

Case Study

Alberici Group

Robust Customer Relationship Management Solution Builds Organizational Collaboration by Centralizing Customer and Sales Information

The Company

The Alberici Group, founded in 1918 and headquartered in St. Louis, MO., is among the largest construction services contractors in the United States with annual revenues exceeding \$1.13 billion. The Alberici Group employs 400 full-time administrative and project personnel with field labor ranging from 500 to 3,000. In addition, to the St. Louis headquarters location, the Alberici Group has corporate offices in Atlanta, Detroit and Burlington, Ontario.

The Business Challenge

The Alberici Group needed a single system for managing accounts, contacts and sales opportunities. The lack of a central location to manage customer relationships and sales opportunities led to low collaboration and zero transparency of customer histories across organizational divisions.

Alberici needed a unified reporting system because divisional sales personnel, managers and staff used different sales processes and systems to manage sales opportunities. Multiple information systems made it difficult to report sales opportunity and forecasting information at the corporate and senior management levels.

The Solution

Aspect developed and deployed an integrated Microsoft® Dynamics™ CRM solution that allows all divisions to manage and track accounts, contacts, associated sales opportunities and customer histories.

Aspect worked with the client to create a single sales process across all divisions and then customized the Microsoft Dynamics CRM system so it aligns with the amended sales process.

Aspect designed and built custom forms and reports that enable users to enter necessary information into the system to drive custom three-year future work reports. Aspect provided proven user adoption strategies and training to enable end users to fully embrace the Microsoft Dynamics CRM solution rollout.



Highlights

- CRM solution provides a 360 degree view of all customer interactions across all organizational divisions
- Solution saves an estimated 5,000 hours per year by eliminating keystroke double entry for all contact and lead information
- Automated reporting process provides senior management team with real-time sales and sales opportunity information
- Familiar tool set fosters high end user adoption



Results

- Divisions use a single sales process to manage accounts, contacts and sales opportunities
- Saves an estimated 5,000 hours per year by eliminating keystroke double entry
- Organization achieves higher level of collaboration and transparency
- Senior management has easy 24x7 access to real-time sales and opportunity information
- CRM solution automates monthly sales reporting processes
- User adoption and training strategies increase system return on investment
- Easy to support and low learning curve

Key Solution Components

- Microsoft® Dynamics™ CRM 4.0
- Microsoft® Office® 2003
- Microsoft® Exchange Server 2003
- Microsoft® Windows Server® 2003
- Microsoft® Windows® SharePoint® Services
- Microsoft® Windows® Vista®
- Microsoft® Windows® XP

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About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

