

isolutions[®]

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ifolor

«The Dynamics 365 solution from isolutions serves us as a central customer hub, which enables us to increase the quality of our customer service and reduce processing times at the same time. Customer satisfaction increases and this leads to a competitive advantage for ifolor.»

Christian Kupferschmid, Head of Group IT

ifolor is an international online service provider for personalized consumer photo products. Its portfolio includes high-quality photo books, photo canvases, digital photos and various photo gifts. The ifolor brand was founded in 1961 as Photocolor Kreuzlingen AG and is now the market leader in Switzerland with Ifolor AG and in Finland with Ifolor OY. From these locations in Kreuzlingen and Helsinki, ifolor now supplies customers in 15 European countries. ifolor is distinguished by the fact that it has successfully transformed itself from a photo lab to a service provider in the digital photo sector.

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Shorter processing time for customer inquiries thanks to Dynamics 365. Every week, 9'000 customer inquiries can now be processed efficiently and with higher quality.

Initial situation

With around 2.5 million customers, ifolor has up to 9'000 customer service requests every week. Delighted customers are ifolor's ultimate goal, which is why customer service and its use cases are at the heart of the solution. In addition, the

company is under intense competitive pressure from suppliers abroad. For these reasons, efficient and professional processing of customer inquiries is essential for the success of the company.

Solution

At ifolor, Microsoft Dynamics 365 for Service was implemented as a contact center solution in order to systematically record and process customer service inquiries. The entire service area of Dynamics 365 served as the basis. In addition, the contact center employee can easily and quickly access a customer's orders and invoices in Dynamics 365 for Finance & Operations from

the application. This gives employees a 360° view of the customer. The solution was also linked to the call center telephony solution to enable the automatic search of contacts in the CRM system. ifolor uses the possibilities of Dynamics 365 not only in Switzerland but also internationally.

Benefits

- The new solution is the central hub for customer care. By connecting the ERP system and the production planning system (PPS), a contact center solution has been created that provides an all-round view of the customer.
- The solution has significantly reduced the time it takes to process inquiries. This reduction can increase customer satisfaction.
- The intuitive operation of the solution has reduced the training time for temporary employees during the peak season.
- Employee satisfaction is increased by a modern application platform, which also leads to shorter processing times.

9'000
weekly customer inquiries



shorter processing
of inquiries



central hub for
customer service

Partner profile

#weshapethefuture

Founded in the civil defense cellar by three visionaries from the Bernese Oberland, isolutions has been accompanying companies into the digital future since 1999 as the largest dedicated Microsoft one-stop-shop in Switzerland. We integrate Microsoft services in a way, that adds value and has a positive change in the corporate culture.

Supported by over 200 passionate minds consisting of business and technical consultants, change makers as well as software developers, architects and cloud natives, we are driven to peak performance by our customers and their challenges. Together with customers from different industries, we build the bridge to the tech giant Microsoft. All with one goal: To create the best employee and customer experience in order to achieve competitive advantages.

Customers love our inspiring corporate culture, which is contagious. It successfully supports and overcomes organizational or technological challenges. Together with them, we shape the future of teams, products, companies and entire industries.

Locations

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