

# Case Studies

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## Chiaphua Components

### Chiaphua Components Secures its Reputation for Outstanding Customer Service with Microsoft Dynamics CRM 4.0

#### Business Situation

Chiaphua Components Group (CCG) is a leader in the global high-performance electrical motors industry. Established in Hong Kong in 1978, the Group includes Chiaphua Components (CCL) and Chiaphua Industrial Motors (CIM), renowned in the sector for quality products and superior customer service.

“Through teamwork and partnerships, we aim to provide our customers with innovative, cost-effective and energy-efficient solutions,” says Paulus F.H. Law, Manager – Information technology, CCL. “We stand out by our commitment and ability to better serve our customers and grow with them in acquiring a competitive edge now and in the future. The result is that CCG has come to represent a new frontier in the high-performance motor products industry.”

CCL follows a made-to-order manufacturing process that is project-based and involves a high degree of customization. Previously, the company did not have a Customer Relationship Management (CRM) system and used various kinds of client records and tracking methodologies, including documents, Microsoft Excel reports and even hand-written notes. “This created different ‘stories’ for a single client and management found it difficult to get a clear view of the whole picture,” says Law.

To remedy this, in 2003, CCG deployed Microsoft Dynamics™ CRM 3.0 and was impressed with the results, especially when the Group restructured, creating multiple, highly-targeted business units in 2008. “The flexibility of [Microsoft] Dynamics™ CRM enabled a much smoother restructuring process,” says Law.

Around the same time, the Group began to consider initiating even greater integration of its CRM and other business systems. They eventually decided to upgrade to Microsoft Dynamics™ CRM 4.0.

“Data is the lifeblood of our business and [Microsoft Dynamics CRM] features enable us to provide an even better services to our customers, but at a lower cost and with shorter turnarounds.”

Paulus F.H. Law,

Manager - Information  
Technology  
Chiaphua Components

#### Solution

“In 2003, when we were exploring different CRM solutions, we found that most products were not really designed with the user in mind,” says Law. “Our sales people found it difficult to make use of their functions. The main reason we chose Microsoft Dynamics CRM is that it is designed to be user-friendly. If our employees can use the system to its fullest, we will get a maximum return on our investment.”

CCL was also attracted to the high level of integration offered by Microsoft Dynamics CRM, especially the seamless integration with Microsoft Exchange Server and Microsoft Outlook, technologies that its employees were already familiar with. “Being well adapted to the [Microsoft] Outlook interface, and pulling together so many functions into one single interface, Microsoft Dynamics CRM ensured a smooth implementation and high level of user uptake,” says Law. “Moreover, its flexibility proved conducive to our restructuring in 2008. Later, when we began considering even greater integration of CRM capabilities with other business systems, a version upgrade was the clear choice.”

#### Benefits

**Greater integration;** Law regards Microsoft Dynamics CRM 4.0 as a centralized platform that integrates data from diverse channels. “With its Web-based architecture, it is excellent at integrating different systems, including our proprietary systems, while leaving out information that is sensitive or irrelevant to customers,” he says.

**Improved collaboration;** “The customer-oriented business operations of CCL depend on reliable communication between sales teams, customers and engineering teams,” says Law. “Most of that communication is conducted via e-mails, with huge amounts of sales-related and technical information going back and forth. As a result, e-mail storage and archiving is mission-critical to CCL and the automated e-mail function of Microsoft Dynamics CRM is highly-beneficial to collaboration in our company.”

**Increased productivity;** the improved integration between front and back-end systems and a minimization of data input has boosted productivity at CCL and Law credits it with improving customer retention. “The customizable interface and data integration of the CRM system promote overall productivity,” he says. “The automated platform saves time and reduces the frequency of data input, enabling our employees to be more responsive to customer needs.”

Additionally, Microsoft Dynamics CRM 4.0 acts as a central hub for information extracted from different internal systems, including proprietary systems and the company’s Enterprise Resource Planning (ERP) system. “For example, actual order status can be viewed in a single interface now,” says Law. “And by directly retrieving data from the ERP system, we can ensure accuracy. Data is the lifeblood of our business and these features enable us to provide an even better service to our customers, but at a lower cost and with shorter turnarounds.”

**Reduced IT maintenance;** “Microsoft Dynamics CRM 4.0 is very stable and intuitive,” says Law. “IT maintenance is kept to a minimum and when there are issues, the response from Microsoft has been excellent. The result is that our IT team can ensure business continuity, reduce costs and transfer time that would be spent on troubleshooting to projects that add value to our business.”

Moving forward, CCL intends to expand the system by adding more modules, including the Marketing module, to standardize sales processes and utilize social media networking, taking advantage of soon-to-be-available Facebook, Twitter and LinkedIn add-ons.

#### Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics provides your people with the business software tools that work like and with the tools they use every day, such as Microsoft Office. Furthermore, as a Microsoft product, it integrates seamlessly with other technologies deployed by your organization. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

#### Solution Overview



**Organization Size:** 200 employees

#### Organization Profile

Established in 1978, Chiaphua Components (CCL) is a part of the Chiaphua Components Group (CCG), a leader in the global high-performance, electrical motors industry.

#### Software and Services

- Microsoft Dynamics CRM
- Microsoft Exchange Technologies
- Microsoft Office Outlook Technologies

**Vertical Industries**  
Manufacturing

**Country/Region**  
Hong Kong SAR

**Business Need**  
Customer Relationship Management (CRM)

**IT Issue**  
Enterprise Resource Planning (ERP)

**Partner(s)**  
Tectura Corporation

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