



Global Shipping Company CRM Implementation



Deloitte implemented a CRM system at a global shipping company, achieving enhanced cross-functional collaboration and improved commercial operations.

The Challenges



The client is planning a substantial expansion of its transportation capacity by over 30%, which requires improved commercial processes.

Currently their IT infrastructure faces challenges such as limited interconnectivity, low adoption rates, and parallel processes stemming from application performance issues. These factors lead to reduced transparency, fragmented operations, and less effective cross-functional collaboration, impacting commercial performance and consistency in pricing and opportunity management.

To achieve the client's ambitious growth targets, a refined, proactive approach is needed.

The Solution



The client has independently selected Microsoft Dynamics as the preferred platform for developing its inaugural external CRM application, transitioning from predominantly in-house solutions.

The key reasons for that choice are its cloud architecture, scalability, UX, and enhanced cross-functional collaboration, supported by improved system integration.

The new Commercial CRM now encompasses 80% of the commercial process, excluding the final pricing step (quotation) which the client has opted to retain within its legacy system. This strategic move aims to streamline operations and bolster commercial efficiency.

The Impact



The new commercial CRM launched spring 2025 and initially involved three pilot projects.

As the roll-out has progressed, the feedback from commercial agencies shows it has been a success, with enhanced cross-functional collaboration, improved UX on both the main and mobile applications, and seamless access to consolidated data from various client sources, including legacy systems.

This positive reception underscores the CRM's effectiveness in improving commercial operations.

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