



Surun Services operates in infrastructure and equipment maintenance services for municipalities, universities and large sport facilities. It focuses on building and maintaining electrical and data infrastructure as well as street lighting in Western Australia.

#### Products

- Microsoft Office 365
- Microsoft Dynamics 365
- Microsoft Azure
- Skype for Business
- Microsoft SharePoint Online

#### Results

- Dramatic improvement in customer care leading to positive word of mouth and gaining new customers
- 15 % year to year revenue growth and significant improvements in sales pipeline overview.
- 30 % year to year increase in productivity as well as savings in asset management

**Industry**  
Smart City

**Country**  
Australia

**Customer size**  
19 users

**Supplier**  
Byznys CRM s.r.o  
Kubánské náměstí 1391/11  
100 00 Prague 10  
Czech Republic  
info@byznyscrm.cz

# Dynamics 365 helped Surun Services to massively improve customer care, burst productivity as well as revenues

*"The implementation of Microsoft Dynamics 365 from Byznys CRM made it possible to integrate all our operation and internal processes into a single solution and to introduce innovations in IoT area. This resulted in 30 % increase in productivity and significant time and assets savings. Our customers receive better quality of services and our revenues increased by 15 % on year to year basis."*

Lukáš Brož, CEO, Surun Services

Surun Services operates as a complex solutions provider in design, construction and maintenance of electrical and data networks, including street lighting and CCTV, for municipalities, universities and large sport facilities in Western Australia. It serves customers like City of Perth, Murdoch University or Venues West Challenge Stadium. The company has its own professional servicemen team as well as experienced contractors.

In the past the company has used the combination of free of charge field service management software and system of various Excel sheets and manual communication with fieldworkers via SMS. In 2016 the company decided to professionalize operations using Dynamics 365, which has introduced massive efficiency improvements throughout the whole company as well as increased customer satisfaction.

## Modernization has been started by transition to Office 365

Surun Services came to revolutionary organization changes by accident. The company had originally sought for a reliable solution for e-mail, cloud storage and budget-wise Microsoft Office licensing. Field operations using basic online tool for field service management and sales managed by e-

mails and bunch of Excel sheets hadn't been originally intended to change. But then the company has switched to Microsoft Office 365, where its CEO first encountered Microsoft Dynamics 365. He fell in love with the possibility to manage the whole company from a single professional cloud system so much, that he's decided to find an implementation partner, who would introduce him to Microsoft Dynamics 365 capabilities and help his company with the transition.

### **Australian company has found the implementation partner in the Czech Republic**

The CEO and owner of Surun Services is Lukáš Brož, who moved to Australia from the Czech Republic many years ago. Even though his company operates in Australia exclusively, he was accustomed to use Czech developers to meet his needs with great experience so far. Therefore, he again decided to search for a Dynamics 365 implementation partner in the Czech Republic. After numerous recommendations and references, he's decided to go for Byznys CRM. The partner had learned about the needs of Surun Services first and using Skype for Business it introduced a complex solution for all company agendas, including a plan for seamless step by step migration to Dynamics 365. In August 2016 it was decided that along with transition to Dynamics 365, the company would go through radical modernization.

## **New system has brought a complete revolution**

Byznys CRM has designed and suggested a complete integration of all processes in the company into Dynamics 365. The proposed modifications implied revolutionary changes in the day-to-day operations as well as in the work of all 19 employees, including field technicians. The tight integration of Office 365 and Dynamics 365 has made it possible to fully automate majority of processes and to further optimize many others, introducing reductions in errors, time needed for planning and material requirements. The original SMS communication with the technicians has been replaced by the mobile applications available within Dynamics 365, directly linked to live data in the system.

### **Client orders are being enlisted fully automatically, field workers are informed about them in their smartphones**

The whole implementation was divided into three phases. Key processes for field service management were the first to be changed. The original combination of manual communication and basic field services management has been replaced by the combination of Office 365 and Dynamics 365 together with its mobile application starting January 1<sup>st</sup>, 2017.

Since then the orders from clients are newly enlisted fully automatically. This is performed based on the sender's address and keywords used by clients in their e-mails. Each incoming e-mail containing a service request

is automatically handed over from Office 365 to the Field Service module as a new case. Once the case is automatically created, the dispatcher is instantly informed in turn to decide how to resolve it. If it cannot be resolved remotely, the dispatcher generates the job order for a specific employee or contractor in the field just by a single mouse click. This order also provides the technician with all the necessary information. Employees can access this information directly in the mobile application. External contractors receive a calendar invitation with all the details of the service order, including geographic location, instead.

Upon completion of the order, the field technician checks the job as resolved, fills in the details about the work performed and the material used, and the order is automatically processed to the billing based on the parameters agreed in the contract with the client. Consequently, the client is informed about the order resolution, and the system automatically generates all billing data, then handed over to an external accounting company.

#### **Sales is not being managed in Excel anymore**

Another area that underwent a radical change in January 2017 was the sales management. This is newly addressed directly in Dynamics 365. The system keeps records of all communication with all clients, including e-mails and meeting entries, new business opportunities, and the state of their completeness. Thanks to this system being unified, it is now possible for salespeople to be fully substitutable. Moreover, the company's management has an instant overview of the revenue schedule and the likelihood of its performance.

In April 2017, the sales opportunities management has been expanded by introduction of standard professional project management tools that Dynamics 365 included in the Project Service Automation module. This module covers also a relatively complicated tender management.

These changes have contributed to dramatic improvements in quality of customer care for both new and current Surun Services customers. Nonetheless, this was just the beginning of long range of improvements in customer care. As a result, clients began to be so content with Surun Services' care that the company gained many new customers just thanks to recommendations from the current ones. In 2017, there was a 15 % revenue growth, without the need to increase the capacity of the sales department. Thanks to the professional sales opportunities and consequent project management the growth could be managed without any problems.

## **Dynamics 365 is about to introduce IoT, which will end broken street lamps in Perth**

The final deployment of the technically most interesting part of the project will come at the beginning of 2018. After the company had quickly

become accustomed to all process innovations including the use of mobile application by field workers and Dynamics 365 as such, there was a time for major technological innovation based on employing the IoT module. This will summarize all the information collected from the IoT modules located in each street lighting lamp.

Surun Services manages hundreds of public lighting lamps in Perth and other adjacent cities of Western Australia. While nowadays the correct functionality of all the street lights needs to be checked every 14 days personally by field workers by night, after the launch of new IoT functionality it will be fully automated through the IoT module. This module will keep the company constantly informed about cracked and end-of-life bulbs requiring replacement.

In addition, Dynamics 365 already includes complete information about each street lamp, including the number of bulbs installed, their percentage of wear, the height of the pole, its geographical location, and the lamp ID that is printed on the pole in the form QR code.

#### **Technicians will no longer need to drive through the city at night**

From 2018 onwards, every morning Surun Services dispatcher will find all the information about dead or damaged bulbs around the city, or about the need for preventive bulb replacement directly in the Dynamics 365 mobile application. Based on this information the dispatcher will send service teams who will pick up the needed bulbs and bulb types in the warehouse. As a result, the company will not have to keep stock of unnecessarily large number of bulbs as it used to do in the past. The number of bulbs to be changed will be known in months in advance thanks to the precise operating data from all managed lamps.

#### **Keeping the repair records takes just seconds**

Dynamics 365 has completely changed the way the repairs are being performed and the records are kept. Everything happens now in real time. The technician comes to the lamp and scans its QR code with his smartphone into the mobile application. In the application, the lamp card opens with detailed information about it, including detailed information on the type and condition of each installed bulb. Once the defective or end-of-life ones are replaced, the technician confirms finishing the task in his smartphone and the information is immediately transferred to the system.

#### **Municipality officials have a clear overview of the public lighting**

Dynamics 365 now fully automatically and continuously generates executive outputs for individual customers. These are available to them through simple, intuitive web pages on SharePoint Online, another component of Office 365. Municipality officials immediately see here how many service interventions and on which lamps have been performed as well as which lamps or individual bulbs are malfunctioning. Thanks to this feature, customers can get much clearer and more transparent overview about street lights they operate.

## Dynamics 365 has shifted the company for a decade within single year

The implementation of Microsoft Dynamics 365 and its tight integration with Office 365 has provided Surun Services with systematic changes, radical optimization and automation of key processes. Introduced changes have mainly affected communication with customers, the reaction time to their requirements, and the overview of provided services they have. It also simplified, accelerated, and clarified the day-to-day work of field technicians. Thanks to the upcoming integration of IoT, expensive personal night-time control of public lighting will soon be over and preventative service interventions for end-of-life bulbs will be introduced.

Surun Services have benefitted from the transition to Dynamics 365 not only in terms of increase in client satisfaction, but also thanks to accelerated and refined key sales processes, reduced warehouse stock, productivity increased by 30 %, and 15% year-on-year revenue growth. Upcoming deployment of the IoT module will add even greater savings and further increase in productivity.