

LCI TECH CASE STUDY

Increasing Sales Opportunities for Visually Impaired Employees Using Dynamics 365 for Sales

ABOUT

LCI was founded in 1936 as a manufacturing company that created career opportunities for the blind and visually impaired. In 2017, LCI formed LCI Tech, a division aimed at removing accessibility barriers for knowledge workers. Their goal is to create jobs for Americans with disabilities by helping companies adapt digital media, websites, and computer systems to accommodate people living with a disability. Through their training and usability testing services, their inclusive approach helps companies expand their reach, reduce risk, and increase brand value.

SITUATION

Already running Microsoft Dynamics AX 2012, LCI Tech was looking to add sales opportunity management to their tech stack. They briefly considered Salesforce, but decided they wanted a more comprehensive, end-to-end solution. As a new division, opportunities were being managed with an Excel spreadsheet, and most of their business development processes weren't documented anywhere. Their goal in moving to Dynamics 365 Sales was to be able to expand the sales and project team to 8-10 people and standardize lead-to-customer processes.

SOLUTION

MCA Connect worked closely with LCI Tech to implement Dynamics 365 Sales, adapting their standard processes to meet the needs of LCI's visually impaired team members. They quickly discovered that accessibility is not the same as usability. MCA Connect brought in Microsoft to better understand the specific challenges of visually impaired knowledge workers. Microsoft responded by making global changes to Dynamics 365's accessibility features that will benefit an audience far beyond LCI Tech. John Samuel, LCI Tech's Chief Innovation Architect, said, "By really understanding our unique challenges, MCA Connect proved to be more than an implementation partner, they became a strategic asset. We know they have our best interest at heart."

Shortly before Dynamics 365 went live, the COVID-19 pandemic hit. Moving to remote training created additional challenges, but the team took it in stride, adding screen readers so that everyone could digest the content together on Dynamics 365 application screens. Samuel addressed the situation saying, "Learning a new system is hard, especially when you can't see the screen. MCA Connect gave our employees the confidence they needed to fully embrace the new system and processes."



AT-A-GLANCE

With a goal to employ Americans with disabilities, LCI Tech helps companies adapt digital media, websites and computer systems to accommodate users with disabilities.

CHALLENGES

LCI Tech was managing their sales opportunities in Excel spreadsheets and recognized the need for more formalized, documented processes to accelerate their sales cycle and increase pipeline.

SOLUTION

Microsoft Dynamics 365 for Sales automated their workflow processes to accelerate the pace of their projects. Faster projects resulted in a higher margin and more fulfilled mission of supplying digital assets that are inclusive for all.



Gold Cloud Business Applications
Gold Cloud Customer Relationship Management
Gold Enterprise Resource Planning
Gold Cloud Platform
Gold Data Analytics
Gold Data Platform

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We have so many goals for this division, and a mission to help as many companies and people as we can. Through this project, we created the foundation we need.

-John Samuel, Chief Innovation Architect

RESULTS

LCI went live on Dynamics 365 Sales in May 2020 without a hitch. Samuel went on to say, "Working with MCA Connect was an incredible experience. Their empathy and communication made this project an out-of-the ballpark success."

Following the implementation, LCI Tech is now able to:

The team uses automated workflow processes to accelerate the pace of their projects. Faster projects deliver a higher margin and fulfill LCI Tech's mission to make digital assets inclusive for all. The LCI Tech team has embraced the new software, giving leadership new visibility into client activities and communications. Being able to forecast projects properly allows them to better plan their schedules and staffing.

VISION

Now that LCI Tech has implemented and found value with both Dynamics AX 2012 and Dynamics 365 Sales, the next logical step is to integrate the two systems. Their parent company, LCI, was so impressed by the results that they too are planning a Dynamics 365 Sales migration.

LCI Tech has recently created a Joint Venture with the company Ablr and will now operate under that name moving forward. You can learn more about Ablr by visiting www.Ablr360.com.

ABOUT MCA CONNECT

MCA Connect is a twelve-time Inner Circle Microsoft Gold Certified Partner that helps manufacturing companies around the world drive business performance. Our manufacturing solutions, built on the Microsoft technology platform, help you connect your equipment, analyze and visualize your data, analyze financials and integrate your people and processes for fast, intelligent business decisions.



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