

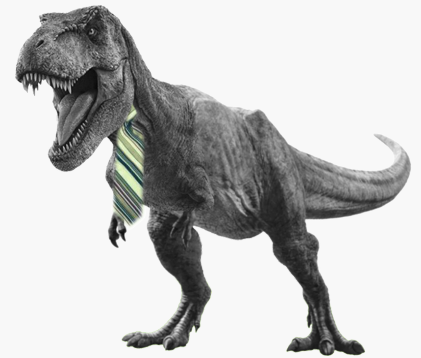
 **Microsoft GET CONGRUENT MONTHLY**

**Have you Registered for TODAY's Webinar?!**

**"Light Up CRM with DialoguePrime"**

**it's not to late! Join Us!**

<https://events.teams.microsoft.com/event/c4bf9ce3-33d3-42c1-bdca-20ddca02c6df@e68a9377-a482-425f-8518-383cc69eedc>



**CLIENTS NOT PROJECTS  
QUOTE OF THE MONTH**

"We have been working with many partners over the years... We have never seen a model like this - it is so adoption and results focused vs just project focused..."

**FEATURED OFFERING  
GET VIVA SALES RIGHT**

**SOLUTION CAN ALSO BE LOCATED IN THE MICROSOFT PARTNER SOLUTION OFFERINGS.**

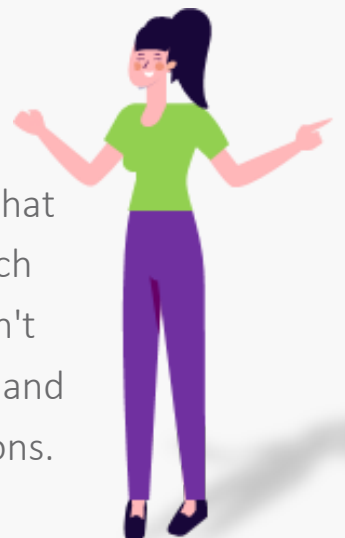


**Stop "Doing CRM"**

Viva Sales is a seller experience app that automatically captures Office 365 and Microsoft Teams data into any CRM tool.

**Get Viva Sales Right**

A 4 Week Implementation that Aligns your People and Tech using Viva Sales so you don't have to "Do CRM" anymore and can have better conversations.



[www.getvivasales.com](http://www.getvivasales.com)



## **GO LIVES**

### **OUTCOMES NOT HOURS**

Whataburger and congruentX partnered on a two-part modernization of their call center and field service technology. Whataburger was utilizing an older application in the contact center and with the field service organization that services their nationwide restaurant locations that operate 24 hours a day. Key business outcomes for the engagement included eliminating nonproductive time spent by their service technicians in using the older technology and creating a consistent case entry process for the contact center analysts. To deliver another business outcome by not doing too much at once contact center was successfully migrated to the D365CE online environment and subsequently the Field Service organization was brought on board with the Dynamics Field Service App. During the staggered Go Lives the congruentX teamed worked closely with the Whataburger business and IT teams to deliver another business outcome; A partner that can work with the business stakeholders and IT. As a result, Whataburger gained efficiencies in both case management and field service delivery, processing thousands of Cases and Work Orders per week.



**OUTCOMES NOT HOURS**  
**CLIENTS NOT PROJECTS**  
**PEOPLE NOT RESOURCES**

# PEOPLE NOT RESOURCE

## MICROSOFT SPOTLIGHT



**Mary Madrigal**  
**Sr. Partner Development**  
**Manager | Business**  
**Applications**

To be a successful partner, you need someone at Microsoft who is genuinely rooting for you. Mary, our PDM, is that one person for us. Mary has been a breath of fresh air in terms of how to navigate the Microsoft network of sellers as well as how to best utilize Partner Center. We depend heavily on her to overcome roadblocks along the way, and this improves our overall relationship with Microsoft. And with a good relationship, we sell better together!

Mary believes that “Strong and positive leadership is key in building great organizational culture. CongruentX has this in spades. The values that congruentX embraces are building them to be unstoppable -- people not resources, clients not projects, outcomes not hours. The entire congruentX team exemplifies these values in the work they do. I look forward to continuing this amazing partnership with their eagerness to empower our clients to achieve more!”

We know that Mary has made a huge difference in our business. She is a servant leader personified, and is relentlessly positive amidst change and complexity. She is a tireless advocate for congruentX and we consider her to be, in many ways, a virtual board member, advocate, coach, advisor and friend of CongruentX. We look forward to continuing our partnership with her and continuing to grow our Microsoft partnership together.

## CX EMPLOYEE SPOTLIGHT



**Markus Lacher**  
**Customer Excellence**

This week we highlight the accomplishments of Markus Lacher, who is known and loved by many of congruentX clients. He is a seasoned IT professional who has been in the industry since 1997. Although Markus has a background in computer science, he started his own business in 1992 to finance his college education and since then has worked with many brands you probably use or recognize. Building something new fascinates Markus who is always up for a challenge. We have seen first-hand how successful he can be as he launched and currently leads the Delivery organization at congruentX.

Despite his wealth of experience, Markus says that working at congruentX is the most interesting job he's ever had because of the company's commitment to putting clients and outcomes first. He loves the honesty, fast pace, and the fact that he gets to work with the smartest people he's ever met. When asked about his favorite engagement at congruentX, he cites a time-tracking project for a motorsports company, which holds a special place in his heart due to his passion for motorsport and his son's success as a motocross rider. He believes that working at congruentX keeps his analytic brain active, as he works on multiple engagements simultaneously and needs to be able to switch gears quickly. Markus is proud of the success his teams have had over the years. Every engagement (he intentionally stays clear of the word "project") brings with it valuable lessons that lead to the success of new customers.

When asked about career advice, Markus says that he wishes he had listened to his gut instincts instead of just chasing money when he was younger. He is a very open person, and most people might not know that he rode his bicycle, alone, through the Atacama Desert in Chile in 2004. He wants to make people happy and help bring peace and good health to the world. Markus acknowledges that he is not much of a TV person, but recently started binging "How to Get Away with Murder." When it comes to leisure reading, Markus enjoys reading biographies of entrepreneurs. And even though he doesn't have a bucket list, he would love to visit the Galapagos Islands in his lifetime.

## UPCOMING EVENTS

- **3/1/2023 - "LIGHT UP CRM WITH DIALOGUEPRIME" WEBINAR**

**[HTTPS://EVENTS.TEAMS.MICROSOFT.COM/EVENT/C4BF9CE3-33D3-42C1-BDCA-20DDCA02C6DF@E68A9377-A482-425F-8518-383CC69EECDC](https://events.teams.microsoft.com/event/c4bf9ce3-33d3-42c1-bdca-20ddca02c6df@e68a9377-a482-425f-8518-383cc69eecdc)**

