

Matricia Solutions has successfully finalized the implementation of iCare for Telecom – powered by Dynamics CRM at Iristel Romania

Matricia Solutions, Microsoft partner for the Dynamics CRM range of solutions, has implemented at Iristel Romania iCare for Telecom, the vertical solution dedicated to the telecom industry and developed on the Dynamics CRM platform.

Branch of Canada based company Iris Technologies Inc., one of the world largest providers of voice traffic services, Iristel Romania provides a wide variety of national and international telephony solutions and products, being the sole retailer of international telephone services within the group. Iristel Romania is one of the few companies that, even over the last years, has registered a constant growth in the number of clients, with an annual rate of 30-40%.

The increasing number of customers and the diversity of services provided, as well as the technological limitations of the old CRM solution – core-business application for Iristel Romania – have led to the decision of upgrading the application in order to meet the needs of more efficient customer interaction and new business opportunities.

For this project, Iristel Romania contracted Matricia Solutions, a company with extensive competencies in CRM applications, that holds its own range of such solutions developed on the Dynamics CRM platform. After the analysis process, it has been decided to migrate from version CRM 3.0 to CRM 2011. By choosing a new model and a new database structure, similar with the old one, but optimized for the new version, an intermediary step – the migration to CRM 4.0 – and therefore, additional costs and times resources were avoided.

„We’ve had a very good collaboration with Matricia both in the migration and customization phases. We found a partner that understood our problems and we constantly searched for solutions until we identified the optimum one together “, explains Mario Pavoni, CEO Iristel Romania.

The implementation of iCare for Telecom, although only recently finalized, already brings major benefits, among which: increased efficiency in the Call Center activity, increased customer satisfaction, rapid adoption of the application by internal users, the creation of a flexible development platform which is a solid support for future business lines and provides extended customization and development possibilities.

“Matricia’s experience in CRM implementations for the telecom industry has been a major advantage in understanding the problems Iristel was facing and allowed us to identify the most efficient solutions to solve them”, added Diana Lungulescu, Managing Director - Matricia Solutions.

Iristel Romania representatives provide details regarding the technical solutions and business benefits of the new CRM system implemented in partnership with Matricia Solutions, in the case study that can be accessed at http://www.matricia.ro/CS_CRM_Iristel_06102011_Ro_final.pdf.