

**Kick**

SERVICE DEFINITION DOCUMENT

Microsoft Dynamics 365 Customer Engagement (CRM)

About Kick

Kick ICT Group are one of the UK's leading independent ICT services businesses, with a talented and highly skilled team that provide outstanding service and value to our clients. Our four divisions, Technical, Dynamics, Infor and Communications allow us to deliver tailored expertise to each client.

Founded in 2015, we've grown rapidly with **nine** acquisitions, combining over **40 years** of expertise and service from respected industry players Castle and Talon.

We pride ourselves on our commitment to providing outstanding IT solutions, services and support. Yet we believe that it's how we work with people that is most important to us.

You can trust in our expertise. *We're here to help.*

1. Service Description

Overview:

Kick ICT's enhanced service offering for Microsoft Dynamics 365 CRM is designed to comprehensively support and transform customer relationship management across diverse business functions. This robust platform unifies capabilities from multiple Dynamics 365 modules—Sales, Customer Service, Field Service, Project Service Automation, and Customer Insights. This service aims to streamline customer interactions, optimise resource management, and boost operational efficiency, facilitating superior customer experiences and fostering long-term business growth.

Objectives:

The primary objectives of this service are to empower organisations to achieve excellence in customer engagement through streamlined processes, enhanced data insights, and integrated functionality. The service focuses on improving the quality of customer interactions, increasing the efficiency of sales and service teams, and enabling effective marketing strategies, all within a cohesive environment.

Scope of Service:

This extensive service includes comprehensive planning, customisation, integration, deployment, and ongoing support and enhancement of Dynamics 365 CRM. It aims to cater to the complex needs of modern enterprises, enabling them to manage their entire customer lifecycle from initial contact through to ongoing engagement and retention.

2. Service Components

Dynamics 365 Sales:

A Sales driven CRM tool that empowers sales teams with advanced tools to enhance the customer buying experience, streamline sales processes, and boost sales productivity through improved lead and opportunity management.

Dynamics 365 Customer Service:

A Case Management tool which delivers a superior service experience through efficient issue resolution and service delivery, utilising omnichannel capabilities that allow customers to interact through their preferred channels.

Dynamics 365 Field Service:

Optimises field operations with real-time scheduling tools, mobile workforce empowerment, and effective resource management, ensuring that field service agents are well-equipped to deliver exceptional service.

Dynamics 365 Project Service Automation:

Supports project-based services with tools for accurate project planning, resource allocation, time and expense management, and profitability tracking, enhancing project outcomes and client satisfaction.

Dynamics 365 Customer Insights:

Facilitates dynamic marketing efforts from automation to analytics, helping to nurture lead relationships into deep customer connections with personalised, data-driven campaigns.

Enhanced Analytics and Integration:

These additional add-ons leverage Power BI and Jet Analytics for deep data insights and analytics across all CRM activities, enhancing visibility and driving informed strategic decisions.

Unified Operations:

Integrates seamlessly with existing IT infrastructure and Microsoft applications to provide a unified view of business operations, removing data silos and enhancing user experience across the organisation.

3. Service Delivery and Approach

Tailored Implementation Strategy:

Custom implementation strategies are developed for each client, ensuring Dynamics 365 CRM is perfectly aligned with their business operations and strategic goals. This approach includes detailed assessments, system design, and a phased rollout plan to minimise business disruption.

Proactive System Management:

Continuous system management ensures the CRM system remains robust and responsive to evolving business needs. This includes scheduled updates, security enhancements, and performance optimisation.

Comprehensive Training and Support:

Provides in-depth training tailored to different roles within the organisation, supported by continuous learning opportunities and expert support. This ensures all users can effectively utilise the system and adapt to new features and updates.

4. Performance and Service Levels

Detailed Service Level Agreements (SLAs):

Comprehensive SLAs are established to define expectations and responsibilities clearly, covering aspects such as system performance, data integrity, support response times, and problem resolution.

Robust Key Performance Indicators (KPIs):

An extensive set of KPIs is used to monitor service effectiveness, including customer engagement levels, service case efficiency, sales conversion rates, and overall system availability.

5. Pricing Model

Flexible Pricing Structure:

A flexible, tiered pricing structure allows for customisation based on the specific modules used and the scale of deployment, accommodating businesses of all sizes and budgets.

6. Data Protection and Privacy

Ensures rigorous adherence to GDPR and other regulatory standards, employing advanced cybersecurity measures to protect sensitive customer and business data.

7. Further Information

For additional details or to arrange a consultation:

Contact Information: 01698 844 600

ask@kickict.co.uk

Website: kickict.co.uk

Delivering a strong, sustainable financial performance

The efforts of our highly skilled and talented team have been demonstrated through our continued year-on-year growth. We are transparent in sharing our financial performance, detailed below, to provide customers and stakeholders with the continued assurance in the strength and sustainability of our business model and suitability of Kick as your IT partner of choice.

2024/2025 Financials



Why Kick for Dynamics?

30+

Skilled
Experts

300_{years}

Combined
experience

1000_s

Globally supported
users

Expertise

We are experts. From solution design to support, we deploy over 300 years of combined experience from our 30+ strong team of Dynamics experts.

Solutions

We work with the best. With bespoke Kick applications to meet specific business and industry demands and access to a series of partner products to enhance your Business Central and Dynamics set-up, we ensure your organisation benefits from Microsoft's immense capabilities.

Innovation

We provide next-generation services.

Implementing the full Dynamics 365 ecosystem, bolstered by leading cloud-based and automation powered add-ons to transform your business' capabilities.

Accreditations

We have the badges. With multiple accreditations including Microsoft Solutions Partner and InsightSoftware Elite partner status, we continually invest in the product education of our team to ensure our customers remain at the forefront of the Dynamics and Power Platform revolution.

Strategy

We are here to help. Covering upgrades, migrations and a range of specific operational demands, our consultants and developers work collaboratively with customers to meet their Dynamics requirements today and to map their future.

Find out more by searching
'Kick Microsoft Dynamics'