

Introduction to MS Dynamics

NAV XVI. (CRM)

Ing.J.Skorkovský,CSc.

MASARYK UNIVERSITY BRNO, Czech Republic
Faculty of economics and business administration
Department of corporate economy

CRM – Customer Relationship Management

- PROs
 - It enables to keep track of all prospective customer (suspects and prospects)
 - Improve sales and marketing service
 - Company can promote the work it has done for its customers in order to approach prospects
- CONS
 - CRM software may not integrate well with an accounting systems
 - Another disadvantage to a newly implemented CRM software is the learning curve.

CRM – Customer Relationship Management

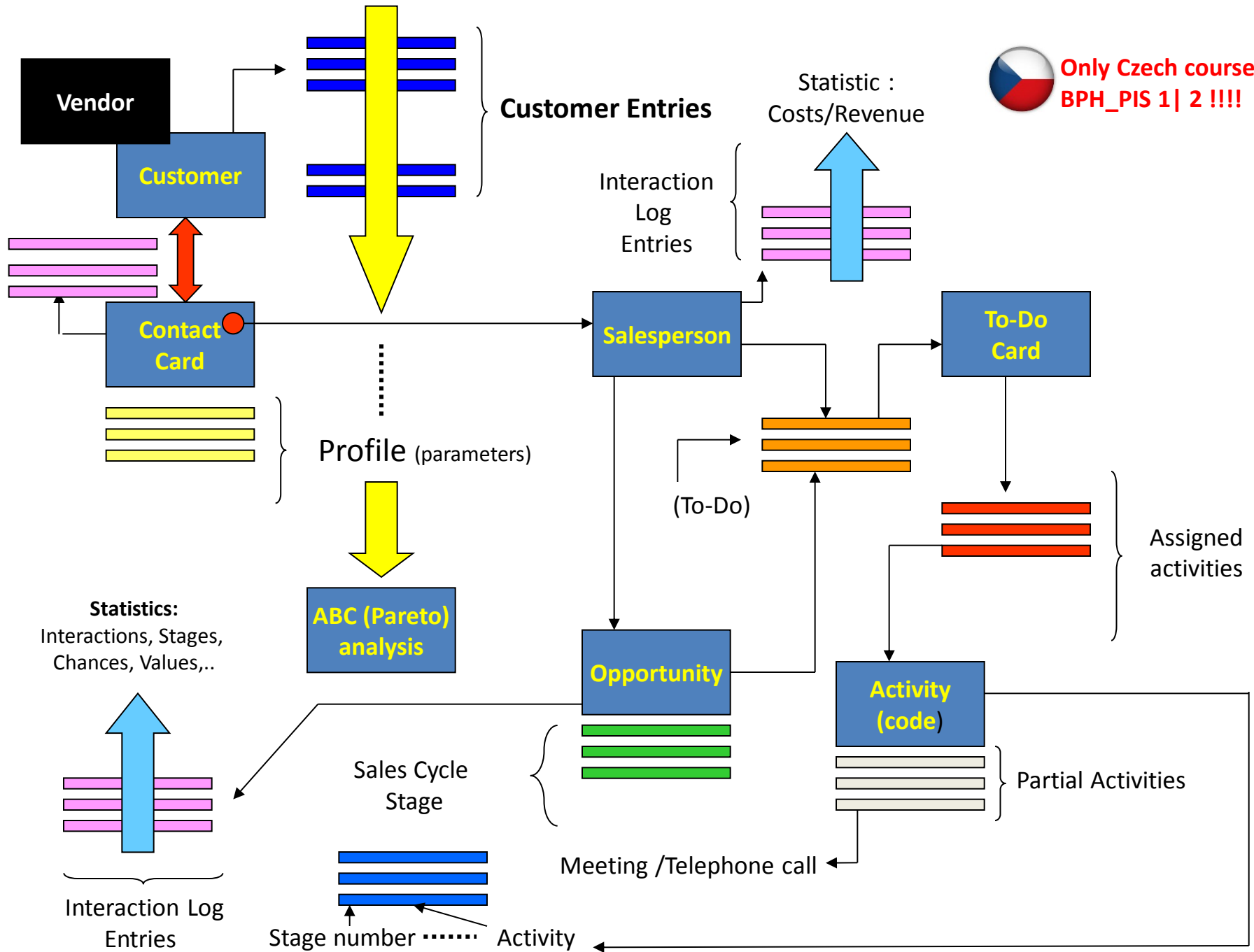
- Relationship management is a customer-oriented feature with service response based on customer input, one-to-one solutions to customers' requirements, direct online communications with customer and customer service centers that help customers solve their issues.
- Sales force automation
 - Sales promotion analysis
 - Advertising
 - Personal selling
 - Direct marketing
 - Public relations
 - automate tracking of a client's account history
 - Use of technology (ERP)
- Opportunity Management

Market leaders

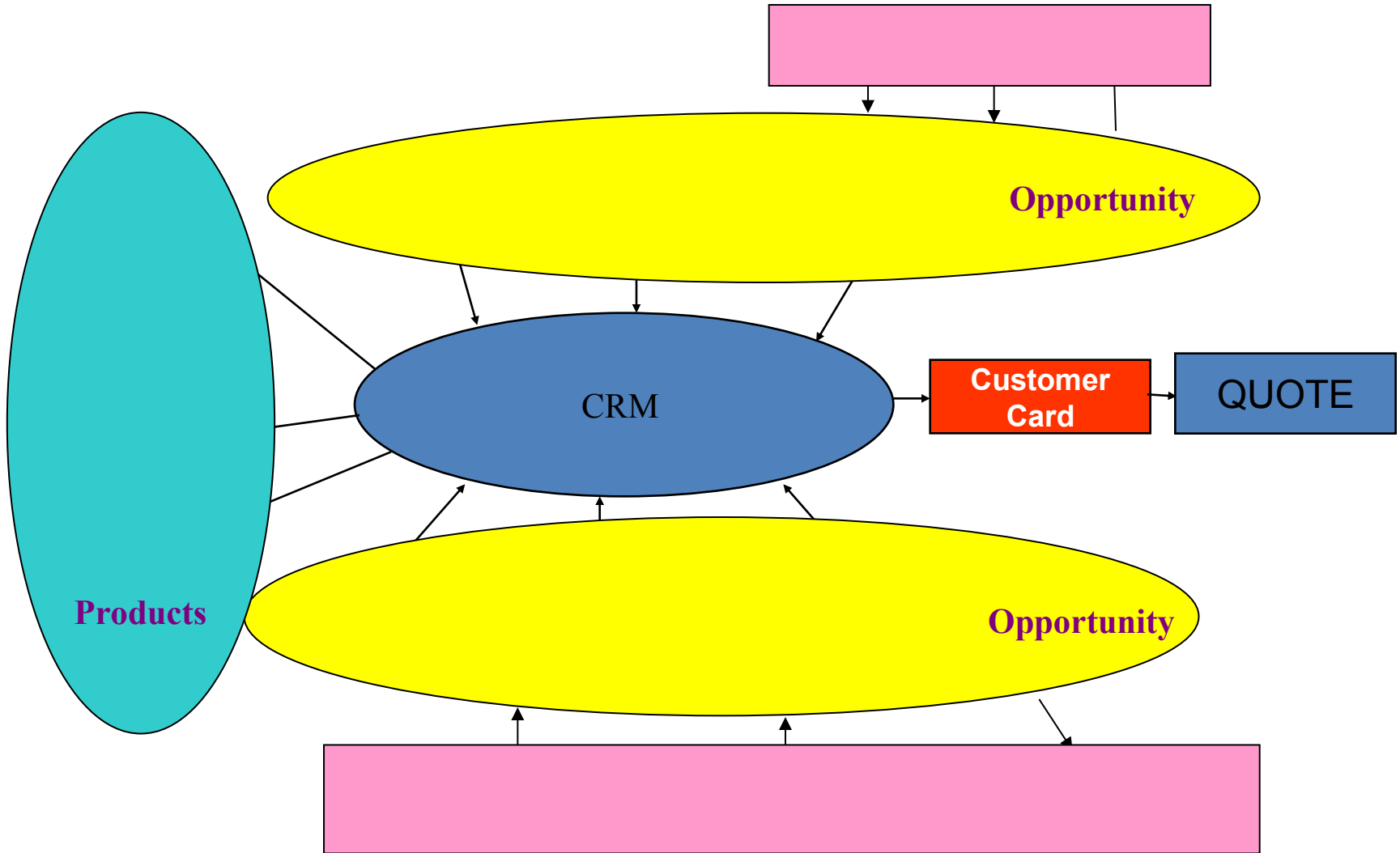
Vendor	2013 Revenue	2013 Share (%)	2012 Revenue	2012 Share (%)
Salesforce.com CRM	3,292	16.1	2,525.6	14.0
SAP AG	2,622	12.8	2,327.1	12.9
Oracle	2,097	10.2	2,015.2	11.1
Microsoft Dynamics CRM	1,392	6.8	1,135.3	6.3
Others	11,076	54.1	10,086.8	55.7
Total	20,476	100	18,090	100

figures in millions of US dollars

Resource: [^ "Gartner Says Worldwide Customer Relationship Management Market Grew 23 Percent in 2007" \(Press release\). Gartner, Inc. 12 September 2008. Retrieved 2008-08-15.](#)



ERP-CRM



Contact cards

- Contact card- company
- Contact card- person
- Contact Character– profiles, technologies,..
- Interactions
- Business Opportunities (estimated close date and value, probability,..)
- Sales Cycles
- Customer Card creation from Contact card
- Quotes

Karta kontaktu- společnost (hlavička karty) I

Správce vztahů

- Kontakty
- Prodejci
- Tahly
- Kampaně
- Segmenty
- Příležitosti
- Úkoly
- Sestavy

Obecné	Spojení	Segmentace	Ekonomika	Zahr.obchod	Commerce Portal	Tech.profil	Pipeline	Rizika
Číslo	9631							
Typ								
Číslo společnosti	9631							
Název společnosti	DRIPOL,s.r.o.							
Název	DRIPOL,s.r.o.							
Název 2								
Adresa	Kulinářská 1							
PSC/město	602 00	Brno						
Kód země	CZ							
Vyhledávací název	DRIPOL,S.R.O.							
Primární kontakt								
Komunikační styl	Neznámý							
Kód prodejce	JSK							
Decision Maker								
Funkce								
Typ nakupujícího	Neznámý							
Pro nás								
Změněno dne	21.09.06							
Kód typu								
Kód původu kontaktu	ALBERTINA							
Fáze obch.příležitosti	PROSPECT							

Kontakty typu osoba



Contact Card

The screenshot shows a CRM interface with a 'Sales & Marketing' sidebar on the left and a main 'Contact Card' window on the right. The sidebar includes folders for Sales, Order Processing, Marketing, Reports, Periodic Activities, Setup, Inventory & Pricing, Analysis & Reporting, History, and Setup. The 'Marketing' folder is expanded, and 'Contacts' is highlighted with a red box and an arrow pointing to the main window.

The main window is titled 'CT000001 The Cannon Group PLC - Contact Card' and has tabs for 'General', 'Communication', 'Segmentation', and 'Foreign Trade'. The 'General' tab is active, showing various fields for contact information:

- No.: CT000001
- Type: Company
- Company No.: CT000001
- Company Name: The Cannon Group PLC
- Name: The Cannon Group PLC
- Address: 192 Market Square
- Address 2: (empty)
- Post Code/City: B27 4KT, Birmingham
- Country/Region Code: GB
- Search Name: THE CANNON GR...
- Phone No.: (empty)
- Salesperson Code: PS
- Salutation Code: COMPANY
- Last Date Modified: 11.12.10
- Date of Last Interaction: 26.01.12
- Last Date Attempted: 26.01.12
- Next To-do Date: 24.01.12

Below the form is a table with columns 'Question', 'Answer', 'Ques...', and 'Last Date ...':

Question	Answer	Ques...	Last Date ...
Discount (%) Last Year	Low discount usage		31.01.12
Customer Purchase Frequency...	> 5 times a year		31.01.12
Customer Purchase Frequency...	> 5 times a year		31.01.12
Turnover (LCY), Last Year	low (below 1,000)		31.01.12
Turnover (LCY), Current Year	High (over 4,000)		31.01.12
Discount (%) Current Year	Medium discount usage		31.01.12
Profit (LCY) Current Year	Top 25 % of Customers		31.01.12
Company Ownership	Stock Exchange		31.01.12
▶ No. of employees	1..99		31.01.12

At the bottom of the window are buttons for 'Contact', 'Functions', 'Create Interact', and 'Help'.

Contact Card- Person

CT100216 Bonnie Kearney - Contact Card

General | Communication | Segmentation | Foreign Trade

No. CT100216 Search Name BONNIE KEARNEY

Type Person Phone No.

Company No. CT100245 Salesperson Code DC

Company Name TenTails Direct Ltd Salutation Code F

Name Bonnie Kearney Last Date Modified 20.10.14

Address Tower Road Date of Last Interaction

Address 2. Last Date Attempted

Post Code/City TA3 4FD Newquay Next To-do Date

Country/Region Code GB

Question	Answer	Ques...	Last Date ...
Personality	Extrovert		20.10.14
Educational level	Skilled		31.01.12
Marital Status	Married		31.01.12
Hobbies	Hunting		20.10.14
Hobbies	Golf		31.01.12
Hobbies	Football		31.01.12
▶ Sex	Female		31.01.12

Profile

Contact Functions Create Interact Help

Contact Card- Company-person new

CT000144 Fast software company - Contact Card

General Communication Segmentation Foreign Trade

No. CT000144 Search Name FAST SOFTWARE...

Type Company Phone No.

Company No. CT000144 Salesperson Code JR

Company Name Fast software company Salutation Code COMPANY

Name. Fast software company Last Date Modified 20.10.14

Address Steven Jibs Avenue 1 Date of Last Interaction

Address 2. Last Date Attempted

Post Code/City ZA-8000 Cape Town Next To-do Date

Country/Region Code ZA

Question	Answer	Ques...	Last Date ...
Additional Business Relations	Partner		20.10.14
Company Ownership	Stock Exchange		20.10.14
▶ No. of employees	1..99		20.10.14

Contact Functions Create Interact Help

CT000145 Garry Hilton - Contact Card

General Communication Segmentation Foreign Trade

No. CT000145 Search Name GARRY HILTON

Type Person Phone No.

Company No. CT000144 Salesperson Code JR

Company Name Fast software company Salutation Code UNISEX

Name. Garry Hilton Last Date Modified 20.10.14

Address Steven Jibs Avenue 1 Date of Last Interaction

Address 2. Last Date Attempted

Post Code/City ZA-8000 Cape Town Next To-do Date

Country/Region Code ZA

Question	Answer	Ques...	Last Date ...
▶ Personality	Analytical		20.10.14
Educational level	Master/ Ph.d		20.10.14
Marital Status	Married		20.10.14
Hobbies	Golf		20.10.14
Hobbies	Football		20.10.14
Sex	Male		20.10.14

Contact Functions Create Interact Help

New interaction

CT000145 Garry Hilton - Contact Card

General Communication Segmentation Foreign Trade

No. CT000145 Search Name GARRY HILTON
Type Person Phone No.
Company No. CT000144 Salesperson Code JR
Company Name Fast software company Salutation Code UNISEX
Name Garry Hilton Last Date Modified 20.10.14
Address Steven Jibs Avenue 1 Date of Last Interaction
Address 2 Last Date Attempted
Post Code/City ZA-8000 Cape Town Next To-do Date
Country/Region Code ZA

Question	Answer	Ques...	Last Date ...
Personality	Analytical		20.10.14
Educational level	Master/Ph.d		20.10.14
Marital Status	Married		20.10.14
Hobbies	Golf		20.10.14
Hobbies	Football		20.10.14
Sex	Male		20.10.14

Contact Functions **Create Interact** Help



CT000144 Fast software company CT000145 Garry Hilton - Create Inte...

This wizard helps you to create interactions and record information regarding their cost, duration and connection to a campaign.

Who are you interacting with?
Garry Hilton

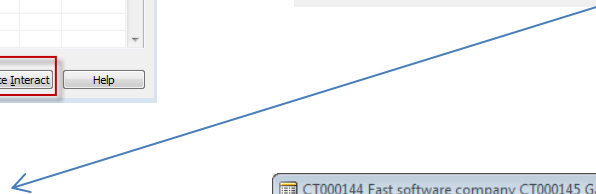
What is the type of interaction?
MEETINV

Language Code

Who is the salesperson responsible?
JR

Describe your interaction.
Quotation during meetin

< Back **Next >** Finish Cancel



CT000144 Fast software company CT000145 Garry Hilton - Create Inte...

The following fields are optional. If you want to log your interaction now, click Finish.

Correspondence Type

When did the interaction take place?
09.09.12 11:00:00

What is the direction of the information flow?
Outbound

Initiated By
Us

Enter the evaluation of the interaction here:
Very Positive

The interaction attempt was successful.

< Back **Next >** Finish Cancel



CT000144 Fast software company CT000145 Garry Hilton - Create Inte...

The following fields are optional. If you want to log your interaction now, click Finish.

What is the cost of the interaction (LCY)?
1 000,00

How long did the interaction last (Min.)?
360

< Back **Next >** Finish Cancel

New interaction

CT000144 Fast software company CT000145 Garry Hilton - Interaction Log Entries *Interaction entry*

C...	A...	Date	Interactio...	Description	Attachment	Contact No. E...	Cost (LCY)	Duration (Min.)	Salespers...	Campa
		09.09.12	MEETINV	Quotation during meetein		CT000145 V..	1 000,00	360	JR	



Create new opportunity

Address Steven Jibs Avenue 1 Date of Las
Address 2. Last Date A
Post Code/City ZA-8000 Cape Town Next To-do
Country/Region Code ZA

Question	Answer
Additional Business Relations	Partner
Company Ownership	Stock Exchange
No. of employees	1..99

- Remaining groups
- Profiles
- Statistics F9
- Picture
- Comments
- Alternative Address
- Interaction Log Entries Ctrl+F5
- Postponed Interactions
- To-dos
- Opportunities**
- Segments
- Sales Quotes
- Customer/Vendor/Bank Acc.
- Online Map

Contact Functions Create Interact Help

New opportunity

CT000144 Fast software company - Create Opportunity

This wizard helps you to create opportunities.

Describe the opportunity.
Selling MS Dynamics NAV

What is the date of the opportunity?
09.09.12

What is the priority of the opportunity?
Normal

< Back Next > Finish Cancel



CT000144 Fast software company - Create Opportunity

You must now record the Contact, Salesperson and Sales Cycle of this Opportunity.

Which contact is involved?
Fast software company

Which salesperson is involved with this opportunity?
JR

What is the sales cycle code?
EX-LARGE

Sales Cycles

Code	Description	Probability Calcula...	B...	C...
EX-LARGE	Existing customer - Large acc.	Multiply		
EX-SMALL	Existing customer - Small acc.	Add		
FIRSTLA...	First time - Large account	Multiply		
FIRSTSM...	First time - Small account	Add		

Contact Name

OK Cancel Sales Cycle Help

New opportunity

CT000144 Fast software company - Create Opportunity

You can now specify the estimated values regarding the opportunity if you activate the first sales cycle stage.

Activate the First Stage.

What is the estimated sales value (LCY)?
1 000 000,00

What are the chances of success (%)?
20

What is the estimated closing date?
12.12.12

opportunity

< Back Next > Finish Cancel

New opportunity

OP000001 Selling MS Dynamics NAV - Opportunity Card

General

No. OP000001 Campaign No.

Description Selling MS Dynamics NAV Priority Normal

Contact No. CT000144 Sales Cycle Code EX-LARGE

Contact Name. Fast software company Status In Progress

Contact Company Name. Fast software company Closed

Salesperson Code JR Creation Date 09.09.12

Sales Document Type Date Closed.

Sales Document No.

Active	Action Taken	Sales Cycle Stage	Date of Change	Estimated Close Date	Estimated Value (LCY)	Calcd. Current Value (LCY)	Completed %	Chances of Success %	Probability %
▶	✓	1	09.09.12	12.12.12	1 000 000,00	4 000,00	2	20	0

Sales Cycle Stages List

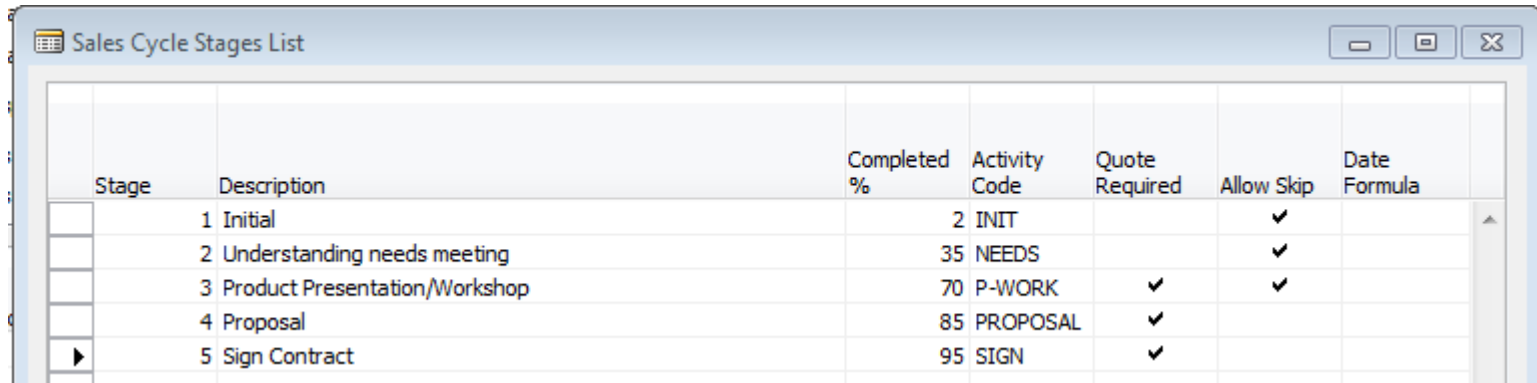
Stage	Description	Complete...	Activity C...	Quote Re...	Allow Skip	Date For...	C...
▶	1 Initial		2 INIT		✓		
	2 Understanding needs meeting		35 NEEDS		✓		
	3 Product Presentation/Workshop		70 P-WORK	✓	✓		
	4 Proposal		85 PROPOSAL	✓			
	5 Sign Contract		95 SIGN	✓			

OK Cancel Sales Cy... Help

Opportunity Functions Create Oppo... Help

From here you can create various To-Dos and and change Sales Cycle stages

Sales Cycle Stages



Stage	Description	Completed %	Activity Code	Quote Required	Allow Skip	Date Formula
	1 Initial		2 INIT		✓	
	2 Understanding needs meeting		35 NEEDS		✓	
	3 Product Presentation/Workshop		70 P-WORK	✓	✓	
	4 Proposal		85 PROPOSAL	✓		
▶	5 Sign Contract		95 SIGN	✓		

Contact card->To-Dos->Activities



Only Czech course
BPH_PIS1|2 !!!!

CT000144 Fast software company - Contact Card

General Communication Segmentation Foreign Trade

No. CT000144 Search Name FAST SOFTWARE...

Type Company Phone No.

Company No. CT000144 Salesperson Code JR

Company Name Fast software company Salutation Code COMPANY

Name Fast software company Last Date Modified 20.10.14

Address Steven Jibs Avenue 1 Date of Last Interaction 09.09.12

Address 2. Last Date Attempted 09.09.12

Post Code/City ZA-8000 Cape Town Next To-do Date 09.09.12

Country/Region Code ZA

Question	Answer
Additional Business Relations	Partner
Pareto	C
Company Ownership	Stock Exchange
No. of employees	1..99

Contact Functions Create Interact Help

To-Dos



CT000144 Fast software company - To-do List

Closed	Starting Date	Type	Description	Priority	Status	Organizer To-do No.	Date Closed	Canceled	Comment	Contact No.	Salesperson Code
	09.09.12		Verify quality of opportunity	High	Not Started	TD000051				CT000144	JR
	16.09.12		Identify key persons	Normal	Not Started	TD000053				CT000144	JR

Contact Name: Fast software company Contact Company Name: Fast software company

Assign activities

To-do Functions Create To-do Help

Contact card->To-Dos->Activities



Only Czech course
BPH_PIS1|2 !!!!

CT000144 Fast software company - Assign Activity

This wizard helps you to assign activities. The Meeting Organizer field should be filled in if this activity is assigned to a team and contains a To-do of type Meeting.

What is the activity code?
P-PRES

What is the activity start date?
21.10.14

Which contact is involved in this activity?
Fast software company

Who is the salesperson responsible?

Which team is involved in this activity?
SALE

Who is the meeting organizer?

< Back Next > Finish Cancel

Activity List

Code	Description
C-PRES	Company Presentation to-dos
INIT	Initial to-dos
NEEDS	Understanding needs to-dos
PROPOSAL	Proposal to-dos
▶ P-PRES	Product Presentation
P-WORK	Presentation/Workshop
QUAL	Qualification to-dos
SIGN	Sign Contract to-dos
WORKS...	Workshop to-dos

OK Cancel Activity Help

CT000144 Fast software company - Assign Activity

This wizard helps you to assign activities. The Meeting Organizer field should be filled in if this activity is assigned to a team and contains a To-do of type Meeting.

What is the activity code?
P-PRES

What is the activity start date?
21.10.14

Which contact is involved in this activity?
Fast software company

Who is the salesperson responsible?

Which team is involved in this activity?
SALE

Who is the meeting organizer?

< Back Next > Finish Cancel

P-PRES Product Presentation - Activity

Code P-PRES
Description Product Presentation

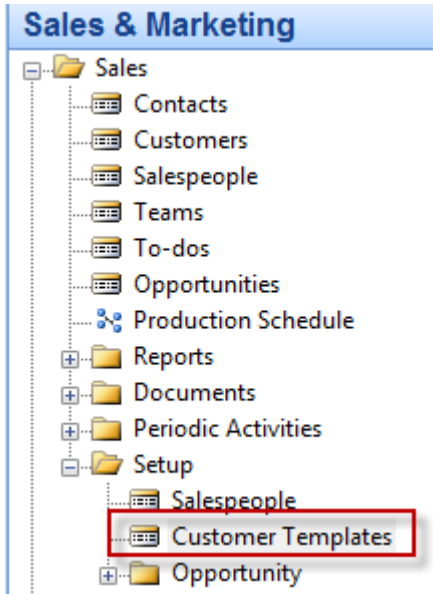
Type	Description	Priority	Date Formula
▶ Phone Call	Make appointment for product pres...	Normal	
	Confirm product presentation in wri...	High	+2D
	Book necessary equipment	Normal	+2D



How to create a new customer from contact card



Only Czech course
BPH_PIS1| 2 !!!!



ZAR LARGE - Customer Template Card

General

Code	ZAR LARGE	Gen. Bus. Posting Group .	NATIONAL
Description	Large SA company	VAT Bus. Posting Group .	NATIONAL
Country/Region Code . .	ZA	Customer Posting Group .	DOMESTIC
Territory Code	CAPE	Customer Price Group . .	TOP1
Currency Code	ZAR	Customer Disc. Group . .	LARGE ACC
		Allow Line Disc.	<input checked="" type="checkbox"/>
		Invoice Disc. Code . . .	ZAR LARGE
		Payment Terms Code . . .	14 DAYS
		Payment Method Code . .	BANK
		Shipment Method Code .	DELIVERY

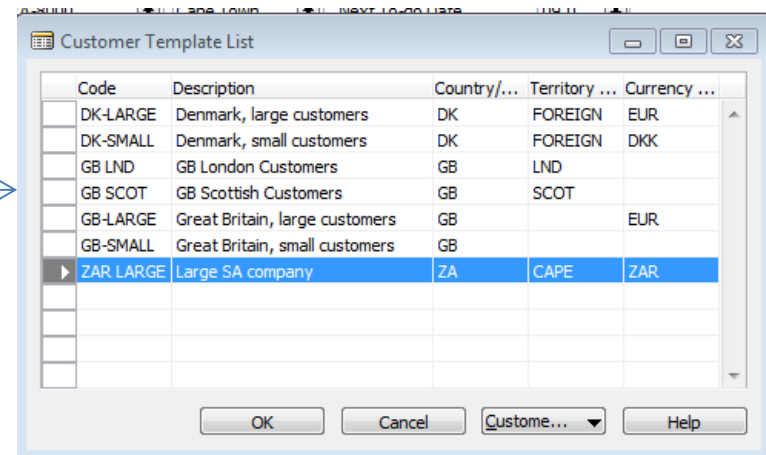
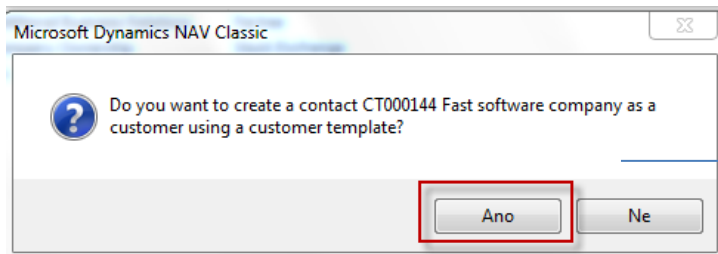
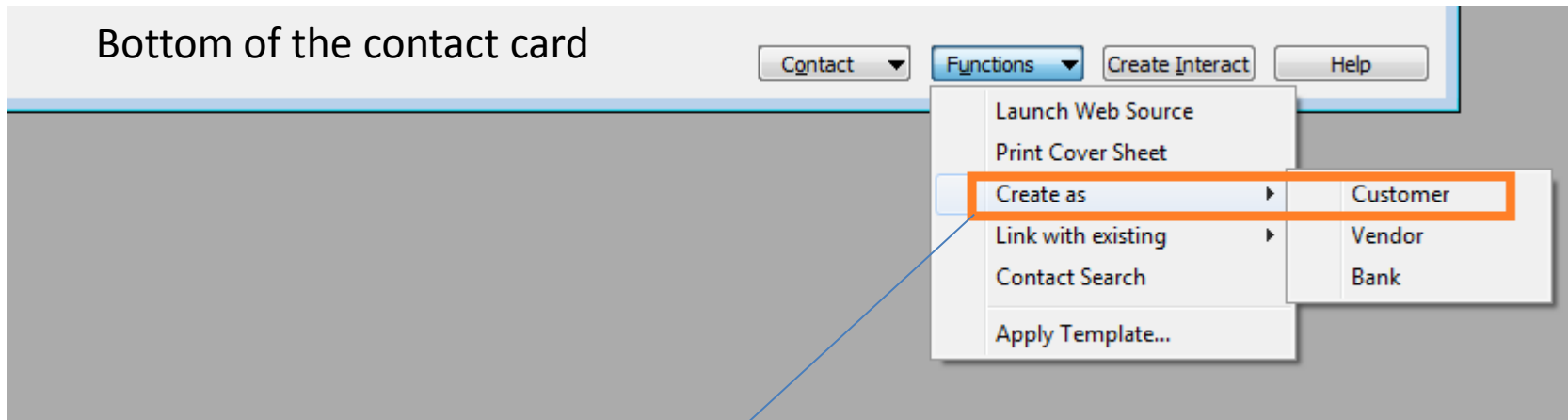
Enter data either by writing
or by use Look-up (F6)

Custom... Sales Help

How to create a new customer from contact card



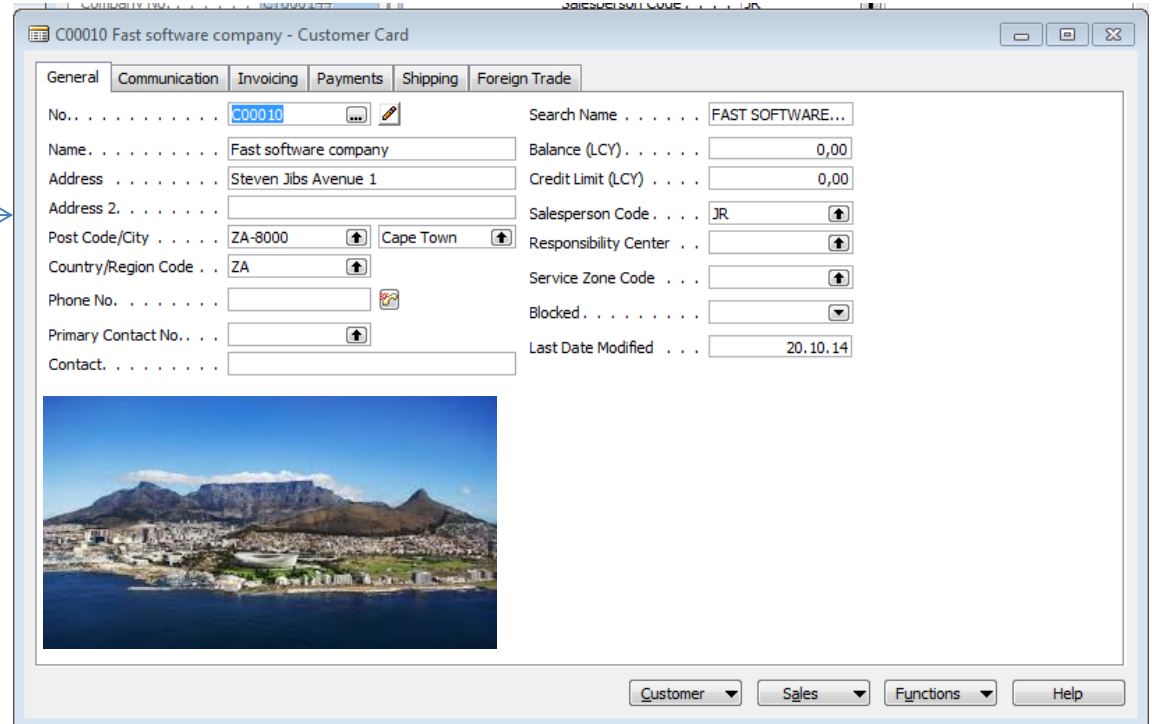
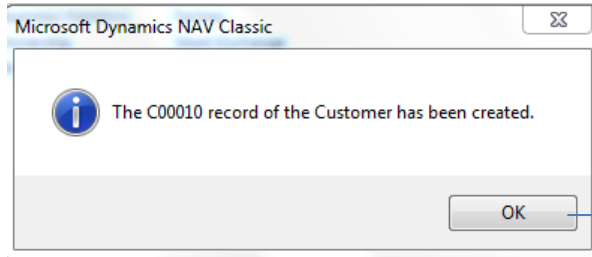
Only Czech course
BPH_PIS 1| 2 !!!!



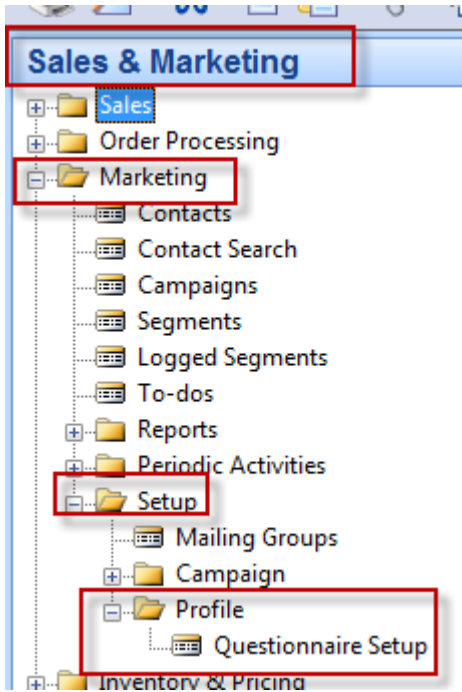
How to create a new customer from contact card



Only Czech course
BPH_PIS2| 1 !!!!



Personal profile creation



Profile Questionnaire Setup

Profile Questionnaire C... COM... ↑

T...	Description	Multiple A...	Priority	Auto Con...	From Value	To Value	No. of Co...
▶ Q..	No. of employees						
A..	1..99		Normal				39
A..	100..499		Normal				57
A..	500..999		Normal				15
A..	1000+		Normal				7
▶ Q..	Company Ownership						
A..	Stock Exchange		Normal				71
A..	Family		Normal				28
A..	Foundation		Normal				18
A..	Government		Normal				1
A..	Institution		Normal				2

Line Functions Help

Profile Questionnaires

Code	Description	Priority	Contact Type	Business ...
▶ COMPANY	General company information	Normal	Companies	
CUSTOMER	Customer information	Normal	Companies	CUST
LEADQ	Lead Qualification	Normal	Companies	PROS
PERSON	General personal information	Normal	People	
PORTF	Customer Portfolio Management	Normal	Companies	CUST
POTENTIAL	Customer Sales Potential	Normal	Companies	CUST
SATISF	Customer Satisfaction Index	Normal		CUST

OK Cancel Edit Questio... Help

Personal profile creation



Profile Questionnaire Setup

Profile Questionnaire C... PERSON

T... Description	Multiple A...	Priority	Auto Con...	From Value	To Value	No. of Co...
Q.. Sex						
A.. Male		Low				152
A.. Female		Low				96
Q.. Hobbies	✓					
A.. Football		Low				51
A.. Golf		Low				87
A.. Tennis		Low				81
A.. Hunting		Low				67
A.. Other outdoor		Low				67
A.. Theater		Low				48
A.. Literature		Low				29
A.. Design		Low				32
Q.. Marital Status	✓					
A.. Married		Low				116
A.. Children		Low				102
Q.. Educational level						
A.. Master/ Ph.d		Normal				10
A.. Bachelor		Normal				58
A.. Skilled		Normal				123
Q.. Personality	✓					
A.. Extrovert		Normal				74
A.. Analytical		Normal				41

Line Functions Help

Profile Contacts

Contact No.	Contact Company Name	Contact Name
CT000145	Fast software company	Garry Hilton
CT100125	Cane Showroom	Andrew Lan
CT100131	Rent a Truck	Kevin F. Browne
CT100132	Spotsmeyer's Furnishings	Andrew Cencini
CT100135	Viksjo Snickerifabrik AB	Andreas Berglund
CT100141	Boybridge Tool Mart	John Tippett

Add a new question

Ques...	Drinks	✓	
Answer	Whisky		Normal
Answer	Wine		Normal
Answer	Beer		Normal
Answer	Water		Normal
Answer	Coca-Cola		Normal

Personal profile creation



CT100197 Amy E. Alberts - Contact Card

General Communication Segmentation Foreign Trade

No. CT100197 Search Name AMY E. ALBERTS

Type Person Phone No.

Company No. CT100017 Salesperson Code AH

Company Name Furnitures At Work Salutation Code F

Name Amy E. Alberts Last Date Modified

Address 854 Theater Road Date of Last Interaction

Address 2. Last Date Attempted

Post Code/City WD1 6YG Watford Next To-do Date

Country/Region Code GB

Question	Answer
Educational level	Skilled
Hobbies	Literature
▶ Sex	Female

CT100017 Furnitures At Work CT100197 Amy ...

Profile Questionnaire C... PERSON

T...	Description	Set
A..	Bachelor	
A..	Skilled	✓
Q..	Personality	
A..	Extrovert	
A..	Analytical	
Q..	Drinks	
A..	Whisky	✓
A..	Wine	✓
A..	Beer	✓
▶ A..	Water	✓

Help

Help

Personal profile creation



CT100197 Amy E. Alberts - Contact Card

General Communication Segmentation Foreign Trade

No. CT100197 Search Name AMY E. ALBERTS

Type Person Phone No.

Company No. CT100017 Salesperson Code AH

Company Name Furnitures At Work Salutation Code F

Name. Amy E. Alberts Last Date Modified

Address 854 Theater Road Date of Last Interaction

Address 2. Last Date Attempted

Post Code/City WD1 6YG Watford Next To-do Date

Country/Region Code GB

Question	Answer
Drinks	Water
Drinks	Beer
Drinks	Wine
Drinks	Whisky
Educational level	Skilled
Hobbies	Literature
Sex	Female

Pareto analysis based on company profile



Only Czech course
BPH_PIS 1|2 !!!!

Profile Questionnaires

Code	Description	Priority	Contact Type	Business ...
COMPANY	General company information	Normal	Companies	
CUSTOMER	Customer information	Normal	Companies	CUST
LEADO	Lead Qualification	Normal	Companies	PROS
PARETO	Pareto analysis	Normal	Companies	CUST
PERSON	General personal information	Normal	People	

Add new line

Profile Questionnaire Setup

Profile Questionnaire C... PARETO

Type	Description	Multiple A...	Priority	Auto Con...	From Value	To Value	No. of Co.
Ques...	Pareto						

Line Functions Help

Question Details Shift+F5

Answer Where-Used

Add Question details

Pareto - Profile Question Details

General Classification

Description Pareto

Multiple Answers

Pareto - Profile Question Details

General Classification

Auto Contact Classific...

Customer Class. Field . Sales (LCY)

Vendor Class. Field .

Contact Class. Field . Answer Points

Min. % Questions ...

Starting Date Formula . -5Y

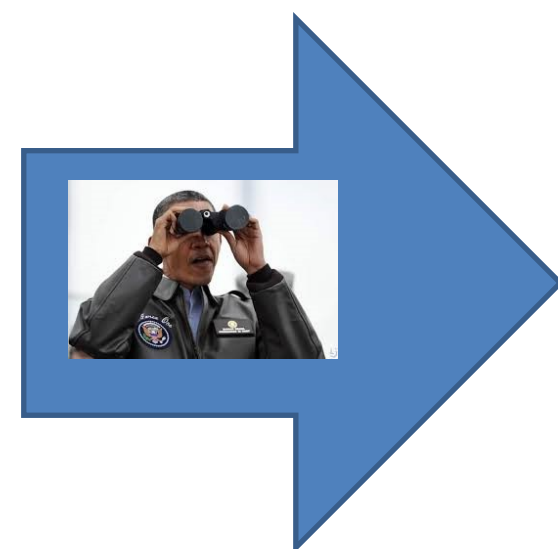
Ending Date Formula . CM

Classification Method . Defined Value

Sorting Method . . .

No. of Decimals 0

Help



Pareto analysis based on company profile



Only Czech course
BPH_PIS 1|2 !!!!

Profile Questionnaire Setup

Profile Questionnaire C... PARETO

Type	Description	Multiple Answers	Priority	Auto Contact ...	From Value	To Value	No. of Contacts
Ques...	Pareto	✓		✓			
Answer	A		Normal		10 001	4 000 000	3
Answer	B		Normal		5 001	10 000	1
Answer	C		Normal			5 000	65

Line Functions Help

CT000002 Selangorian Ltd. - Contact Card

General Communication Segmentation Foreign Trade

Company No. CT000002

Company Name Selangorian Ltd.

Address 153 Thomas Drive

Country/Region Code GB

Question	Answer
Discount (%) Current Year	Low discount usage
Discount (%) Last Year	Low discount usage
Pareto	B
Customer Purchase Frequency...	3-5 times a year

- Create Rating
- Update Classification**
- Move Up
- Move Down
- Print
- Test Report

End of the section XVI.

