

Wonga Enhances Dynamics 365 Capability with The CRM Team



BUSINESS CHALLENGE

Wonga relied on Microsoft Dynamics 365 to support critical business operations but faced several limitations impacting efficiency and scalability:

- Lack of in-house expertise to effectively manage Dynamics 365 CRM and Customer Journeys
- Inefficient workflows and limited data visibility across teams
- Challenges configuring and maintaining Dataverse applications
- High reliance on external support for troubleshooting and enhancements

These challenges created operational inefficiencies and limited the organisation's ability to fully leverage its CRM investment.

APPROACH

The CRM Team adopted a hands-on, collaborative approach:

- Worked closely with stakeholders to understand operational requirements
- Provided proactive recommendations to improve workflows and system usage
- Delivered training and guidance to build internal capability
- Supported troubleshooting while enabling self-sufficiency

THE SOLUTION

The CRM Team partnered with Wonga to deliver ongoing support and strategic guidance across their Microsoft ecosystem.

Key areas of support included:

- ✓ Continuous support for Microsoft Dynamics 365 Services
- ✓ Optimisation of Microsoft Teams Member licensing
- ✓ Workflow enhancement and system configuration
- ✓ Platform stability and issue resolution
- ✓ Advisory services aligned to business needs
- ✓ Skills transfer and user enablement

A strong focus was placed on empowering Wonga's internal team, reducing reliance on external support over time.



Wonga Enhances Dynamics 365 Capability with The CRM Team



RESULTS & BUSINESS IMPACT

The partnership delivered measurable improvements across Wonga's operations:



OPERATIONAL EFFICIENCY

- ✓ Automation of manual processes reduced workload and improved accuracy



ENHANCED VISIBILITY & REPORTING

- ✓ Improved insight into agent performance, system activity, and data accuracy



IMPROVED SYSTEM PERFORMANCE

- ✓ Optimised custom functions enhanced platform performance



STRONGER INTERNAL CAPABILITY

- ✓ Increased ability to manage configurations and resolve issues internally
- ✓ Reduced reliance on external support



COST OPTIMISATION

- ✓ Reduced spend within the Dataverse environment

WHY THE CRM TEAM

The CRM Team combines deep Microsoft expertise with a practical, enablement-driven approach, helping organisations not only optimise their CRM platforms but also build the internal capability to sustain and scale success.

"The CRM Team provided expert guidance and support for our Dynamics 365 CRM environment. Their team enabled us to better understand the system and build internal capability, resulting in improved support, increased efficiency, and better system performance."

Thys de Bruyn, Technical Operations Manager, Wonga

LOOKING AHEAD

Wonga continues to partner with The CRM Team to further enhance their Dynamics 365 environment and drive ongoing operational excellence.

Unlock the full value of your CRM investment. Partner with The CRM Team to optimise, scale, and take control of your Microsoft Dynamics environment.

info@thecrmteam.com | thecrmteam.com

