

# Ei Electronics enhance global business operations with **Dynamics 365 CRM**





**Client:** Ei Electronics

**Contact:** Sam McCarthy Gomez –  
Customer Technical Support

**Industry:** Manufacturing

**Solutions:** Dynamics 365 CRM

Ei Electronics are a multinational electronics company with subsidiaries in Ireland, UK, Australia, USA, Germany, and France. With a primary focus on manufacturing smoke alarms, carbon monoxide detectors, and environmental sensors, Ei Electronics has a global presence, with its largest market being in the UK. The company boasts 1250 employees, with the majority based in Shannon, Ireland, and a history of over 60 years in the business.

A significant portion of the company's products, ranging from smoke alarms to carbon monoxide detectors, is sold in the UK, constituting 70 to 80% of their market. Challenges in sales and marketing, especially related to housing certification work in the UK, prompted the need for streamlining operations.



## Transition to Dynamics 365 CRM

Facing challenges with the existing CRM solution, Ei Electronics looked for a more integrated, user-friendly system that could adapt to evolving business needs.

Dynamics CRM emerged as a potential solution, recommended by their UK subsidiary, Aico. This was due to the need for better integration with Microsoft 365 and their financial systems, as customisation and adaptability were crucial factors in their decision to transition.

## Implementation Process

The implementation process, led by Xperience Business Solutions Consultant, Liam Walton, focused on tailoring Dynamics 365 CRM to meet the unique needs of Ei Electronics' sales and marketing teams.

This involved the implementation of features such as quote generation, contact management, and event tracking for customer interactions.

The emphasis was on creating a centralised platform for improved collaboration among team members.

## Results and Benefits

The transition to Dynamics 365 CRM resulted in an enhanced user experience, particularly with the more user-friendly and accessible mobile app.

The streamlined interface allows for quicker and more efficient sales processes, leading to increased productivity. The centralised platform provides improved recording and management of customer data, quotes, and events.

The flexibility of Dynamics 365 CRM, allowing for adaptability, enabling customisation based on evolving business strategies and market demands was important to Ei Electronics.

*"The sales team has found the new system to be incredibly useful, particularly with its streamlined interface and enhanced accessibility."*

*Tasks that were previously cumbersome and time-consuming are now completed more efficiently, allowing the team to focus on core sales activities."*

*- Sam McCarthy Gomez – Customer Technical Support*



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Sam McCarthy Gomez ,  
Customer Technical Support, EI Electronics





## Challenges and Adoption

Ei Electronics initially faced challenges in gaining buy-in from the sales team. Dynamics 365 CRM was seen as a solution to improve integration and customisation, with the mobile app proving more user-friendly and reducing resistance to adoption.

Liam played a crucial role in the implementation process, ensuring a smooth transition. Helpdesk support from knowledgeable and patient individuals, coupled with training and tweaks during implementation, also contributed to the system's successful adoption.

Positive feedback from users praised the ease and efficiency of the Dynamics 365 CRM system. Benefits included improved recording of contacts, information, and events. Ei Electronics plans to explore additional functionalities and collaborate further with the Xperience team in the future.

## Conclusion

The overall experience with the Xperience team and technical support was positive, with no negative feedback. The professionalism and personability of the team left a lasting impression. Suggestions for improvement included training for system administration.

Dynamics 365 CRM has become an integral part of Ei Electronics strategy for growth and operational efficiency. The collaboration between the company and the Dynamics 365 CRM team underscores the importance of customisation for unique business needs, providing a positive outlook for future use and exploration of Dynamics 365 CRM functionalities.



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