

**Kick**

SERVICE DEFINITION DOCUMENT

Microsoft Dynamics 365 Sales

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 advanced service for Microsoft Dynamics 365 Sales is designed to revolutionise the sales processes within organisations, integrating powerful customer relationship management (CRM) capabilities with analytical tools to enhance every stage of the customer journey. This service utilises Dynamics 365 Sales to manage sales leads and opportunities more efficiently, providing new levels of insight into customer behaviour and enabling a sophisticated customer acquisition strategy. The integration of Dynamics 365 with Office 365, Outlook, and LinkedIn catalyses deeper customer insights and engagement, transforming how relationships are managed and nurtured.

Objectives:

The primary objectives of this service are to optimise the sales pipeline management, increase conversion rates, and create a seamless interaction between sales and marketing functions. It aims to provide the sales teams with robust tools to enhance productivity, improve data-driven decision-making, and deliver exceptional customer experiences.

Scope of Service:

This comprehensive service encompasses bespoke development, expert consulting, system migration, tailored deployment, and ongoing support of Dynamics 365 Sales. It is specifically designed to enhance user interface and productivity through streamlined operations and integrated data management across Microsoft and LinkedIn platforms, tailored to meet the unique needs of each client.

2. Service Components

Enhanced Lead and Opportunity Management:

Employs sophisticated mechanisms to track and manage sales leads and opportunities effectively, integrating advanced scoring models and nurturing tools to improve lead qualification and conversion processes.

Embedded Intelligence and Analytics:

Features cutting-edge analytics, including predictive insights and personalised engagement metrics, derived from email interactions and behavioural data, which help tailor sales strategies to customer needs.

Comprehensive Product Catalogue Management:

Facilitates detailed management of product catalogues, enabling the creation of customised lists for products, pricing, bundles, offers, and promotions, coupled with advanced order processing capabilities.

Deep LinkedIn Integration for Social Selling:

Enhances social selling capabilities by integrating LinkedIn, providing sales personnel with critical insights into potential customers, key discussion points, and opportunity scoring based on LinkedIn interactions and data analytics.

Advanced Sales Data Analysis and Visualisation:

Incorporates powerful tools such as Microsoft Excel and Power BI for in-depth analysis and visualisation of sales data, enabling strategic decisions based on robust sales performance metrics and trends.

3. Service Delivery and Approach

Tailored Implementation and System Customisation:

Implementations are meticulously planned and executed to seamlessly align with existing business processes and IT infrastructures, ensuring minimal disruption and maximised system performance.

Continuous System Enhancement and Proactive Support:

Ongoing system enhancements and proactive support are provided to maintain optimal performance and adapt to evolving business needs and technological advancements.

Extensive Training and User Empowerment:

Delivers comprehensive training sessions customised for different user roles within the organisation, alongside continuous learning opportunities

to ensure users fully leverage the system's capabilities.

4. Performance and Service Levels

Robust Key Performance Indicators (KPIs):

Extensive KPIs are utilised to monitor and evaluate system performance, user engagement, sales efficiency, and overall return on investment (ROI), facilitating continuous improvement.

Comprehensive Service Level Agreements (SLAs):

SLAs are detailed and robust, providing clear benchmarks for system availability, data accuracy, user support responsiveness, and issue resolution timelines.

5. Pricing Model

Subscription based Pricing:

365 Sales is priced on a per user, per month basis. All hosting, backups, security and updates are included in the cost of the subscription and users can be added/removed to suit the needs of businesses.

6. Data Protection and Privacy

Commits to the highest standards of data security and regulatory compliance, with stringent measures in place to protect data integrity and confidentiality across all interactions and transactions.

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'