



# USING DATA MEANINGFULLY – GETTING CLOSER TO CUSTOMERS AND SALES

Impleco GmbH serves as an illustration of how integrating digital tools can network customer-orientated processes and sustainably improve service quality. The focus is on streamlining administration, upholding the strictest security standards, and being cost-conscious when integrating more precisely tailored solutions.

Berlin-based Impleco GmbH is a new FinTech business. The company's mission is to support people with all of their construction and living-related needs and inquiries. Germany-wide access to cutting-edge digital services and networks created specifically for this purpose is provided by the bank platform PIA

## At a glance



**Customer:** Impleco GmbH  
**Website:** <https://https://impleco.de/>  
**Customer size:** Small (1 - 49 employees)  
**Country:** Germany  
**Industry:** Banking and Capital Markets  
**Products and services:** Microsoft Dynamics 365 Sales and Marketing



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# Reply Group (Global), Impleco GmbH, and Microsoft Dynamics 365

## Customer challenges

The start-up lacked a high-performance solution for optimally organising user data and transferring it to the proper partner, which is a core functionality. In addition, end users should have the option to use additional services, gradually create a profile of their property, and manage it themselves via their login. A centralised and secure database was required for business and client processes to interface in one solution.

## Partner solutions

Cluster Reply opted to take a combined approach based on Microsoft Dynamics 365 Sales and Marketing and the Microsoft Power Platform. At the heart of it is a Dynamics 365 Power Pages solution that integrates customer-focused processes and delivers the seamless orchestration of all associated backend tasks to a Portal customer facing interface. Data can now be stored tidily in the CRM across various service lines and customer inquiries.

## Customer benefits

A single, dependable hub for structured data collection and evaluation has been established with the help of Dynamics 365 and the Power Platform – and it can be expanded as needed in the future. Data can now be stored tidily in the CRM across various service lines and customer inquiries, or even forwarded to third parties. With the Dynamics 365 Portal, customers can directly manage their services on the platform.



**Microsoft Dynamics 365 for Sales.** The core CRM solution providing one centralised data source for business processes and an interface for administrators to manage day to day business requirements



**Microsoft Dynamics 365 for Marketing.** Extending the functionality of the Dynamics 365 Sales Module it provides advanced email communications and analytics functionalities.



**Microsoft Dynamics 365 Power Pages.** Surfacing the data to the customer, Dynamics Power Pages provides a one stop portal for them to log in and manage all their data securely and efficiently.



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