

## DYNAMICS 365 BRINGS NAOS CLOSER TO THE CUSTOMERS

Aware of the importance of having a customer-centric strategy, NAOS started a project with the help of Noesis, which revolutionized relationship management with all its clients by achieving an end-to-end journey.

### Sector

Industry and Retail

### Delivery Unit

Enterprise Solutions

### Solution

Microsoft Dynamics 365



## THE CHALLENGE

NAOS was looking to improve the handling of its customers' critical information to meet the needs of those interacting more effectively with its online platforms. However, the solution had to integrate all its programs to automate and streamline the organization's processes.

## GOALS

With this project, our client was seeking to:

- Seize new business opportunities;
- Modernize the offer and adapt it to customers;
- Provide personalized and closer customer service by getting close to them.

*It's very gratifying to know that everything is connected and that there is a huge information flow, from the customer's first click on the site online, undergoing a skin diagnosis, sending the product and its order tracking number, complying with GDPR rules, sales, registration, automatic bank reconciliation, to issuing and sending the invoice to the customer.*

António Piedade  
Finance & Administration Manager  
NAOS



## SOLUTION

Microsoft Dynamics 365 was the ideal solution to meet the challenge. This platform provides a 360° view of the business, connecting people, data, and processes.

- › Monitor each opportunity through the sales funnel for better sales;
- › Use sales monitoring to get real-time performance data;
- › Optimize workflows with automation;
- › Track customer interactions for more significant impact;
- › Connect across multiple platforms for superior customer engagement;
- › Grow with agility and gain a competitive advantage.

## THE RESULT

The implementation of CRM has enabled a better focus, proximity, and attention to its customers, making it one of the most effective tools for analysis. More specifically, it allowed our client to:

- › **Identify and engage** the right customers through predictive insights and data-driven buyer behavior;
- › **360° view of the customer**, from their history to their buying patterns;
- › **Integration of the CRM** with the online site, which allowed them to have an end-to-end information flow from the first click to the sale registration of each customer;
- › **Aggregate information** from various platforms, partners, and other existing programs, achieving a more straightforward and more automated process;
- › **Increase team productivity** through better visibility and a more streamlined process, helping the team to focus on what's most important.



Noesis is an international tech consulting company offering services and solutions to support clients in their business and digital transformation. Noesis solutions focus on infrastructures, software, quality, and people. The organization is based on highly specialized talents, operating in nine business units and six countries: Portugal, Spain, the Netherlands, Brazil, Ireland, and The USA. Since 2020, Noesis has joined Altia, listed on The Alternative Equity Market, an organization with over 2000 employees, 3 Datacenters, and 20 offices.



NAOS is a French multinational company that produces and sells health and skin care products through BIODERMA, Institute Estherm, and Etat Pur. These brands were born from a scientific approach: Ecobiology, which challenged how the beauty industry was perceived. The multinational is in over 100 countries and has been a national subsidiary in Portugal for ten years. It is the 55th beauty brand in the world.



This platform enables a 360° view of the business, connecting people, data, and processes. Encompassing CRM and ERP competencies, Microsoft Dynamics 365 is a unified platform consisting of intelligent enterprise solutions capable of integrating all business operations. Microsoft Dynamics 365's holistic view enables you to leverage differentiating skills, create omnichannel experiences, predict intentions, and gather information from an integrated marketing, sales, service, and data platform while allowing you to manage your operations securely. Drive efficiency, reduce costs, and create a business that connects people, data, and processes across your organization, enabling each team to adapt and innovate nimbly.