



Microsoft Dynamics™ CRM 4.0 White Paper

Media & Entertainment Company Implements Microsoft
Dynamics™ CRM Solution to Improve Business



“With Microsoft Dynamics™ CRM 4.0 we have the right tool that helps us to strengthen and grow our business.”

Mr. Arshad Kazi, Vice President-Technology, Fame (I) Limited

Overview

Country or region: India

Industry: Media & Entertainment Services

Customer Profile

“Fame (I) Limited, a company that owns and runs the FAME chain of multiplexes and is listed on the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE), began its story with Fame Adlabs in April 2002. With a short span, the Company has set new properties and 68 screens across the country. Fame has refined the movie viewing experience for cinema patrons and has catalyzed the explosive growth of the multiplex industry across India.”

Business Situation

Keeping in mind the growing business, the company wanted to provide adequate customer services and reporting capabilities. It wanted a powerful, affordable, and scalable customer relationship management (CRM) solution.

Benefits

- ▶ Flexible and Customizable Solution
- ▶ Increases Business Opportunities
- ▶ Secures Customer Information
- ▶ Improves Business Management
- ▶ Simplifies Development
- ▶ Better Contact Management

INTRODUCTION

Fame (I) Limited is an integrated film exhibition and distribution company, operating a chain of multiple movie theatres that offers a world class viewing experience to the consumer. The company however lacked a comprehensive customer management tool that would allow them to collaborate effectively. In order to optimize the success of the company, Fame (I) Limited chose to deploy Microsoft Dynamics™ CRM 4.0. Now, the company has a robust solution that can easily and economically integrate into the company's current systems and delivers functional and technical capabilities that support business operations.

SITUATION

To enhance the market presence, Fame (I) Limited needs to endorse excellent customer services. Today, it provides different ways to book tickets which includes SMS, email or website. Fame (I) Limited maintains customer details to promote, and advertise upcoming releases. With the growing business requirements, company needs relevant data to identify regular customers to provide them excellent services.

SOLUTION

Fame (I) Limited chose to deploy Microsoft Dynamics™ CRM 4.0 because it best met their requirements. Factors that convinced Fame (I) Limited to build the solution on Microsoft Dynamics™ CRM 4.0 platform include:

- ▶ A sophisticated set of building blocks for sales, marketing, and service.
- ▶ Flexible workflow that cuts across and ties the modules together.
- ▶ Role-based security across business entities; and a highly customizable platform.

The company found that the Microsoft Dynamics™ CRM 4.0 platform provided the perfect framework on which it could build such a comprehensive and customized CRM solution, because Microsoft Dynamics™ CRM 4.0 is built on a sophisticated line-of-business application platform; it provides the basic required services upon which developers can build custom solutions, tailored to specific business needs. The CRM solution provides basic insights into following modules and functionalities:

- ▶ Customer Services;
- ▶ Campaign Management;
- ▶ Reporting automation and Compliance reporting automation.



“Microsoft Dynamics™ CRM 4 .o, an enterprise class CRM solution, which is used all across the globe by various customers for automating business processes, met our biggest requirement of organizing, storing, and accessing customer data effectively.”

**Mr. Arshad Kazi,
Vice President-Technology, Fame (I) Limited**

About Religare Technologies

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Microsoft Dynamics™ CRM 4 .o responds faster to customer service issues. It empowers, anticipate, address and deliver consistent, efficient customer care support that contributes to long-term business profitability. Microsoft Dynamics™ CRM 4 .o provides functionality for:

- ▶ Account and Contact Management
- ▶ Case and Interaction Management
- ▶ Product and Contract Management
- ▶ Knowledge-base Management
- ▶ Service Scheduling
- ▶ Workflow across teams and Groups
- ▶ Service Reporting and Analysis

BENEFITS

Microsoft Dynamics™ CRM 4 .o provides a robust solution along with features, flexibility, and customer details to optimize the effectiveness of media and Entertainment Company.

Flexible and Customizable Solution

The flexibility of Microsoft Dynamics™ CRM 4 .o empowers Fame (I) Limited to build a sophisticated solution that reaches beyond the realm of customer relationship management. The solution can be easily adapted to meet specific requirements of Fame (I) Limited.

Increases Business Opportunities

Microsoft Dynamics™ CRM 4 .o has helped Fame (I) Limited to increase business opportunities and expands business opportunities to track all potential customers.

Improves Business Management

Many expanded capabilities in Microsoft Dynamics™ CRM 4 .o, such as end-to-end relationships and improved workflow, have helped the company to streamline business operations and provide an integrated view.

Simplifies Development

A key benefit of working with the Microsoft Dynamics™ CRM 4 .o is its simplicity. The learning curve for development is incredibly short and developer-friendly. The architecture of the Dynamics™ CRM platform is consistent with this approach and allows the company to deliver and implement its integrated solutions faster.

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