

# Introduction to MS Dynamics

(Customer Relationship Management)

Ing.J.Skorkovský,CSc.

MASARYK UNIVERSITY BRNO, Czech Republic  
Faculty of economics and business administration  
Department of corporate economy

# CRM – Customer Relationship Management

- PROs
  - It enables to keep track of all prospective customer (suspects and prospects)
  - Improve sales and marketing service
  - Company can promote the work it has done for its customers in order to approach prospects
- CONs
  - CRM software may not integrate well with other email and accounting systems
  - Another disadvantage to a newly implemented CRM software is the learning curve.

# CRM – Customer Relationship Management

- Relationship management is a customer-oriented feature with service response based on customer input, one-to-one solutions to customers' requirements, direct online communications with customer and customer service centres that help customers solve their issues.
- Sales force automation
  - Sales promotion analysis
    - Advertising
    - Personal selling
    - Direct marketing
    - Public relations
  - automate tracking of a client's account history
  - Use of technology (ERP)
- Opportunity Management

# Market leaders

Vendor	2013 Revenue	2013 Share (%)	2012 Revenue	2012 Share (%)
Salesforce.com CRM	3,292	16.1	2,525.6	14.0
SAP AG	2,622	12.8	2,327.1	12.9
Oracle	2,097	10.2	2,015.2	11.1
Microsoft Dynamics CRM	1,392	6.8	1,135.3	6.3
Others	11,076	54.1	10,086.8	55.7
<b>Total</b>	<b>20,476</b>	<b>100</b>	<b>18,090</b>	<b>100</b>

*figures in millions of US dollars*

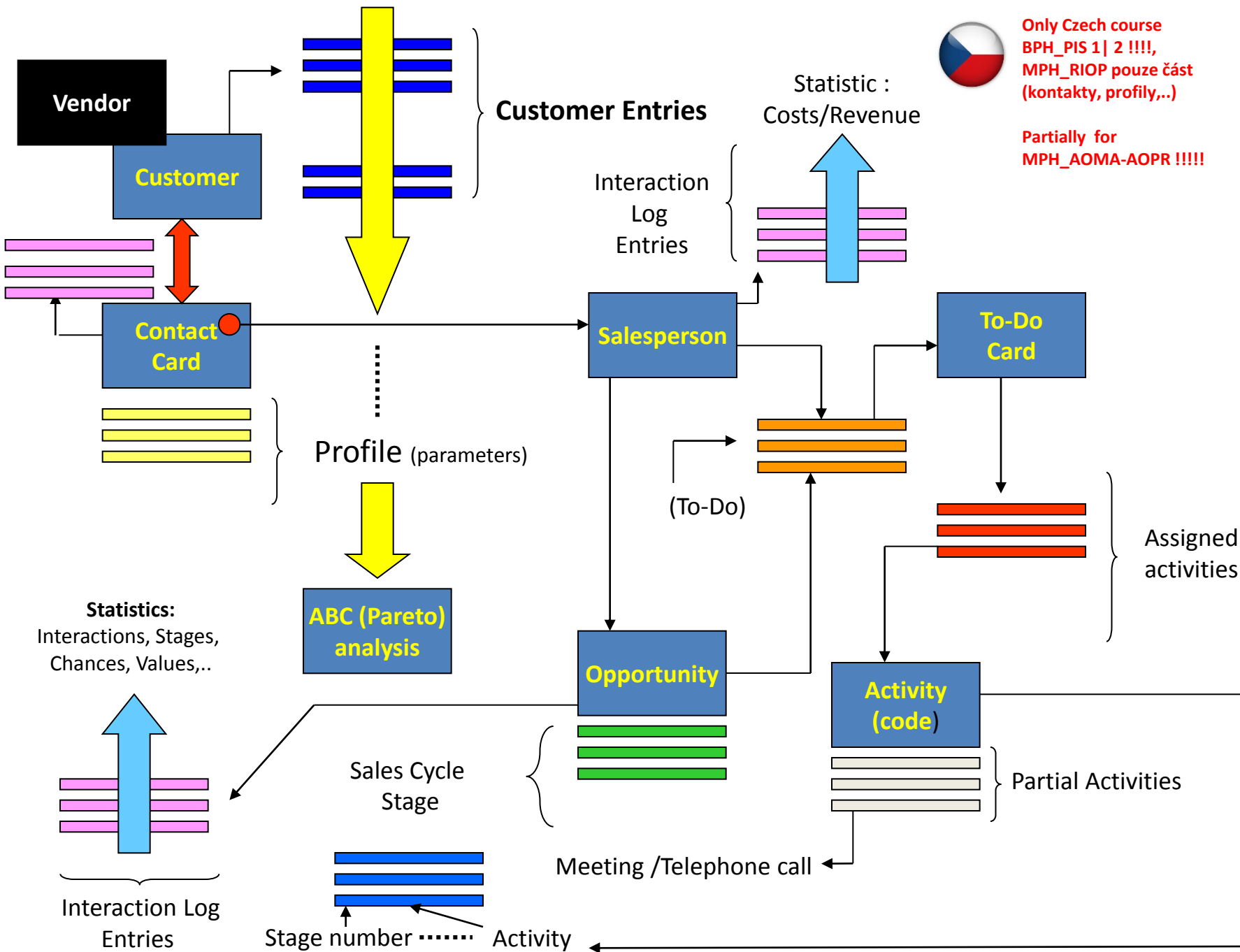
**Source:**

^ "Gartner Says Worldwide Customer Relationship Management Market Grew 23 Percent in 2007" (Press release). Gartner, Inc. 12 September 2008. Retrieved 2008-08-15.



Only Czech course  
 BPH\_PIS 1 | 2 !!!!,  
 MPH\_RIOP pouze část  
 (kontakty, profily,..)

Partially for  
 MPH\_AOMA-AOPR !!!!!



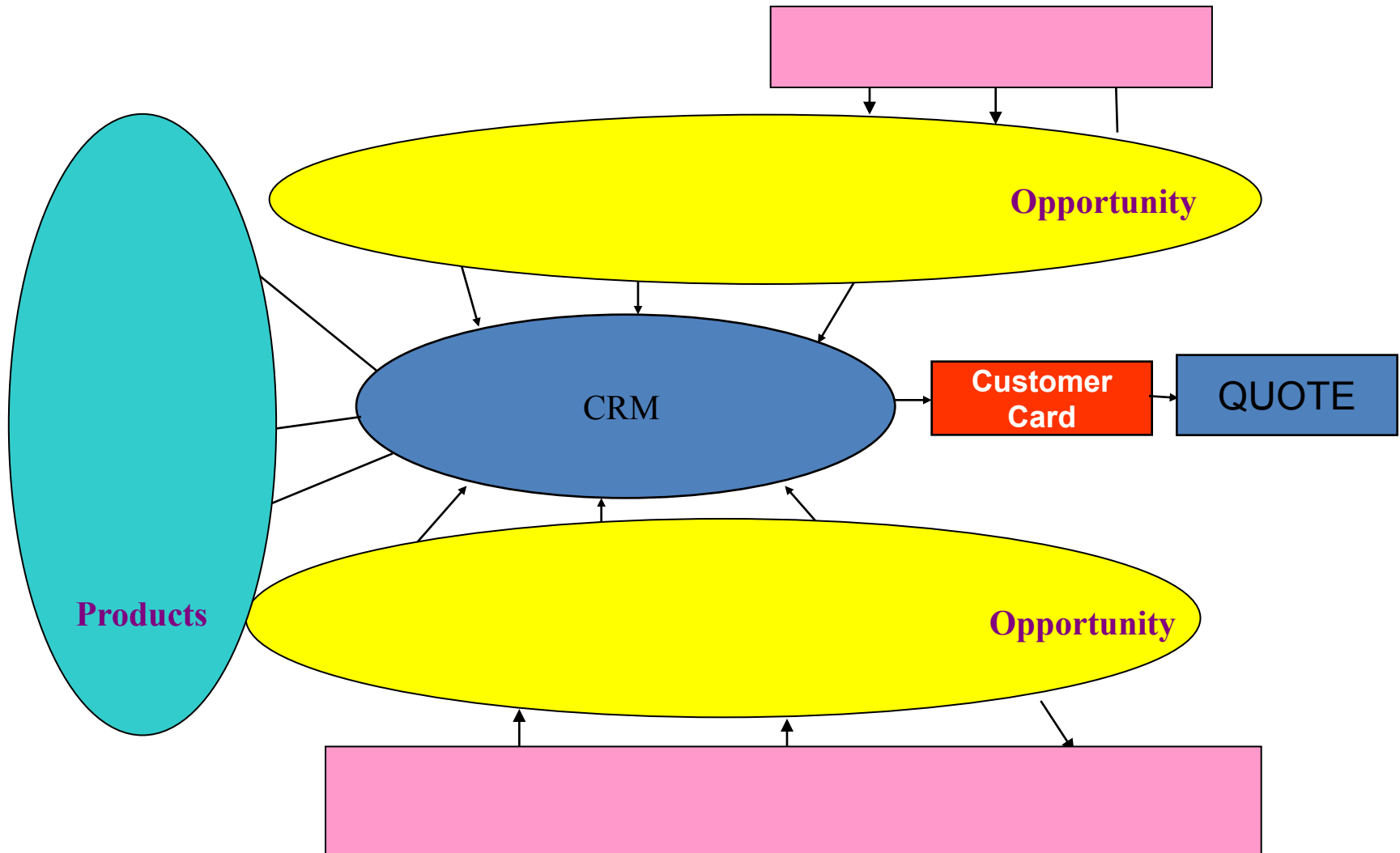
# Objects necessary valid for MPH-AOPM-AOPR (see preceding slide)

- Contact card- company ->Vendor (Customer)
- Contact card- person ->Vendor (Customer)
- Contact Character– profiles, technologies,..
- Interactions
- Business Opportunities (estimated close date and value, probability,.. )
- Sales Cycles
- Customer Card creation from Contact card
- Quotes
- Interaction entries

# ERP-CRM



Only Czech course BPH\_PIS1 | 2 !!!! a MPH\_RIOP



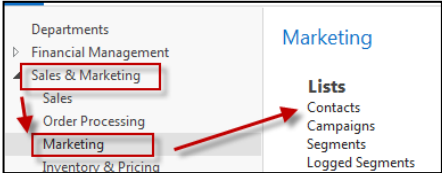
# Contact cards

- Contact card- company
- Contact card- person
- Contact Character– profiles, technologies,..
- Interactions
- Business Opportunities (estimated close date and value, probability,.. )
- Sales Cycles
- Customer Card creation from Contact card
- Quotes





# Contact card – company - (Header of the contact card)



CT100011 · Add-ON Marketing

**General**

No.: CT100011      Country/Region Code: US

Type: Company      Search Name: ADD-ON MARKETING

Company No.: CT100011      Phone No.:

Company Name: Add-ON Marketing      Salesperson Code: DC

Name: Add-ON Marketing      Salutation Code: COMPANY

Address: 435 Kingston Street      Last Date Modified:

Address 2:

Post Code: US-NY 11010      Date of Last Interaction:

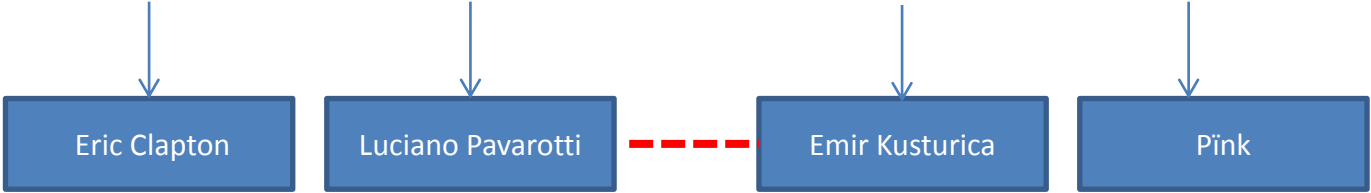
City: New York      Last Date Attempted:

Next To-do Date:

**Lines**

Find Filter Clear Filter

Question	Answer	Questions Answered (%)	Last Date Updated
Company Ownership	Family		31.1.2019
No. of employees	1..99		31.1.2019



Contact persons type card

# Contact Card-company

CT000004 · Candoxy Canada Inc.

General

No.:	<input type="text" value="CT000004"/>	Country/Region Code:	<input type="text" value="CA"/>
Type:	<input type="text" value="Company"/>	Search Name:	<input type="text" value="CANDOXY CANADA INC."/>
Company No.:	<input type="text" value="CT000004"/>	Phone No.:	<input type="text"/>
Company Name:	<input type="text" value="Candoxy Canada Inc."/>	Salesperson Code:	<input type="text" value="JR"/>
Name:	<input type="text" value="Candoxy Canada Inc."/>	Salutation Code:	<input type="text" value="COMPANY"/>
Address:	<input type="text" value="18 Cumberland Street"/>	Last Date Modified:	<input type="text" value="24.8.2017"/>
Address 2:	<input type="text"/>	Date of Last Interaction:	<input type="text"/>
Post Code:	<input type="text" value="CA-ON P7B 5E2"/>	Last Date Attempted:	<input type="text"/>
City:	<input type="text" value="Thunder Bay"/>	Next To-do Date:	<input type="text"/>

Lines

Find Filter Clear Filter

Question	Answer	Questions Answered (%)	Last Date Updated
Discount (%) Current Year	Low discount usage		31.1.2019
Discount (%) Last Year	Low discount usage		31.1.2019
Customer Purchase Frequency, L...	< 3 times a year		31.1.2019
Customer Purchase Frequency, ...	< 3 times a year		31.1.2019
Turnover (LCY), Last Year	low (below 1,000)		31.1.2019
Turnover (LCY), Current Year	low (below 1,000)		31.1.2019
Profit (LCY) Current Year	Bottom 25 % Customers		31.1.2019

Profile

# Contact Card- Person

CT200084 · Christian Kemp

**General**

No.:	<input type="text" value="CT200084"/>	...	Country/Region Code:	<input type="text" value="US"/>
Type:	<input type="text" value="Person"/>	▼	Search Name:	<input type="text" value="CHRISTIAN KEMP"/>
Company No.:	<input type="text" value="CT100012"/>	▼	Phone No.:	<input type="text"/>
Company Name:	<input type="text" value="eAmericonda"/>	...	Salesperson Code:	<input type="text" value="DC"/>
Name:	<input type="text" value="Christian Kemp"/>	...	Salutation Code:	<input type="text" value="M"/>
Address:	<input type="text" value="1558 23rd Street"/>		Last Date Modified:	<input type="text"/>
Address 2:	<input type="text"/>		Date of Last Interaction:	<input type="text"/>
Post Code:	<input type="text" value="US-NY 11010"/>	▼	Last Date Attempted:	<input type="text"/>
City:	<input type="text" value="New York"/>	▼	Next To-do Date:	<input type="text"/>

**Lines**

Find Filter Clear Filter

Question	Answer	Questions Answered (%)	Last Date Updated
Educational level	Bachelor		31.1.2019
Marital Status	Married		31.1.2019
Hobbies	Theater		31.1.2019
Hobbies	Golf		31.1.2019
Sex	Male		31.1.2019

Profile

# Contact Card- Company-new person - (created from Company card)

CT000042 · J & V v.o.s.

General

No.: CT000042 Country/Region Code: Search Name: Phone No.: Salesperson Code: Slutation Code: Last Date Modified: Date of Last Interaction: Last Date Attempted: Next To-do Date:

Type: Company

Company No.: CT000042

Company Name: J & V v.o.s.

Name: J & V v.o.s.

Address: Fillova 128

Address 2:

Post Code: CZ-696 42

City: Vracov

Lines

Question	Answer	Questions Answered (%)	Last Date Updated
Discount (%) Current Year	Low discount usage		31.1.2019
Discount (%) Last Year	Low discount usage		31.1.2019
Customer Purchase Frequency, L...	< 3 times a year		31.1.2019
Customer Purchase Frequency, ...	< 3 times a year		31.1.2019
Turnover (LCY), Last Year	low (below 1,000)		31.1.2019
Turnover (LCY), Current Year	low (below 1,000)		31.1.2019
Profit (LCY) Current Year	Middle 50 % of Customers		31.1.2019
Company Ownership	Foundation		31.1.2019
No. of employees	1_99		31.1.2019

CT000143

General

No.: CT000143

Type: Person

Company No.: CT000042

Company Name: J & V v.o.s.

Name:

Address: Fillova 128

Address 2:

Post Code: CZ-696 42

City: Vracov

HOME ACTIONS NAVIGATE REPORT

View New Edit Delete Apply Template... Create Interact Sales Quotes Statistics Contact Cover Sheet Report

HOME ACTIONS NAVIGATE REPORT

Company Person Profiles Comments Alternative Address

Contact



# Contact Card- Company-new person - (creation from Company card)

Edit - Contact Profile Answers - CT000042 J & V v.o.s. CT00...

HOME CRONUS Internat...

Refresh Find

Page

Profile Questionnaire Code: PERSON

Type	Description	Set
<b>Question</b>	<b>Sex</b>	<input type="checkbox"/>
Answer	Male	<input checked="" type="checkbox"/>
Answer	Female	<input type="checkbox"/>
<b>Question</b>	<b>Hobbies</b>	<input type="checkbox"/>
Answer	Football	<input checked="" type="checkbox"/>
Answer	Golf	<input checked="" type="checkbox"/>
Answer	Tennis	<input type="checkbox"/>
Answer	Hunting	<input type="checkbox"/>
Answer	Other outdoor	<input type="checkbox"/>
Answer	Theater	<input type="checkbox"/>
Answer	Literature	<input type="checkbox"/>
Answer	Design	<input type="checkbox"/>
<b>Question</b>	<b>Marital Status</b>	<input type="checkbox"/>
Answer	Married	<input checked="" type="checkbox"/>
Answer	Children	<input type="checkbox"/>
<b>Question</b>	<b>Educational level</b>	<input type="checkbox"/>
Answer	Master/ Ph.d	<input checked="" type="checkbox"/>
Answer	Bachelor	<input type="checkbox"/>
Answer	Skilled	<input type="checkbox"/>
<b>Question</b>	<b>Personality</b>	<input type="checkbox"/>
Answer	Extrovert	<input checked="" type="checkbox"/>
Answer	Analytical	<input type="checkbox"/>

OK

## CT000143

**General**

No.: CT000143 Country/Region Code:

Type: Person Search Name:

Company No.: CT000042 Phone No.:

Company Name: J & V v.o.s. Salesperson Code:

Name: Salutation Code:

Address: Fillova 128 Last Date Modified:

Address 2: Date of Last Interaction:

Post Code: CZ-696 42 Last Date Attempted:

City: Vracov Next To-do Date:

**Lines**

Find Filter Clear Filter

Question	Answer	Questions Answered (%)	Last Date Updated
Personality	Extrovert		1.11.2017
Educational level	Master/ Ph.d		1.11.2017
Marital Status	Married		1.11.2017
Hobbies	Golf		1.11.2017
Hobbies	Football		1.11.2017
Sex	Male		1.11.2017

# New interaction- use of wizard

CT000143

General

No.: CT000143 Country/Region Code:  
Type: Person Search Name:  
Company No.: CT000042 Phone No.:  
Company Name: J & V v.o.s. Salesperson Code:  
Name: Salutation Code:  
Address: Fillova 128 Last Date Modified:  
Address 2: Date of Last Interaction:  
Post Code: CZ-696 42 Last Date Attempted:  
City: Vracov Next To-do Date:

Lines

Question	Answer	Questions Answered (%)	Last Date Updated
Personality	Extrovert		1.11.2017
Educational level	Master/ Ph.d		1.11.2017
Marital Status	Married		1.11.2017
Hobbies	Golf		1.11.2017
Hobbies	Football		1.11.2017
Sex	Male		1.11.2017

New - Contact Card - CT000143

HOME ACTIONS NAVIGATE REPORT

Launch Web Source Print Cover Sheet Create as Link with existing Apply Template... Create Interact

Functions

Edit - Create Interaction - CT000042 J & V v.o.s. CT000143

ACTIONS NAVIGATE CRONUS Internatio...

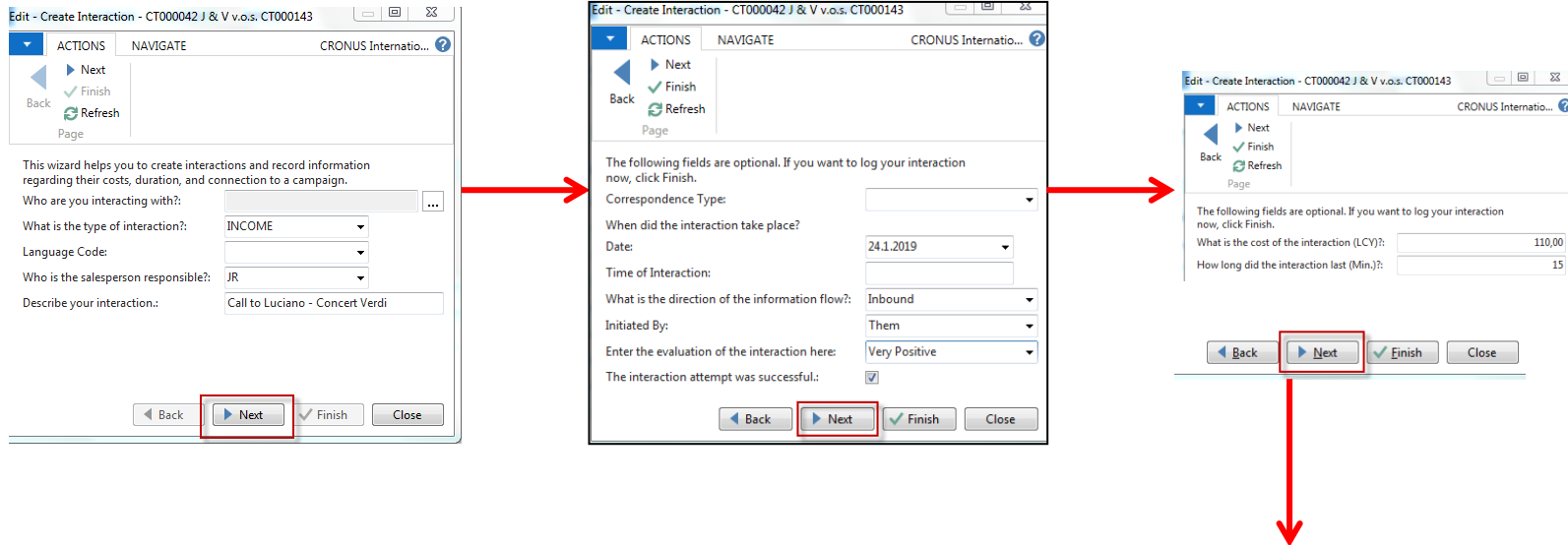
Next  
Back Refresh  
Page

This wizard helps you to create interactions and record information regarding their costs, duration, and connection to a campaign.

Who are you interacting with?:  
What is the type of interaction?: INCOME  
Language Code:  
Who is the salesperson responsible?: JR  
Describe your interaction.: Call to Luciano - Concert Verdi

Back Next Finish Close

# New interaction- use of wizard



View - Interaction Log Entries - CT000042 . J & V v.o.s. - CT000143 .

CRONUS International Ltd. ?

HOME ACTIONS NAVIGATE

Show Create Interact Refresh Find

Process Page

C..	A..	Date	Interaction Template...	Description	Att...	Contact No.	Evaluation	Cost (LCY)	Dura... (Mi...	Salesperson Code	Campaign No.	O N
		24.1.2019	INCOME	Call to Luciano - Concert Verdi		CT000143	Very Positive	110,00	15	JR		

# Another CRM area : Opportunity

From searching window

The screenshot displays the Microsoft Dynamics NAV interface for the 'Opportunities' table. The ribbon includes the 'Create Opportunity' button, which is highlighted with a red box. The 'Edit - Create Opportunity - untitled' wizard is open, showing the following fields:

- Describe the opportunity.: Selling ERP MS Dynamics NAV 2016w1
- What is the date of the opportunity?: 24.1.2019
- What is the priority of the opportunity?: High

The 'Next' button at the bottom of the wizard is highlighted with a red box. In the background, a table of campaign data is visible:

Current es Cycl...	Campaign No.	Campaign Description
1	CP1002	Event
	CP1002	Event
	CP1002	Event



# Another CRM area : Opportunity

Edit - Create Opportunity - untitled

ACTIONS

Next  
Back  
Finish  
Refresh  
Page

CRONUS Internation... ?

You must now record the Contact, Salesperson and Sales Cycle of this Opportunity.

Which contact is involved?: Greg Chapman

Which salesperson is involved with this opportunity?: JR

What is the sales cycle code?: EX-LARGE

Back Next Finish Close

Edit - Create Opportunity - untitled

ACTIONS

Next  
Back  
Finish  
Refresh  
Page

CRONUS Internation... ?

You can now specify the estimated values regarding the opportunity if you activate the first sales cycle stage.

Activate the First Stage.:

What is the estimated sales value (LCY)?: 3 000 000,00

What are the chances of success (%): 40

What is the estimated closing date?: 1.5.2019

Back Next Finish Close

## Opportunities

Type to filter (F3) | No.

No.	Clos...	Creation Date	Description	Contact No.	Salespers... Code	Status	Current Sales Cycl...	Campaign No.	Campaign Description
OP000001	<input type="checkbox"/>	24.1.2019	Selling ERP MS Dynamics N...	CT200081	JR	Not Started			
OP000002	<input type="checkbox"/>	24.1.2019	Selling ERP MS Dynamics N...	CT200081	JR	In Progress	1		
OP100001	<input type="checkbox"/>	3.11.2018	New tables	CT200116	BD	In Progress	1	CP1002	Event

# Another CRM area : Opportunity

OP000002 · Selling ERP MS Dynamics NAV 2016w1


**General**

No.: OP000002      Sales Document No.:  
Description: Selling ERP MS Dynamics NAV 2016w1      Campaign No.:  
Contact No.: CT200081      Priority: High  
Contact Name: Greg Chapman      Sales Cycle Code: EX-LARGE  
Contact Company Name:      Status: In Progress  
Salesperson Code: JR      Closed:   
Sales Document Type:      Creation Date: 24.1.2019  
Date Closed:

**Lines**

Find Filter Clear Filter

Active	Action Taken	Sales Cycle Stage	Sales Cycle Stage Description	Date of Change	Estimated Close Date	Estimated Value (LCY)	Calcd. Current Value (LCY)	Completed %	Chances of Success %	Probability %
<input checked="" type="checkbox"/>		1	Initial	24.1.2019	1.5.2019	3 000 000,00	24 000,00	2	40	1



Sales Cy...	Stage	Description
EX-LARGE	1	Initial
EX-LARGE	2	Understanding needs meeting
EX-LARGE	3	Product Presentation/Workshop
EX-LARGE	4	Proposal
EX-LARGE	5	Sign Contract

Advanced Set as default filter column

From here you can create various To-Dos and and change Sales Cycle stages....

# Personal profile creation

Departments

- ▷ Financial Management
- ▷ Sales & Marketing
- ▷ Purchase
- ▷ Warehouse
- ▷ Manufacturing
- Jobs
- Resource Planning
- ▷ Service
- Human Resources
- ▲ Administration
  - ▷ IT Administration
  - ▲ Application Setup
    - General
    - Users
  - ▷ Financial Management
  - ▲ Sales & Marketing
    - Sales
    - Marketing

Marketing

**Lists**

- Business Relations
- Industry Groups
- Web Sources
- Job Responsibilities
- Organizational Levels
- Interaction Groups
- Interaction Templates
- Salutations
- Mailing Groups
- Campaign Status
- Sales Cycles
- Close Opportunity Codes
- Questionnaire Setup
- Activities

**Tasks**

- Marketing Setup
- Interaction Template Setup

# Personal profile creation

ONS

te

nt

**Edit Questionnaire Setup...**  
Process

Show as List View Show as Chart View

OneNote Notes Links Show Attached

Refresh Clear Filter Page Find

**Questionnaire Setup** ▾

Code	Description	Priority	Contact Type	Business Relatio...
COMPANY	General company informati...	Normal	Companies	
CUSTOMER	Customer information	Normal	Companies	CUST
LEADQ	Lead Qualification	Normal	Companies	PROS
<b>PERSON</b>	<b>General personal information</b>	Normal	<b>People</b>	
PORTF	Customer Portfolio Manage...	Normal	Companies	CUST
POTENTIAL	Customer Sales Potential	Normal	Companies	CUST
SATISF	Customer Satisfaction Index	Normal		CUST

# Personal profile creation

Type	Description	Multiple Answers	Priority	Auto Con...	From Value	To Value	No. of Contacts
<b>Question</b>	<b>Sex</b>	<input type="checkbox"/>		<input type="checkbox"/>			
Answer	Male	<input type="checkbox"/>	Low	<input type="checkbox"/>			152
Answer	Female	<input type="checkbox"/>	Low	<input type="checkbox"/>			96
<b>Question</b>	<b>Hobbies</b>	<input checked="" type="checkbox"/>		<input type="checkbox"/>			
Answer	Football	<input type="checkbox"/>	Low	<input type="checkbox"/>			51
Answer	Golf	<input type="checkbox"/>	Low	<input type="checkbox"/>			87
Answer	Tennis	<input type="checkbox"/>	Low	<input type="checkbox"/>			81
Answer	Hunting	<input type="checkbox"/>	Low	<input type="checkbox"/>			66
Answer	Other outdoor	<input type="checkbox"/>	Low	<input type="checkbox"/>			67
Answer	Theater	<input type="checkbox"/>	Low	<input type="checkbox"/>			48
Answer	Literature	<input type="checkbox"/>	Low	<input type="checkbox"/>			29
Answer	Design	<input type="checkbox"/>	Low	<input type="checkbox"/>			32
<b>Question</b>	<b>Marital Status</b>	<input checked="" type="checkbox"/>		<input type="checkbox"/>			
Answer	Married	<input type="checkbox"/>	Low	<input type="checkbox"/>			116
Answer	Children	<input type="checkbox"/>	Low	<input type="checkbox"/>			102
<b>Question</b>	<b>Educational level</b>	<input type="checkbox"/>		<input type="checkbox"/>			
Answer	Master/ Ph.d	<input type="checkbox"/>	Normal	<input type="checkbox"/>			10
Answer	Bachelor	<input type="checkbox"/>	Normal	<input type="checkbox"/>			58
Answer	Skilled	<input type="checkbox"/>	Normal	<input type="checkbox"/>			123

# Personal profile creation

Question	Beverages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Answer	Beer	<input type="checkbox"/>	Normal <input type="checkbox"/>
Answer	Whisky	<input type="checkbox"/>	Normal <input type="checkbox"/>
Answer	Red wine	<input type="checkbox"/>	Normal <input type="checkbox"/>
Answer	Coca-cola	<input type="checkbox"/>	Normal <input type="checkbox"/>

We have entered several lines

Type	Description	Multiple Answers	Priority	Auto Contact Classification	From Value	To Value	No. of Contacts
Question	Hobbies	<input checked="" type="checkbox"/>		<input type="checkbox"/>			
Answer	Football	<input type="checkbox"/>	Low	<input type="checkbox"/>			51
Answer	Golf	<input type="checkbox"/>	Low	<input type="checkbox"/>			87

Profile Contacts

Filter: PERSON • 50000

Contact No.	Contact Company Name	Contact Name
CT000143	J & V v.o.s.	
CT100002	Eco Office Inc.	Christie Moon
CT100122	VAG - Jürgensen	Michael Graff
CT100125	Cane Showroom	Andrew Lan
CT100135	Viksjö Snickerifabrik AB	Andreas Berglund
CT100137	Subacqua	Enrique Gil Gomez
CT100140	The Cannon Group PLC	David Hodgson

All 51 contacts playing football

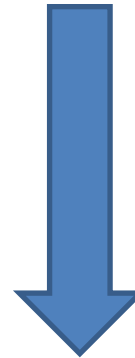
# Personal profile creation

Profile of one chosen contact card (type person)

Lines			
Find	Filter	Clear Filter	
Question	Answer	Questions Answered (%)	Last Date Updated
Marital Status	Married		31.1.2019
Hobbies	Golf		31.1.2019
Sex	Female		31.1.2019



Question	Beverages	<input type="checkbox"/>
Answer	Beer	<input checked="" type="checkbox"/>
Answer	Whisky	<input checked="" type="checkbox"/>
Answer	Red wine	<input checked="" type="checkbox"/>
Answer	Coca-cola	<input type="checkbox"/>



Lines			
Find	Filter	Clear Filter	
Question	Answer	Questions Answered (%)	Last Date Updated
Beverages	Red wine		2.11.2017
Beverages	Whisky		2.11.2017
Beverages	Beer		2.11.2017
Marital Status	Married		31.1.2019
Hobbies	Golf		31.1.2019
Sex	Female		31.1.2019

# Pareto analysis

The screenshot shows the Dynamics 365 navigation pane. The 'Marketing' department is selected. Under 'Marketing', the 'Questionnaire Setup' option is highlighted with a red box. A red line indicates the path from the 'Marketing' department to 'Questionnaire Setup'.

The screenshot shows the 'Edit Questionnaire Setup' ribbon tab. The 'Edit Questionnaire Setup...' button is highlighted with a red box. A blue arrow points from this button to the next screenshot.

The screenshot shows the 'New - Questionnaire Setup' ribbon tab. The 'New' button is highlighted with a red box. A blue arrow points from this button to the next screenshot.

The screenshot shows the 'Questionnaire Setup' table. The 'PARETO' record is highlighted with a red box. A blue arrow points to the 'Priority' column, and another blue arrow points to the 'Business Relation...' column.

Code	Description	Priority	Contact Type	Business Relation...
PARETO	Pareto analysis	Normal	Companies	CUST
COMPANY	General company information	Normal	Companies	
CUSTOMER	Customer information	Normal	Companies	CUST
LEADO	Lead Qualification	Normal	Companies	PROS



# Pareto analysis –specification of questionnaire

HOME ACTIONS

View List Edit List Delete Manage

Show as List Show as Chart

OneNote Notes Links

Show Attached Page

Questionnaire Setup

Type to filter (F3) Code

No filters applied

Code	Description	Priority	Contact Type	Business Relatio...
COMPANY	General company information	Normal	Companies	
CUSTOMER	Customer information	Normal	Companies	CUST
LEADQ	Lead Qualification	Normal	Companies	PROS
PERSON	General personal information	Normal	People	
PORTF	Customer Portfolio Managem	Normal	Companies	CUST
POTENTIAL	Customer Sales Potential	Normal	Companies	CUST
SATISF	Customer Satisfaction Index	Normal		CUST
PARETO	Pareto analysis	Normal	Companies	CUST

Set Work D... [ ] [X]

### Set Work Date

Work Date: 30.01.2019 [v]

OK Cancel

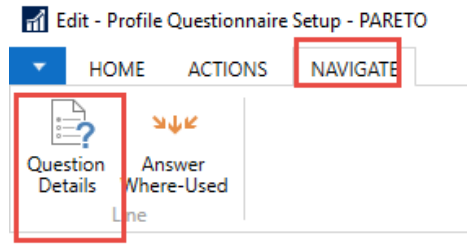
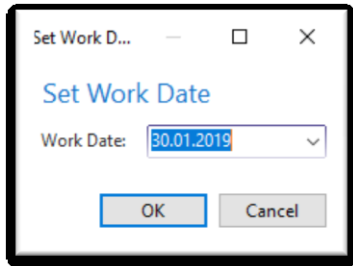
HOME ACTIONS NAVIGATE

CRONUS International Ltd.

Question Details Answer Where-Used Line

Type	Description	Multiple Answers	Priority	Auto Contact Classification	From Value	To Value	No. of Contacts
Question		<input type="checkbox"/>		<input type="checkbox"/>			

# Pareto analysis-specification of question (details)



Starting Date Formula = -5Y means NAV wil trace back all entries 5 years

PARETO · Pareto

General	
Description:	Pareto
Multiple Answers:	<input type="checkbox"/>
Classification	
Auto Contact Classification:	<input checked="" type="checkbox"/>
Customer Class. Field:	Sales (LCY)
Vendor Class. Field:	
Contact Class. Field:	
Min. % Questions Answered:	
Starting Date Formula:	-5Y
Ending Date Formula:	CM
Classification Method:	Defined Value
Sorting Method:	
No. of Decimals:	0
OK	

# Pareto analysis

Edit - Profile Questionnaire Setup - PARETO

HOME ACTIONS NAVIGATE

CRONUS International Ltd.

Functions

Create Rating Update Classification Move Up Move Down Print Test Report

### Limits for different levels (A-C)

Type	Description	Multiple Answers	Priority	Auto Contact Classification	From Value	To Value	No. of Contacts
Question	Pareto	<input type="checkbox"/>		<input checked="" type="checkbox"/>			
Answer	A	<input type="checkbox"/>	Normal	<input type="checkbox"/>	1 501	600 000	11
Answer	B	<input type="checkbox"/>	Normal	<input type="checkbox"/>	801	1 500	3
Answer	C	<input type="checkbox"/>	Normal	<input type="checkbox"/>	1	800	2

Edit - Profile Questionnaire Setup - PARETO

HOME ACTIONS NAVIGATE

Create Rating Update Classification Move Up Move Down Print Test Report

Options

Date: 30.01.2019

Profile Questionnaire Header

Show results:

- Where Code is PARETO
- And Description is Enter a value.
- And Business Relation Code is CUST

+ Add Filter

Schedule... OK Cancel

# Pareto analysis –results of updated questionnaire

Edit - Profile Questionnaire Setup - PARETO

HOME ACTIONS NAVIGATE

CRONUS International Ltd. ?

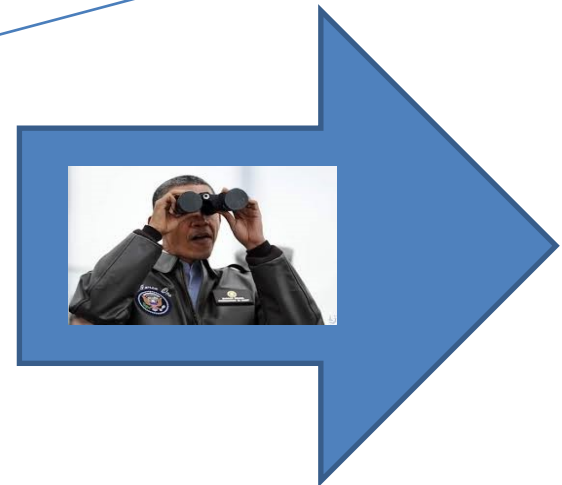
Create Rating Update Classification Move Up Move Down Print Test Report

Type	Description	Multiple Answers	Priority	Auto Contact Classification	From Value	To Value	No. of Contacts
Question	Pareto	<input type="checkbox"/>		<input checked="" type="checkbox"/>			
Answer	A	<input type="checkbox"/>	Normal	<input type="checkbox"/>	1 501	600 000	11
Answer	B	<input type="checkbox"/>	Normal	<input type="checkbox"/>	801	1 500	3
Answer	C	<input type="checkbox"/>	Normal	<input type="checkbox"/>	1	800	2

Profile Contacts

Type to filter (F3) Contact No. Filter: PARETO • 40000

Contact No.	Contact Company Name	Contact Name
CT000056	Englunds Kontorsmöbler AB	Englunds Kontorsmöbler AB
CT000063	Guildford Water Department	Guildford Water Department



# One of Contact Cards marked by code C

CT000056 · Englunds Kontorsmöbler AB

General

No.:  ... Country/Region Code: SE

Type: Company Search Name: ENGLUNDS KONTOR...

Company No.: CT000056 Phone No.:  ...

Company Name: Englunds Konto... ... Salesperson Code: JR

Name: Englunds Konto... ... Salutation Code: COMPANY

Address: Kungsgatan 18 Last Date Modified: 31.03.2017

Address 2:  Date of Last Interaction: 20.01.2019

Post Code: SE-600 03 Last Date Attempted: 20.01.2019

City: Norrköbing Next To-do Date:

Lines

Find Filter Clear Filter

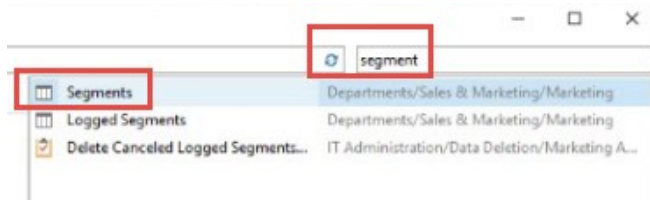
Question	Answer	Questions Answered (%)	Last Date Updated
Discount (%) Last Year	Low discount usage		31.01.2019
Discount (%) Current Year	High discount usage		31.01.2019
Pareto	C		03.11.2017
Customer Purchase Frequency, L...	< 3 times a year		31.01.2019
Customer Purchase Frequency, ...	> 5 times a year		31.01.2019
Turnover (LCY), Last Year	low (below 1,000)		31.01.2019
Turnover (LCY), Current Year	low (below 1,000)		31.01.2019

Communication

Segmentation

Foreign Trade

# Segments





















The screenshot shows the 'Segments' form in Microsoft Dynamics NAV. The ribbon is active, and the 'New' button is highlighted with a red box. The breadcrumb path is 'CRONUS International Ltd. > Departments > Sales & Marketing > Marketing > Segments'. The ribbon includes buttons for 'New', 'Edit', 'View', 'Delete', 'To-dos', 'Microsoft Excel', 'Show as List', 'Show as Chart', 'OneNote', 'Notes', 'Links', 'Refresh', 'Clear Filter', and 'Find'. The 'New' button is highlighted with a red box. Below the ribbon, the 'Segments' table is displayed with the following data:

No.	Description	Campaign No.	Salespers... Code	Date
SM10001	Increase sale	CP1001	DC	24.01.2019
SM10002	Event	CP1002	BD	24.01.2019
SM10003	Working place arrangement...	CP1003	JR	24.01.2019
SM10004	Working place arrangement...	CP1003	JR	24.01.2019

# Segments

HOME ACTIONS CRONUS International Ltd. ?

 Edit |  View |  New |  Delete |  Log |  Add Contacts... |  Contacts |  Segment |  Attachment |  Criteria |  Opportunities |  To-dos |  Print Cover Sheets |  Print Labels |  Refresh |  Next |  Go to |  Previous

Manage | Process | Contacts | Segment | Attach | Segment | Print | Page

## SM00002






**General**

No.:  ... Date:  ▾

Description:  No. of Lines:

Salesperson Code:  ▾ No. of Criteria Actions:

**Lines**

 Line ▾  Functions ▾  New  Find Filter  Clear Filter

Contact No.	Correspond... Type	Contact Company Name	Contact Name	Description	Salesperson Code	In Te

# Segments (entering values..)

Options ^

Allow Existing Contacts:

Expand Companies:

Allow Related Companies:

Ignore Exclusion:

Contact ^

**Show results:**

✗ Where No. ▼ is Enter a value.

+ Add Filter

**Limit totals to:**

+ Add Filter

Contact Profile Answer ^

**Show results:**

✗ Where Profile Questionnaire Code ▼ is PARETO

✗ And Answer ▼ is

+ Add Filter



# Segments

## SM00002 · Pareto VUP Customers A level

### General

No.:  ... Date:  ▾  
Description:  No. of Lines:   
Salesperson Code:  ▾ No. of Criteria Actions:

### Lines

Line ▾ Functions ▾ New Find Filter Clear Filter

Contact No.	Correspond... Type	Contact Company Name	Contact Name	Description	Salesperson Code
CT000061		Autohaus Mielberg KG		Pareto VUP Customers A level	JR
CT000060		Beef House		Pareto VUP Customers A level	JR
CT000041		BYT-KOMPLET s.r.o.		Pareto VUP Customers A level	JR
CT000044		Designstudio Gmunden		Pareto VUP Customers A level	JR
CT000033		Heimilisprydi		Pareto VUP Customers A level	JR
CT000062		Hotel Pferdesee		Pareto VUP Customers A level	JR
CT000018		John Haddock Insurance Co.		Pareto VUP Customers A level	PS
CT000058		Klubben		Pareto VUP Customers A level	JR
CT000008		Selangorian Ltd.		Pareto VUP Customers A level	PS
CT000007		The Cannon Group PLC		Pareto VUP Customers A level	PS

# End of the section

(Customer Relationship Management)

