

## Customer Success Story – Sprott Inc.

CloudFronts helped Sprott to set up and streamline their Sales and Opportunity management using Dynamics 365 CRM.

### About Sprott

Sprott is a global asset management firm providing investors with access to highly differentiated precious metals investment strategies. Sprott's best-in-class investment products include innovative physical bullion trusts, mining ETFs, and private equity and debt strategies. You can explore more about the client here at <https://sprott.com/>.

### Business Challenges

Sprott was looking to migrate existing contact data from emails to Dynamics 365 Sales and leverage Dynamics 365 Sales platform for streamlining their sales and opportunity management. The client also desired full-fledged training to be provided to the end-users on how to use Dynamics 365 Sales and ensure a formal, structured learning experience for the client.

### Solution Delivered

CloudFronts team conceptualized and designed a sales process curated to asset management firm's requirements. Dynamics 365 Sales was deployed successfully to streamline the entire process from capturing leads, tracking follow-up communication, emails, and appointments, along with maintaining the database of Accounts, contacts, Opportunity, Quotes, and status.

[Check out the Press Release here >](#)

### Key Technologies

1. Dynamics 365 Sales

## Testimonial

“Our Experience working with CloudFronts on our Sales CRM was very positive. We found their team to be extremely competent and very professional, and executed the project on time using Agile project management techniques.” – Aditya Pattanaik, Investment Executive, Sprott

## Post Go-live

Post Go-live, Sprott was able to report the following benefits:

1. Their entire sales process is now streamlined with Dynamics 365 Sales to suit their industry specific requirements.
2. Their marketing and sales representatives can now log the contacts, view opportunities, leads into the Dynamics 365 Sales and better manage them and accordingly take decisive actions.

Email us your requirements at [ashah@cloudfronts.com](mailto:ashah@cloudfronts.com) or fill out the [contact us form](#).