

Case Study

Marston's PLC

Dynamics 365
Helpdesk Implementation



Company Introduction

Marston's PLC is a UK based FTSE 250 company with a 180-year heritage, operating over 1,600 pubs, bars and lodges throughout the UK. It is also the world's largest brewer of cask ale via its five breweries, producing more than 60 of the country's best loved ales.



13,500⁺ staff
Company size



550 users
Solution size

Solution Components

- Microsoft Dynamics 365 Customer Engagement Enterprise Edition
 - Scribe Insight
- Custom-Built Web Service APIs

Website: <https://www.marstons.co.uk>

Project Summary

Whilst Strategy 365 has been involved in many projects for Marston's PLC, this case study focuses on a recent project to implement a complex helpdesk solution used to manage the logging, processing and resolution of all retail systems issues that occur in any of Marston's 1,200 pubs.

The initial problem for Marston's was that each pub had to log calls with many different suppliers and struggled to know which number to telephone. It was therefore decided that a central helpdesk system would be set-up at Marston's and pubs would telephone one number to get all the help they needed. The system would need to hold all the relevant information together in one centrally-managed solution built on the Dynamics 365 platform.

With so many departments and suppliers involved in the resolution of issues, the helpdesk solution helps identify the type of problem and route it to either an internal department, or to an external supplier. This in itself required a bespoke custom-built web service API for third parties to consume when requiring an integration to their own systems.

Key Deliverables

- Case Management
- Case Routing
- Knowledge Base
- SLAs
- Data Integration via custom-built APIs

Benefits

All retail systems issues are now centrally managed by the new solution built on the Dynamics 365 platform. Pubs have only one number to call to log issues, regardless of the system or the type of issue, enabling the pub manager to concentrate on what they do best – running great pubs and delivering fantastic experiences to customers.

"Strategy 365 have helped us implement many successful projects as well as providing first-rate CRM support for our business. They have excellent agile project management skills and their systems have proved efficient and reliable. I've found them to be professional, honest and a pleasure to work with."

Mark, Project Manager, Marston's PLC