

Customer Success Story: Global Sustainability Certification Organization Streamlines Case Management System with Microsoft Dynamics 365

CloudFronts implemented Microsoft Dynamics 365 Customer Service for the Cradle to Cradle Products Innovation Institute (C2CPPI), a Global Sustainability Certification Organization. Facing fragmented mailboxes, manual routing, and limited reporting, C2CPPI needed a centralized support system. CloudFronts automated email-to-case conversion, intelligent region-based routing, and contact-account linking, and added Power BI dashboards for visibility. The result: faster response times, better SLA compliance, and a scalable platform that supports C2CPPI's mission to drive global product sustainability.

About the Cradle to Cradle Products Innovation Institute:

The Cradle to Cradle Products Innovation Institute (C2CPPI) is a global, independent non-profit organization headquartered in Amsterdam and San Francisco. C2CPPI drives the transition to a circular economy by certifying products and materials across five sustainability impact categories. Attributes: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness. With over 450 companies, 900+ certifications, and 80,000+ products and variants across industries including construction, textiles, packaging, beauty, and electronics, C2CPPI is a leading authority in sustainable product design. Their certifications help companies align with evolving environmental regulations.

Learn more at www.c2ccertified.org

The Challenge:

- a. Customer service requests were received across multiple shared mailboxes (Finance, Marketing, Info, etc.), resulting in fragmented communication and inconsistent case handling.
- b. Incoming emails require manual monitoring, categorization, and assignment, increasing response times, and operational overhead.
- c. There was no standardized case lifecycle, making it difficult to track customer requests consistently from creation through resolution.

- d. Customer information was not automatically associated with existing contacts and accounts, resulting in duplicate records and limited customer context.
- e. Case routing, notifications, and follow-ups relied heavily on manual effort, making SLA compliance difficult to maintain.
- f. Limited reporting and operational visibility made it challenging to monitor team performance, case trends, and customer service metrics.
- g. The organization requires a scalable customer service platform capable of supporting automation, analytics, and future business growth.

Solution:

CloudFronts implemented a centralized **Microsoft Dynamics 365 Customer Service** solution that automates the complete customer support lifecycle from receiving customer emails to case resolution while providing intelligent routing, standardized processes, and real-time visibility:

a. Automated Email-to-Case Management

Integrated multiple shared mailboxes including **Finance, Marketing, Info**, and other business channels with Dynamics 365. Incoming emails are automatically converted into customer service cases, eliminating manual case creation and ensuring no customer request is missed.

b. Intelligent Queue & Region-Based Assignment

Configured queue management and assignment rules that automatically route cases to the appropriate support teams. In addition to mailbox-based routing, region-specific assignment logic automatically assigns cases to designated employees based on the customer's geographical region, ensuring faster response times and balanced workload distribution.

c. Customer & Account Association

Implemented intelligent customer identification by automatically creating contacts when required and associating them with existing accounts based on email domain matching, providing agents with complete customer context throughout the support process.

d. Structured Case Management

Designed a standardized case lifecycle with configurable Case Types, Categories, Sub-Categories, Priorities, Channels, Regions, and Sectors, enabling consistent handling, classification, and tracking of every customer interaction.

e. Automated Notifications & Collaboration

Implemented automated notification workflows throughout the case lifecycle, including case creation, assignment, internal and external notes, Microsoft Teams user mentions, SLA reminders, and case closure notifications to ensure seamless communication between customers and support teams.

f. Analytics & Operational Reporting

Developed Power BI dashboards providing insights into case volumes, SLA compliance, resolution times, backlog, agent productivity, regional trends, escalation metrics, and overall customer service performance.

Key Technologies

a. **Microsoft Dynamics 365 Customer Service** – Centralized customer support and case management platform.

b. **Microsoft Power Automate** – Workflow automation for email processing, notifications, SLA reminders, customer feedback, and business process automation.

c. **Microsoft Exchange Online Shared Mailboxes** – Automated email ingestion from Finance, Marketing, Info, and other support mailboxes.

d. **Microsoft SharePoint Online** – Secure storage and management of customer attachments and supporting documents.

e. **Microsoft Teams** – Internal collaboration and notification management through user mentions and activity alerts.

f. **Power BI** – Executive dashboards and operational reporting for customer service analytics and performance monitoring.

Results and Impact:

- a. Centralized customer support operations by replacing fragmented mailbox-based processes with a unified Dynamics 365 Customer Service platform.
- b. Eliminated manual case creation through automated email-to-case processing across multiple shared business mailboxes.
- c. Automated region-based case assignment, ensuring customer requests are routed directly to the appropriate support representative based on geography and business rules.
- d. Improved response times and operational efficiency through intelligent routing, automated notifications, and SLA-driven workflows.
- e. Enhanced customer context by automatically linking contacts and accounts, enabling support agents to resolve cases more efficiently.
- f. Delivered comprehensive operational visibility through Power BI dashboards covering case trends, workload distribution, SLA compliance, and agent performance.
- g. Established a scalable customer service platform capable of supporting future automation, integrations, compliance reporting, and growing customer support operations.

Conclusion:

CloudFronts helped C2CPII replace its fragmented, manual support process with a centralized, automated platform on Microsoft Dynamics 365 Customer Service. Automated email-to-case conversion, intelligent region-based routing, and automatic contact-account linking eliminated manual overhead and gave agents full customer context, while automated notifications improved response times and SLA compliance. Power BI dashboards now provide real-time visibility into case volumes, agent performance, and service trends. CloudFronts remains a committed technology partner in C2CPII's mission to build a circular economy where every product is designed for people and the planet.