

Third Largest Agriculture Equipment Provider in Australia Focuses on Customer Experience to Grow



Industry: Agriculture Cooperative

Headquarters: Melbourne, Australia

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**- Zoran Ivanovic
CRM Manager, PFG Australia**

PFG Australia is the 3rd largest Australian importer and distributor of agriculture equipment with ambitious goals to grow their business significantly in the upcoming years. Historically, the company has been selling through a network of independent dealerships, and a few years ago they recognized they weren't hearing what the end customers had to say about their products, dealers and service. They realized they needed to improve the agent and caller experience, in order to grow their customer relationships and work towards their business goals.

After purchasing Microsoft Dynamics CRM to manage their end customer data, they knew they had additional requirements they were looking for. First, they wanted one interface for their agents to view instead of having to train them within a different UI. Secondly, they wanted to decrease average call handling time. In addition, they wanted to start small and have a solution flexible enough to grow with them, which was difficult when many of the solutions proposed to them were more complex than what they needed during their first phase

Solution

Using AMC's DaVinci to connect Microsoft Dynamics and Twilio Flex has helped PFG to jumpstart their customer experience goals. "We have managed to learn more about our customers and improve our service," stated Zoran Ivanovic, CRM Manager at PFG Australia.

Specifically, DaVinci has provided the organization with advanced CTI features like the ability to make outbound calls with click-to-dial and screen pop. Plus, AMC's toolbar, DaVinci Agent, is embedded within the CRM toolbar, so there was no need to train agents on a separate user interface.

The organization is also utilizing DaVinci's omni-channel capabilities with Twilio Flex to route chat and SMS from their website to their agents.

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Benefits

PFG Australia is hoping to expand their contact center in order to provide better service to their dealers and customers, and move from the third largest Australian importer and distributor of agricultural equipment to the second. The organization is happy with the fact that AMC provided them with a two-part solution – not only did they receive the DaVinci Agent toolbar that provides them with advanced CTI features, but also the flexibility of all of the apps DaVinci can connect to, meeting future needs as well.

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