

SaaS CRM Implementation

La Fosse Capability

Delivering citizen-centred CRM platforms that improve service delivery

La Fosse designs and implements SaaS CRM platforms that support citizen, customer and partner engagement across public services. We deliver discovery, configuration, integration and data migration for Dynamics and Salesforce solutions, ensuring compliance with GDS and data-protection standards. Our approach provides a single, trusted view of interactions, enabling better case management, reporting and service outcomes.

CRM design and configuration

Citizen and case-management solutions tailored to service needs

Data migration and integration

Secure migration and integration with back-office and digital services

Compliance and assurance

Alignment with GDS, accessibility and data-protection standards

User adoption and optimisation

Training, support and continuous improvement post go-live

- **CRM discovery, design and configuration**
- **Data migration and system integration**
- **Workflow automation and reporting**
- **Training, adoption and optimisation**

1

Discover and define

Understand service needs, users, data structures and reporting requirements

2

Configure and integrate

Configure CRM platforms, migrate data and integrate surrounding systems

3

Test and deploy

Deliver testing, training and controlled go-live activities

4

Embed and optimise

Support adoption, optimise workflows and provide ongoing support

Proven public sector impact

La Fosse delivers CRM platforms that improve how organisations engage with citizens and stakeholders. We combine structured implementation with governance and change support to ensure CRM solutions are compliant, adopted and deliver measurable service improvements.

Citizen-focused CRM delivery



Supported CRM implementation and optimisation to improve customer engagement and operational visibility.

Outcome: Improved customer insight, more efficient case handling and better service consistency.

Operational CRM and case-management support



Provided CRM and delivery expertise supporting high-volume case and customer interactions.

Outcome: Improved case visibility, stronger reporting and more consistent service delivery.

CRM enablement within complex environments



Delivered CRM-related delivery and integration support across workforce and operational services.

Outcome: Improved data quality, better workflow automation and increased operational confidence.

Delivering positive, lasting impact beyond project outcomes

We're an employee-owned business that believes transformation should empower people as much as technology. Every engagement builds confidence, inclusivity, and self-sufficiency within client teams.

Sustainability and climate

Eco-conscious operations, reduced travel, digital-first engagement, social sustainability through charitable partnerships.

Inclusion and opportunity

Diverse delivery teams, fair pay, early-career pathways via La Fosse Academy.

Wellbeing, culture and communities

Consultant communities, prioritising mental and physical wellbeing, transparency and healthy working practices.

A woman with dark hair in a ponytail is seen from behind, looking out a train window. The background is blurred, suggesting motion. The entire image has a purple overlay.

Thank you