

Highlights

- CRM solution provides a 360 degree view of all customer interactions across all organizational divisions
- Solution saves an estimated 5,000 hours per year by eliminating keystroke double entry for all contact and lead information
- Automated reporting process provides senior management team with real-time sales and sales opportunity information
- Familiar tool set fosters high end user adoption

Alberici Group

Robust customer relationship management solution builds organizational collaboration by centralizing customer and sales information

**Key Solution Components**

- Microsoft Dynamics CRM 4.0
- Microsoft Office 2003
- Microsoft Exchange Server 2003
- Microsoft Windows Server 2003
- Microsoft Windows SharePoint Services
- Microsoft Windows Vista®
- Microsoft Windows XP

The Company

The Alberici Group, founded in 1918 and headquartered in St. Louis, MO., is among the largest construction services contractors in the United States with annual revenues exceeding \$1.13 billion. The Alberici Group employs 400 full-time administrative and project personnel with field labor ranging from 500 to 3,000. In addition, to the St. Louis headquarters location, the Alberici Group has corporate offices in Atlanta, Detroit and Burlington, Ontario.

The Business Challenge

The Alberici Group needed a single system for managing accounts, contacts and sales opportunities. The lack of a central location to manage customer relationships and sales opportunities led to low collaboration and zero transparency of customer histories across organizational divisions.

Alberici needed a unified reporting system because divisional sales personnel, managers and staff used different sales processes and systems to manage sales opportunities. Multiple information systems made it difficult to report sales opportunity and forecasting information at the corporate and senior management levels.

The Solution

Aspect developed and deployed an integrated Microsoft Dynamics CRM solution that allows all divisions to manage and track accounts, contacts, associated sales opportunities and customer histories.

Aspect worked with the client to create a single sales process across all divisions and then customized the Microsoft Dynamics CRM system so it aligns with the amended sales process.

Aspect designed and built custom forms and reports that enable users to enter necessary information into the system to drive custom three-year future work reports. Aspect provided proven user adoption strategies and training to enable end users to fully embrace the Microsoft Dynamics CRM solution rollout.



Results

- Divisions use a single sales process to manage accounts, contacts and sales opportunities
- Saves an estimated 5,000 hours per year by eliminating keystroke double entry
- Organization achieves higher level of collaboration and transparency
- Senior management has easy 24x7 access to real-time sales and opportunity information
- CRM solution automates monthly sales reporting processes
- User adoption and training strategies increase system return on investment
- Easy to support and low learning curve

Corporate Headquarters East

300 Apollo Drive
Chelmsford, MA 01824
978 250 7900 office
978 244 7410 fax

Corporate Headquarters West

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
602 282 1500 office
602 956 2294 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

8 Cross Street
25-01/02 PWC Building
Singapore 048424
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

