

Queue Associates Supports Explosive Sales Growth with Microsoft Dynamics 365 Sales in Three Languages

SUMMARY

Tekcent is a custom software development company, headquartered in Hong Kong, with offices and production centres in Ho Chi Minh City and Kuala Lumpur. The company specialises in the development of enterprise and business applications, websites, content management systems and mobile applications. Tekcent currently has an impressive list of clients including CapitaLand Mall Asia, Ascendas Singbridge, Swire Properties, Nikon, Revlon, FWD, Volkswagen, Tourism Malaysia, Asda and others in the Asia Pacific region and around the world.

CHALLENGE

Tekcent previously managed its sales activities manually using localised Microsoft Excel spreadsheets without employing a full-scale enterprise software package. Forecasts were created by entering leads and other information into Excel sheets, while quotations were also entered into spreadsheets with data extracted from a siloed business software package that was coming to end-of-support. All of these assets were stored in a single Microsoft SharePoint folder. Tekcent's capacity for expansion and providing more effective customer service were being impeded by these disparate, decentralised systems and processes.

Tekcent began to experience rapid sales growth in 2020. For this reason, the company realised that it required a

360-degree customer relationship management (CRM) solution to better serve its larger base of SME and enterprise-scale clients. A complete CRM package would enable true collaboration throughout the organisation and offer capabilities and insights into sales information that localised desktop tools could not provide. Additionally, Tekcent conducts its business in three languages: Cantonese, Mandarin Chinese and English, and any CRM product used by the company would have to support multi-language capabilities. With a multi-language CRM solution, Tekcent would be able, across all of its geographies, to close deals more quickly, effectively and precisely, track customer and financial outcomes and boost revenue.



STRATEGY

Tekcent selected the cloud-based **Microsoft Dynamics 365 Sales** (“D365 Sales”) as its new CRM software suite. D365 Sales is a compelling, adaptive system that would help the company to navigate the realities of modern selling.

Tekcent would use D365 Sales to collaborate on data entry, engagement and reporting tasks from anywhere, at any time, on any device. It would also support all three of the company’s business languages.

D365 Sales would help Tekcent to keep track of accounts and contacts while nurturing sales from leads to orders. It would also provide seamless integration with Microsoft 365 apps – already in-use by Tekcent – and an intelligent interface with LinkedIn to build and maintain relationships and opportunities with customers and prospects.

When Tekcent decided to utilize D365 Sales, **Queue Associates Worldwide China Ltd.** <https://queueassoc.com.hk/> (“Queue China”) was selected to implement the solution. Microsoft recommended Queue China to support the project because of its extensive, proven background in the implementation of D365 Sales, and, especially, in configuring it in all three of Tekcent’s required languages. Queue China is an award-winning Microsoft Gold Certified Partner, based in Hong Kong’s Causeway Bay district, with three decades of Microsoft Dynamics consulting experience throughout the APAC region and across the globe.

“ Dynamics 365 Sales enables Tekcent employees to maximize revenue potential through true collaboration in any of the company’s three business languages. ”



IMPLEMENTATION

Queue China, led by Managing Directors Jeffrey Goldstein and Tony Yu, and the company’s Senior Microsoft Dynamics 365 Professional Services team, collaborated with Tekcent’s team to perform the implementation. Tekcent and Queue China collectively developed an action plan and timeline for the project that ensured that it would be completed on time and under budget.

Queue China set up the production system for Tekcent and personalised the D365 Sales Quote and Invoice screens to remove unnecessary fields. Account and contact data was imported, Microsoft Outlook (Microsoft 365) was integrated, and Queue China conducted D365 Sales training sessions.

Microsoft Teams, which integrates seamlessly with D365 Sales, was configured to provide Tekcent’s employees, across all offices and geographies, with a simple and easy-to-use program to facilitate daily communications, progress reports and information sharing.

Additionally, Queue China configured LinkedIn Sales Navigator for Tekcent to create a seamless experience with D365 Sales. This would empower Tekcent’s company’s sales reps to build meaningful relationships, sell smarter, boost productivity, and accelerate sales performance throughout all of its customer regions.

RESULTS / BENEFITS TO TEKCENT

OVERALL BENEFITS

- Microsoft Dynamics 365 reflects Microsoft's industry leadership role
- The solution is 100% cloud-based with no "on-prem" infrastructure needed
- Seamless integration with Microsoft 365
- All D365 applications use Microsoft's protocols, backup, runtime and security
- Microsoft publishes 99.99% uptime for all Dynamics 365 products
- Superior customer support



BENEFITS UNIQUE TO TEKCENT

- Platform and data configured by Queue China in all of Tekcent's required languages—enhanced capabilities in Cantonese, Mandarin and English
- Improved sales forecasting by greatly improving access to real-time data
- Automation of previously repetitive data entry—resulting in significant time savings
- Superior visibility for the entire organization anywhere, on any device, all from a common database
- Revenue potential maximized by centrally managing all sales leads throughout the entire purchasing lifecycle
- Tracking after-sales billing following the achievement of key project milestones
- Directing customers to the appropriate Tekcent team member
- Seamless integration with Microsoft Teams and LinkedIn Sales Navigator to enable enhanced, globalized productivity as well as truly personalised, socialised prospecting
- Potential integration with other Microsoft Dynamics 365 applications to further automate lead generation and quotation processes

CONTACT US

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