



THE PROBLEM

First Group's back-end operations were manual, which resulted in slower turnaround times and much higher administrative expenditures. The group exclusively used a self-developed property management system; there were no CRM systems in place.

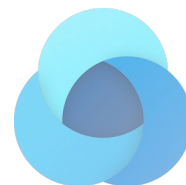
THE SOLUTION

First Group was able to automate the manual processes they had in place and digitalize operations thanks to the implementation of Dynamics Marketing and Customer Insights, which enhanced efficiency and decreased manual administrative costs. The organization can now do something they have never been able to do before: receive a complete 360° customer view.

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**Microsoft Dynamics 365
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