

CASE STUDY

TRANSFORMATION A SALES ENVIRONMENT

"We needed someone who we could trust, who would actually challenge our thinking and push back on us when we were doing things that were perhaps unusual or not fit for purpose when it really came to thinking about our business."

serco Serco Group PLC provides end-to-end business process outsourcing (BPO)

services to governments and private sector customers across the globe and has about 53,000 employees. In the UK and Europe, it operates across a number of sectors, from running hospital facilities to managing the Caledonian Sleeper that runs up to Scotland.

Legacy CRM no longer met the needs of the organisation

The need for a new CRM platform was highlighted when Serco was looking at future growth strategy for the organisation.

Katy Bassett, Sales Operations and Enablement Director for the UK and Europe, explains: "What we recognised at that time was that the tool that we were using to support our sales environment, Salesforce, had actually been adjusted and evolved over time. It no longer met the needs of either our IT strategy moving forward, but also the needs of the users."

Need for technical expertise and expert support

Serco was migrating a lot of its portfolio to Microsoft, so chose Microsoft Dynamics 365 as its new CRM platform. Serco recognised that it did not have the expertise or capability in-house to ensure that the tool it configured was right and appropriate, or to migrate information from Salesforce into Microsoft Dynamics 365.

Alithya methodology key

Serco chose Alithya because of its blend of IT support and technical development, and the business-led work streams. Alithya had a well-defined Salesforce switching methodology and could work to a tight timeframe.

"One of the really super things that really underpinned Alithya's method was the fairly relentless approach, at times, but very detailed workshop and facilitator sessions that Alithya provided to really get under the skin and get into the detail very quickly about what was required and not required as a business. That approach was key for us," Katy Bassett explains.

Katy Bassett says: "Having a partner who had that technical expertise was absolutely paramount to us. We are a complicated business. We operate across a number of sectors, a number of geographies and actually having a partner who would engage with us, who would work across our extensive stakeholder community and help us to manage the prioritisation of requirements and capabilities was really important to us.

Outcomes outlined

Alithya worked with Serco to look at the key business outcomes that Serco wanted to achieve with Microsoft Dynamics 365. These were to:

- > Improve win rates and conversion rates
- > Increase leads and build pipeline
- > Improve forecasting
- > Support management decision-making
- > Maximise time spent selling

After outlining the business outcomes, Alithya was able to help Serco to configure Microsoft Dynamics 365 to ensure that the organisation could achieve these goals.

ALITHYA USES ITS STRATEGIC AND TECHNICAL EXPERTISE TO HELP TO TRANSFORM A SALES ENVIRONMENT

– The Salesforce platform no longer met the needs of Serco's users, so it switched to Microsoft Dynamics 365

Quality of Alithya team helped project to be completed on time and to budget

According to Katy Bassett, three things made Alithya stand out as a partner.

She explains: "The first, and the most important, is absolutely the people. The thing that I think we've been most impressed by is the consistency and the quality of those individuals.

"The second thing and third thing, which are linked for us, is that we did this project to time and budget and we did this between 12 and 13 weeks, which for an organisation of the scale and size of Serco is quite incredible."

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About Alithya

Alithya delivers innovative Microsoft ERP, CRM and BI solutions and services on premise or in the cloud to companies in North America and Europe. The award-winning company is one of the largest resellers of Microsoft Dynamics 365 (formerly Dynamics AX and CRM). We also offer strategic consulting, delivering a blend of classic and product-based consulting services that help clients reduce costs, improve processes and increase revenue through the judicious use of technology. We continually fine-tune our process and user-adoption programs to give you the maximum return on your investment. This commitment to stay with you throughout your Dynamics 365 journey has earned us the highest customer retention rate in the business.

ALITHYA GROUP INC. IS A LEADER IN STRATEGY AND DIGITAL TRANSFORMATION IN NORTH AMERICA. Founded in 1992, the Company counts on 2,000 professionals in Canada, the United States and Europe. Alithya's integrated offering is based on four pillars of expertise: strategy services, application services, enterprise solutions and data and analytics. Alithya's Microsoft practice covers a wide array of capabilities, including Dynamics, Azure, business and advanced analytics, digital solutions, application development and architecture.

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