

## Case Study

# Dynamics 365: A Game Changer for Dairygold



## Overview

### The Challenge

In support of its Agri Business strategy, Dairygold planned to adopt a partner-based approach combining expertise, systems and products to address the needs of individual farmers, helping them to maximise on-farm profitability and to achieve higher quality milk production.

### The Solution

Designed and delivered by Ergo, the Customer Relationship Management (CRM) components in Microsoft Dynamics 365 were identified as the best way to meet unique membership requirements and to garner a better understanding of farmers and their needs.

### Benefits

CRM and Mobile CRM as part of the overall CRM solution, provides Dairygold's Milk Advisors and Area Sales Managers with relevant information in a timely manner helping to overcome some of the challenges the teams have encountered when working remotely in rural Ireland.

## The Challenge

Over the years, the Co-Operative has introduced a number of technology initiatives to strengthen its relationships with Members. It recently identified an opportunity for a CRM solution to improve member engagement. "We needed to capture the needs and voice of our suppliers and customers in terms of service and advice and to provide our cross functional teams with a 360° view of relevant interactions," said Lead IT Business Solutions Analyst with Dairygold. The central focus of a new CRM system was to allow Dairygold to improve customer and supplier relationships. With this in mind, the CRM system needed to deliver innovation in several areas:

- Enable the capturing of supplier and customer information around milk supply and nutritional data.
- Provide the ability to give a complete service to the customer with the right information across the different business units.
- Capture the voice of the customer in a designated complaint management section.
- Enable a mobile capability for road based sales advisory teams.

The Agri Operations division wanted to get closer to farmers by mobilising Area Sales Managers. As a member organisation, it wanted to capture the voice of farmers, to forge even stronger relationships and provide data for trend analysis that could help improve customer service. The Co-Operative examined many different CRM products and met with several vendors, before it was ultimately ascertained to partner with Ergo.

"It wasn't all about the technology; the decision was influenced by the Ergo team. We felt they were a good fit for Dairygold. Ergo were very clear; they were going to provide us with a team that would not only implement a CRM solution but would also advise us along the way on what would work well for our business based on their vast experience. This advisory role was very important to us with CRM being so new to our organisation,"

**Lead IT Business Solutions  
Analyst with Dairygold.**