

## Case Study

# National Commercial Cleaning Business Increases Application User Adoption

A national franchise of commercial cleaning businesses needed to increase application user adoption and fill appdev skill gaps.



# Technology

- Microsoft Dynamics CRM 365 Online

## The Challenge

- Low application user adoption, which was preventing them from meet their goal of increasing sales.
- Internal application development resource scarcity and technology skill gaps.
- A growing backlog of system changes that had to be address towards achieving their goals of improving user adoption and increasing sales.

## The Solution

- The company invested in Datavail's Sprint Teams as a Service (STaaS).
- Datavail's technical resources filled existing skill gaps.
- The team reviewed and prioritized the backlog items, with a focus on increasing customer user adoption.
- Application modifications and re-design were implemented.



## The Results

With Datavail's help, user adoption increased significantly. Because of this increase, national sales efficiencies increased, which directly impacted revenue growth. Their applications also have additional functionality, and they now have a long-term solution for their skill gaps with Sprint Teams as a Service.