TAB DELTA
SOLUTIONS

Microsoft Dynamics 365 CRM For E Commerce Growth

Client Overview

- **Company Name** : Tabdelta Solutions (Implementation Partner)

- **Client Industry** : E-Commerce (Retail & Online Sales)

- **Client Location** : New York, USA

- **Client Team Size** : 27 Employees

- **Project Team Size (Tabdelta)** : 4 (CRM Consultants, Developers, QA Engineers, BI Specialists)

Challenges in RSA Service Operations

The client, a fast growing E-Commerce retailer, faced challenges in customer engagement, order management, and personalization. Their existing setup couldn't keep up with the scale of operations, leading to:

1

Fragmented Customer Data
- Customer information was scattered across multiple systems (website, ERP, payment gateway).
- No unified view of customers' purchase history or preferences.

Poor Customer Engagement & Retention
Lack of personalized recommendations and marketing campaigns. -
High cart abandonment rate and declining repeat purchases. -

2

3

Order & Service Management Gaps
- Manual tracking of orders, returns, and refunds led to delays.
- Customer complaints were handled inconsistently without SLA monitoring.

Limited Analytics & Insights
No real-time visibility into sales performance, customer lifetime value (CLV), or marketing ROI. -
Difficulty in forecasting seasonal demand and inventory planning. -

4

5

Scalability Concerns
- Legacy tools were not scalable for future growth.
- System slowdowns during high traffic (festive sales, promotions).

Tabdelta's Micro

To address these issues, Tabdelta Solution
the client's E-Commerce platform and ERI

Key Solutions Delivered

Unified Customer D

- Centralized all customer records into Dynamics 365 Customer Engagement.
- Enabled a 360° view of customers with purchase history, browsing behavior, and preferences.

Personalized Marketing & Engagement

- Leveraged Dynamics 365 Marketing to create targeted email/SMS campaigns.
- Implemented AI driven product recommendations to increase upsell/cross sell opportunities.

Order & Service Automation

Integrated CRM with order management system (OMS) for seamless order tracking. -
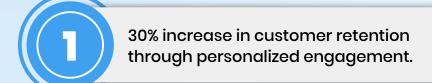Deployed case management workflows to resolve customer complaints faster. -

Advanced Reporting & Analytics

- Integrated Power BI dashboards for real time visibility on sales, inventory, and customer behavior.
- Delivered insights on cart abandonment, repeat purchase rate, and campaign ROI.

Scalable Cloud Solution

Migrated to a cloud first CRM model for better scalability during peak traffic. –
Configured role based access and compliance monitoring for secure operations. -

Results & Impact

1 30% increase in customer retention through personalized engagement.

2 40% faster order resolutions with automated case management.

3 25% increase in repeat purchases due to loyalty driven campaigns.

4 Real time insights into sales performance improved decision making.

5 Scalable CRM platform capable of supporting 3x traffic growth during peak sales.

Future Roadmap

1 Deploy AI powered chatbots for instant customer support.

2 Expand CRM capabilities with loyalty program integration.

3 Enable mobile CRM apps for store managers and customer service agents.

Key Takeaway

By implementing Microsoft Dynamics 365 CRM, Tabdelta Solutions helped the client overcome customer data fragmentation, low retention, and inefficient service management.
The solution delivered personalized engagement, operational efficiency, and measurable growth in sales and customer loyalty.

Partner with Tabdelta Solutions?

Tabdelta Solutions specializes in Microsoft Dynamics
365 CRM Implementation, Integration,
and Customization for E-Commerce businesses.

Ready to transform your customer engagement and sales performance?

Contact
Tabdelta Solutions
Today

To Explore How Dynamics 365 Crm Can Elevate Your E-Commerce Business.

✉ harshil@tabdelta.com
business@tabdelta.com

🌐 https://tabdelta.com/

📍 701, Skywalk The Element Godrej Garden City Road, S.G Highway, Gujarat 382421