

G  **CS**

// CUSTOMER STORY

FUN@SUN

Digital transformation of customer service using
a cloud CRM system based on Dynamics 365



Decreasing the
time and costs
for processing
customer
requests by
80%



BACKGROUND

FUN@SUN (ex TUI Russia&CIS) is the leading travel marketplace. While COVID-19 hit the travel industry hard, FUN@SUN found ways to push forward. With a goal to unify customer data in a single source, it launched Microsoft Dynamics 365 online.

RESULTS

- Digital support for the development of the company's market model.
- Reduction of service time across all channels.
- Increase of conversion and reduction of customer losses.
- Optimization of relationships with franchisees.
- Data-driven decision making - transparent sales and service reporting (Power BI).

Cooperation with GMCS continues.

JOURNEY INTO THE DIGITAL WORLD

Data-driven management in FUN@SUN started at the right time—just before COVID-19 hit the travel industry. Even before 2020, one of the challenges was obtaining a single source of customer data. To address this, it launched Microsoft Dynamics 365 online with the help of IT partner GMCS. “With the CRM system, various departments and partners could communicate ‘in the same language’ while using a single source of data management and reporting. It really helped reduce the time needed to collect and analyze information of different profiles,” explains Timur Ragimov, CRM Project Manager at FUN@SUN.

While COVID-19 brought about a time of uncertainty for many in the travel industry, FUN@SUN stayed ahead of the game. “Dynamics 365 helped us to minimize our losses under quarantine measures,” Ragimov shares. “We decreased the time and costs for processing customer requests by 80 percent. We could also unify more than 15 lead generation sources and evenly distribute and process them, controlling the conversion”.

NEW LEADS, BETTER CONNECTIVITY

With all data at hand, FUN@SUN discovered new sales opportunities. It found a gold mine in integrating and controlling the lead generation sources.

“Now that they are united in one system, we can not only see where they come from and focus on the main sources, but also cut costs by automatically erasing duplicate leads. The system enables smart lead distribution among the team. Thanks to the integration between our digital assets, we can find more leads,” says Ragimov.

// QUOTE //



Timur Ragimov, CRM Project Manager, FUN@SUN:

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The company also dramatically improved and sped up customer feedback collection by introducing Customer Voice. With real, up-to-date massive data from customers, spotting problematic areas became easier. This contributed to the transparency in partner relations and enabled more data-based decision making during the company transformation.

Partners are integrated with the CRM system through Power Automate. “Now, we share leads and requests with our franchisees easier. Our relationship with partners has also developed more trust,” highlights Ragimov.

BRIGHT DIGITAL FUTURE

On the customer’s end, it will manage the extra services bundles and budgets when booking hotel rooms. “To stay ahead in the competitive arena of tourism, we have to innovate all the time. Digital products help us achieve that,” says Ragimov.

Publication date: September 2021.

// ECOSYSTEM OF MICROSOFT DYNAMICS SOLUTIONS ON THE PROJECT //

- Cloud Dynamics 365 Sales and Customer Service.
- Power Automate for fast integration.
- Power App Canvas App for coordinated work with partners.
- Customer Voice for quick collection of customer reviews.
- Power BI for consolidated analytics.



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GENERAL INFO

GMCS is a leading company on the Russian IT market in the software development and implementation. The company is among the Top 100 largest IT companies in Russia according to professional ratings.

GMCS helps its customers accelerate their digital transformation using technologies and solutions from leading suppliers, as well as the company's own solutions (including the VerEx Platform).

The company was founded in 1997. GMCS implements projects in various industries in Russia and abroad.

GMCS is a member of Sovcombank Group, one of the largest privately-owned banks in Russia since October 2018.

The company is headquartered in Moscow, branches are in St. Petersburg, Penza, Perm, Tula and Kazan.