

HEXAWARE

Digitization of Lead-to-Order Process with Microsoft Dynamics 365 for Sales

Driving Efficiency and Growth with CRM-Enabled Sales Transformation for a Leading Recycling and Resource Recovery Services Company.

Case study



Client

| Client

Challenge

Solution

Benefits

Summary

Leading Recycling and Resource Recovery Services

Our client, Enva, is a leading recycling and resource recovery solution provider, with facilities across Europe. The company specializes in recovering a broad range of hazardous and non-hazardous waste materials for reuse in manufacturing and energy conversion.

They provide comprehensive waste management services for all industries, offering various container types and collection options for materials such as wood, oil, chemicals, glass, compost, plastics, aggregates, paper, cardboard, metals, and energy waste—converting them into reusable products. They also offer flexible and eco-friendly skip hire services for construction, clearance, or garden waste, with easy online ordering. Specialist services include safe handling and treatment of hazardous waste, industrial and confined space cleaning, emergency response, drainage, site restoration, decontamination, and support for third-party collection companies in areas beyond their own fleet coverage.



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Manual Processes, Fragmented Sales, and Customer Engagement Challenges

The client faced several challenges due to the manual, labor-intensive nature of their lead-to-cash processes and the lack of a centralized system for a unified view of customer information.

- **Fragmented sales processes and knowledge gaps:** Sales teams operated in silos, lacking access to historical customer data and context from previous interactions. This resulted in confusion, missed opportunities, and inconsistent customer engagement, as multiple salespeople often approached the same customer with varying pricing.
- **Inefficient lead generation and onboarding:** There was no dedicated strategy for increasing outreach and acquiring new leads. The lengthy and complex customer onboarding process, combined with cumbersome product setup and quote generation, hindered timely revenue generation and responsiveness to customer needs.
- **Insufficient customer segmentation and personalization:** The lack of effective customer segmentation limited personalized communications and targeted campaigns, negatively impacting customer engagement and satisfaction.

- **Limited real-time insights and cross-selling opportunities:** The client struggled to extract accurate insights in real-time for informed decision-making, resulting in missed cross-sell and up-sell opportunities, along with challenges in subscription management and renewals.
- **Inadequate performance tracking and service quality monitoring:** There was no system to track the quality of services, gather customer feedback, or monitor customer satisfaction metrics. Additionally, sales and service teams lacked structured performance tracking, leading to an ad-hoc operational approach.

These challenges significantly affected the client's ability to manage customer relationships effectively and maximize revenue.



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Transforming Sales with Microsoft Dynamics 365

The client wanted a complete transformation of their manual processes. After evaluating various customer engagement products, they selected the Microsoft Azure ecosystem for its partner-first approach and CSP support model. As a Microsoft Gold consulting partner, Hexaware successfully implemented a Digital Sales Engagement solution for the client.

To initiate the implementation, we focused on the trade waste business unit of the client for the pilot project, given its high-volume transactions and complex procedures. We conducted detailed workshops on design thinking to gain a deeper understanding of the business processes. We then initiated 3-week sprints for the implementation of the product backlog using the Hybrid Agile methodology. We held weekly show-and-tell sessions with end-users to keep them informed and aware of system functionalities. This helped in receiving early feedback.

Additionally, we implemented new processes around a centralized contract coordination team. New responsibilities and accountability for roles were established in the newly created team. We presented innovative Dynamics 365 order management reports and dashboards for each role, providing real-time insights, productivity tracking, and forecasting.

After a successful pilot, the solution was rolled out to the client's depots in different geographies and divisions, and across business units, including construction, waste, and container types such as bags, bins, pallets, and rollers.



Benefits

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Accelerated Onboarding, Enhanced Accuracy, and Value-Added Benefits

Our customer engagement solution delivered significant advantages, including:

- Enabling quicker actions on customer onboarding, lead, order, and invoice generation in alignment with region-specific sales business processes.
- Reducing inaccuracies in invoicing, aged debts, and waste.
- Lowering the volume of credit notes while providing measurable improvements in cash flow.
- Adding customer value with features such as the Clone function and an Adoption dashboard for tracking system usage.
- Optimizing lead, opportunity, quote, and order management through multi-channel engagement and system-driven sales and customer service processes.
- Enabling rapid retrieval of company details for Scotland and Ireland via integration with Companies House and CRO, respectively.
- Offering dynamic pricing options based on waste type and location, along with account-based pricing, overriding rules, and container types.

- Facilitating smart customer credit checks and approval processes, as well as risk assessment for individual customer orders.
- Providing a comprehensive view of customer insights to drive insight-led processes.
- Enhancing the ability to plan, run, and monitor customer segment-focused campaigns.
- Supporting omnichannel, SLA-driven processes and improving customer service with ‘right first time’ invoicing.
- Enabling digital e-signing of service agreements through Adobe Sign and Document Core Pack integration.

“We wanted our sales enablement team to be able to upsell, cross-sell, and, most importantly, provide a quote to the customer out in the field. Hexaware helped us not only with the Dynamics backend implementation but also with the creation of a mobile application that salespeople can use when they’re in front of the customer. This allows them to send a contract digitally to the customer before leaving the building. If the customer wishes, they can e-sign it, and it is then delivered to our back-office systems in real time. This is a significant step forward in terms of productivity for our sales team.”

“Hexaware also helped us with customer onboarding automation, and we used Microsoft Power Apps to automate the journey. This has not only improved our SLA by 40%, but it has also enhanced our perception in the market. It’s a significant differentiator for the sales team when talking to customers, as they can now use Power Apps to automate paperwork that previously had to be completed after leaving the building—either in their car or back at the office. As a result, the turnaround time for our customers has been reduced from three to five days to just a couple of minutes.”

Ian Featherstone
Chief Information Officer, Enva

[Watch Ian talk](#) about how Hexaware helped them maximize their lead generation volume, sales productivity, profit margins, process efficiency, and more.

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Subheading Streamlined Lead-to-Order Transformation

The client faced challenges with manual lead-to-cash processes and fragmented customer information. Hexaware implemented a Digital Sales Engagement solution using Microsoft Dynamics 365 for sales, streamlining processes, enhancing data access, and enabling real-time insights. This transformation improved customer onboarding, reduced invoicing errors, increased cash flow, and added value through features like dynamic pricing and digital signing, benefiting various business units.



Discover how Hexaware's digital sales engagement solution can streamline your sales, enhance customer engagement, and drive real-time insights with Microsoft Dynamics 365. Contact us at marketing@hexaware.com

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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