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## Maynilad Water Services Case Study





## Water Services Provider Gains Business Visibility and Automates Service Processes with Microsoft Dynamics CRM

### Customer Profile

Maynilad Water Services, Inc. is the water and wastewater services provider for the 17 cities and municipalities that comprise the West Zone of the greater Metropolitan Manila area.

### INDUSTRY

Water Services Provider

### LOCATION

Philippines

**“With Microsoft Dynamics CRM providing a clear view into our business operations, Maynilad is able to deliver fast, efficient service that best meets the needs of our customers.”**

**Francisco C. Castillo, SVP-CIO, Information Technology Services, Maynilad Water Services, Inc.**

Maynilad Water Services, Inc. (Maynilad) is the largest water concessionaire in the Philippines in terms of customer base.

With a net income of 8 billion, the company’s services range from water service installation and maintenance, zone inspections, technical implementation, expansion, wastewater management, geo-mapping of pipelines, billing and reporting to the regulating office of Metropolitan Waterworks and Sewerage System (MWSS).

Maynilad is a recipient of the International Water Association’s Global Honour Award for its Water Service Transformation program, which resulted in the dramatic improvement and accelerated expansion of water services in just five years.

Among the enhancements that made this accomplishment possible is the company’s adoption of a new system for streamlining and automating its business processes to improve customer service. “Maynilad Water Services, Inc. takes customer service to the next level with its Workflow Management System (WMS) and Microsoft Dynamics CRM.”

### CHALLENGE

With 12 business areas spread out across Metro Manila, Maynilad wished to implement a standard way of providing service to all customers from different locations. With the lack of a single system for recording transactions and maintenance processes, Maynilad suffered from data inconsistencies. As a result, due to lack of visibility, improvement areas could not be identified, and customer satisfaction became very low.

## WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

Maynilad needed a way to record transactions so that the transactions could be sent accurately to the company's billing system. The company also needed to automate sales and customer service processes to ensure a proper check and balance in business area operations.

## SOLUTION

Microsoft Dynamics CRM is the core solution for Maynilad's Workflow Management System (WMS) – the system responsible for enhancing Maynilad's sales and customer service operations. Maynilad sought a system that could centralize sales and service processes, as well as provide full billing transparency. Microsoft Dynamics CRM met the company's requirements for all business processes, and added more value by automating processes where there was a high risk of inconsistent policy execution.

## BENEFITS

### Enhanced Customer Service with Application Processing Automation

With Microsoft Dynamics CRM, Maynilad automates the creation and validation of new water and sewer service applications, enabling the company to more quickly and efficiently process applications and serve new customers. Existing customers also experience an automated ownership change process, facilitating uninterrupted service to the customer.

### More Connected Business Processes through Integration with Existing Systems

With applications for new service connections, after receiving the application and entering the customer information in Microsoft Dynamics CRM, the application gets pushed into the company's billing system, SAP ISU, with all of the customer's contact details transferring to the system.

After the application gets cleared by the legal unit, it is then assigned to the zone team to check for water line availability at the customer's location. If a line is available, the team obtains technical information such as size of service line, meter information, size of the path, etc., and enters it in Microsoft Dynamics CRM. Microsoft Dynamics CRM then pushes the zone data into SAP ISU to automatically create a Contract Account Number (CAN) in SAP ISU. The CAN is added to the application in CRM, and the application is sent back to the account team.