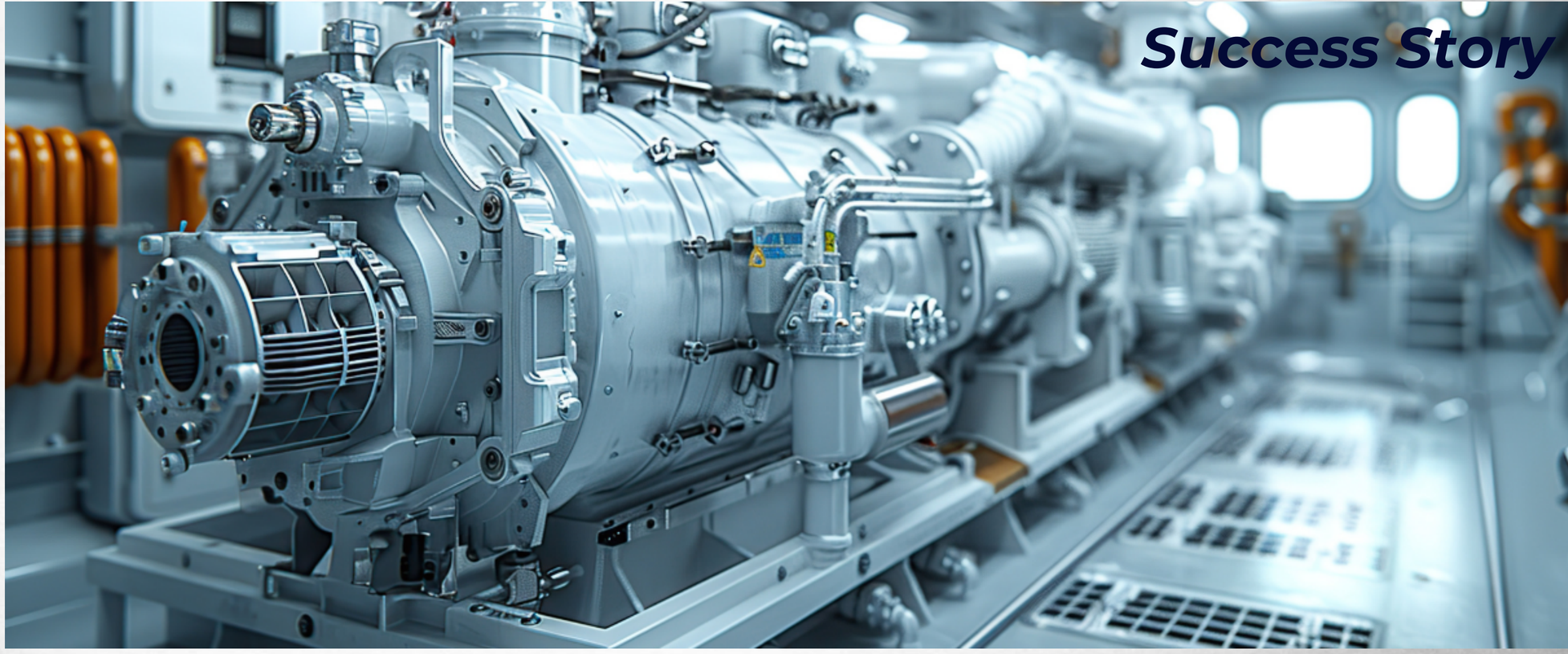
DIS & FARAD SA
Modernizing Sales and Customer Service with Microsoft Dynamics 365 Sales & Customer Service

Case Study

FARAD SA, a company with over four decades of expertise in marine heat exchanger technology, partnered with DIS to accelerate its digital transformation journey. With the implementation of Microsoft Dynamics 365 Sales & Customer Service, FARAD SA successfully modernized its sales and customer service operations. The cloud-based CRM solution delivered by DIS empowers the company with a unified platform for customer management, real-time collaboration, intelligent analytics, and scalable growth – aligning with FARAD's commitment to exceptional customer experience and operational efficiency.

DIS Dynamic Integrated Solutions

FARAD HEAT EXCHANGERS



Success Story

Challenges

Fragmented Tools & Siloed Teams
→ Sales and support departments operated on disconnected systems.

Lack of Unified Customer View
→ Customer data was scattered, limiting visibility and continuity.

Manual & Time-Consuming Processes
→ Daily operations required excessive administrative effort.

Limited Real-Time Collaboration
→ Teams couldn't access or share up-to-date information efficiently.

Growing Business Complexity
→ International expansion increased the need for scalable systems.

Absence of Scalable CRM Infrastructure
→ Legacy tools couldn't support long-term digital growth.

Solution

Unified CRM Platform
→ Centralized environment connecting sales, service, and support teams

Sales & Service Automation
→ Streamlined processes for managing leads, opportunities, and service cases

Data-Driven Insights
→ Real-time dashboards, sales analytics, and customer behavior tracking

Omnichannel Support Capabilities
→ Integrated communication through email, phone, and live chat

ERP System Integration
→ Seamless connection with existing ERP for smooth data flow

Industry-Specific Customization
→ Tailored features for product configuration, production coordination, and service tracking

Benefits

✔ **Accelerated Sales Performance**
→ Faster sales cycles, improved pipeline visibility, and opportunity prioritization

✔ **Smarter Decision-Making**
→ Actionable insights and forecasting based on real-time, trustworthy data

✔ **Enhanced Customer Experience**
→ Personalized and prompt support that strengthens trust and loyalty

✔ **Improved Operational Efficiency**
→ Reduced manual workload, fewer errors, and optimized internal workflows

✔ **Cross-Department Collaboration**
→ Real-time data sharing enhances alignment across sales, service, and production teams