

Fetco Home Decor Chooses Microsoft® Dynamics Customer Relationship Management (CRM) v4.0

Challenge

Fetco Home Décor (Fetco) is a leading importer and distributor of fine collections of picture frames and photo albums. Fetco was utilizing Excel spreadsheets to capture and submit product specs/designs, and to receive quotes from manufacturers/suppliers. They have approximately 20 users, locations in MA (design/Sales) and Hong Kong, and they work with 15-20 suppliers. Fetco is looking to streamline and improve collaboration between their domestic and overseas' locations, between their designers and suppliers, and their sales reps and retail showrooms. They're looking to eliminate the current silos of product information critical to their business operations, and significantly improve communication and data tracking efficiencies between product design team and suppliers, as well as sales reps and retail showrooms, by centralizing pertinent product data, implementing eMail notification workflows, and providing data retrieval and exception reporting functionality.

Solution

❖ Microsoft Dynamics Customer Relationship Management (CRM)

Fetco selected Microsoft Dynamics CRM, which is a fully integrated customer relationship management (CRM) system that gives them the capability to easily create and maintain a clear view of their Customers from first contact through purchase and post-sales.

Benefits

- ❖ **Comprehensive tracking, facilitation and streamlining of communication and collaboration between Domestic designers and Overseas manufacturers/suppliers;**
- ❖ **Elimination of disparate product, design, specifications, vendor quotes, images, pricing, cost and operational information;**
- ❖ **Critical tracking of Product Development...from design through finished product; and**
- ❖ **Successful load of all customer, Supplier, product and contact data**

Microsoft Dynamics CRM has been used as the foundation for a customized solution to provide a database for storing product data such as specifications, images, vendor quotes, costs and pricing, and product development status, as well as to provide functionality for data retrieval and reporting. Due to the flexibility of being able to create custom tables and attributes in MSCRM and relate them to other entities, as well as the powerful Advanced Find query tool and the ability to export data to Excel, Dynamics CRM was chosen as the foundation to satisfy Fetco's requirements.