factor. A market survey has to be executed in a short period of time in order to remain current and valid.

In an administrative aspect, it is still necessary to make all the financial projects management. The need for an integrated and agile platform becomes evident in this scenario.

The choose of CRM platform left a list of priorities that Capital Conhecimento wanted to see fulfilled. With the ability to operate via web and to be completely adaptable to their needs. Also, they intended to have tools that allow internal developments through their technical team, thereby reducing dependence on external implementers.

After a survey and comprehensive analysis of multiple solutions, Capital Conhecimento chose Microsoft Dynamics CRM because of the attractive price per user, it does not need its own infrastructure for accommodation and solution implementation, the strong integration with other Microsoft tools such as Microsoft Outlook, the highest quality assurance by implementing partners, as Arquiconsult, to guarantee the progress of implementation at the time it was needed.

Arquiconsult implementation was quick and effective. The solution became operational in less than a week.

Capital Conhecimento is contacted regularly to check whether they need additional support and all the news of Microsoft Dynamics CRM Online software are presented regularly.

THE SOLUTION

Process management in Capital Conhecimento was held by non-integrated tools, such as Microsoft Excel, supporting areas of document management in physical network.

The access to information and management of document versions was complex and time consuming. Human resources management, including recruitment of external collaborators and financial management of projects occupied a large part of the project schedule.

Currently it can perform these critical processes over short periods of time.

The strong growth of the Capital Conhecimento as a company, brought a lot of new projects and their management become more complex, it was needed to hire additional employees to this purpose.

With the implementation of Dynamics CRM, Capital Conhecimento reduced costs and project times, improved efficiency and mobility, managing to work from any location with web access.

PARTNER

After selecting the platform, Arquiconsult was the company that provided a good solution to implement the platform.

The image and reputation of Arquiconsult were also factors in the choice of a partner.

The implementation, technical and commercial support exceeded expectations.

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With the implementation of Dynamics CRM, Knowledge Capital reduced costs and project times, improved efficiency and mobility, managing to work from any location with web access.

What started as a management accounts and projects is now a fully integrated Microsoft Dynamics CRM Online solution, resource management, project management and commercial and administrative management.”

*— Pedro Maciel,
Comercial and Financial Manager
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Key Points

- The expectations they had with the platform were fully met and even exceeded;
- What started as an account and project management is now a fully integrated Microsoft Dynamics CRM Online solution, resource management, project management and commercial and administrative management.
- All internal processes for Professional Training and Market Studies management are made in Dynamics CRM Online. Only billing is performed in ERP.
- The platform has a strong back-office, very easy to customize and to date has responded to all of Capital Conhecimento needs.



About Arquiconsult

Arquiconsult is an information systems consulting firm, based on Microsoft Dynamics technologies with offices in Lisbon, Porto and Luanda.

Composed with the largest and most experienced team of consultants and has already implemented some of the most complex Microsoft Dynamics Business Solutions and is often referred to international customers for their implementations.

Arquiconsult is constantly innovating its offer and has available several vertical solutions for the various sectors of activity that adds value to Microsoft Dynamics. Currently, we have customers in various sectors of Commerce, Industry and Services: Arquiconsult

- A Loja do Gato Preto
- Casa da Música
- Go Natural
- PARQUExPO
- Grupo E.T.E.
- Cork Supply
- Einhell

