Sage 300 ERP

sage

Sage CRM
for Sage 300 ERP

Benefits Highlights

- Increase sales productivity with mobile features and real-time information
- Improve communication and knowledge sharing with complete view of business KPIs
- Improve marketing campaigns with in-depth knowledge of customer purchasing habits
- Increase efficiencies across all teams by integrating sales, marketing, customer service, finance, and operations information
- Improve customer service by ensuring complete case resolution with built-in work flow
- Reduce costs by eliminating duplication and ensuring data consistency
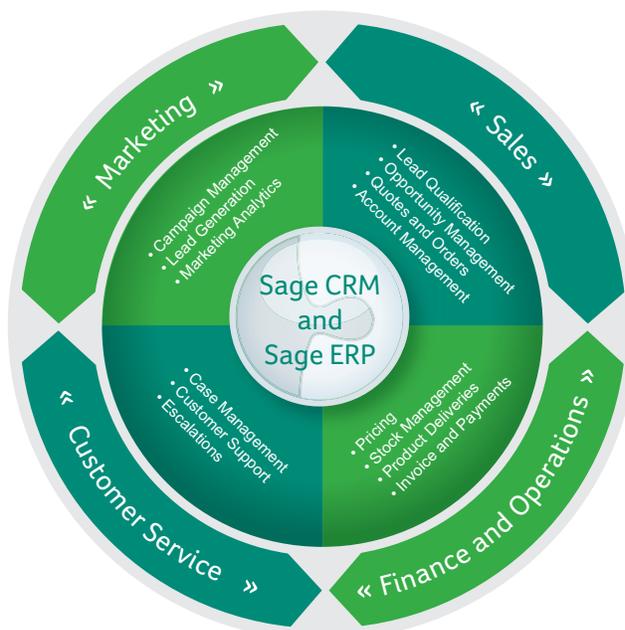
Increase Sales Productivity.
Enhance Business Collaboration. Enable Success.

Sage CRM for Sage 300 ERP is an integrated on-premises solution that helps companies increase sales productivity, improve responsiveness to customers, better understand customers' needs, improve overall communication and knowledge sharing, and increase customer satisfaction. Sage CRM lends complete visibility across the business for better customer insight and decision making. Leveraging the latest technology trends, Sage CRM delivers a more complete customer relationship management solution.
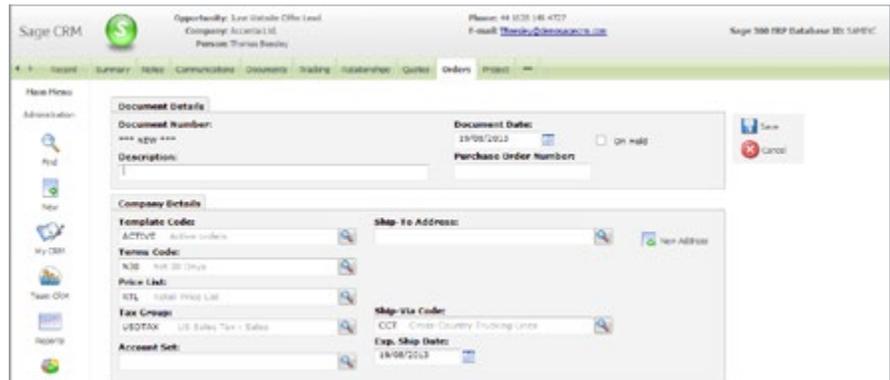
Sage CRM includes mobility, business, and social media features such as Twitter®, LinkedIn®, Facebook®, and Yammer®. It is designed to integrate with Sage 300 ERP to help drive productivity and collaboration across all business units with real-time information.

A Seamless Integrated Solution

- Provides combined view of all customer financial and non financial information
- Improves communication and knowledge sharing across all departments
- Real-time updates of customer information between Sage 300 ERP and Sage CRM
- Allows direct quote entry into Sage CRM, which can move to order entry into Sage 300 ERP

Sage CRM and Sage ERP: Complete visibility across the entire business

Marketing »
- Campaign Management
- Lead Generation
- Marketing Analytics

« Sales »
- Lead Qualification
- Opportunity Management
- Quotes and Orders
- Account Management

« Customer Service »
- Case Management
- Customer Support
- Escalations

« Finance and Operations »
- Pricing
- Stock Management
- Product Deliveries
- Invoice and Payments

Sage CRM and Sage ERP

Sage CRM for Sage 300 ERP enables you to manage all of your customers' interactions from sales opportunity management to billing and payments.

Features	Benefits
Automatic maintenance and updates of customer data between Sage 300 ERP and Sage CRM	Reduces double entry and errors and improves data quality
Full process integration from lead generation to receivables; instant access from Sage CRM to any customer data with ability to drill down to details or perform additional tasks	Increases productivity and delivers complete visibility across all functional teams
Marketing templates, automated drip marketing, targeted marketing campaigns	Improves marketing activities, resulting in better quality sales leads
Direct access from Sage CRM to customer ERP information such as order details, sales credits, and others	Empowers customer service staff to deliver better service
Campaign management with results tracking, cloning, email marketing, integrated follow-up, and detailed reporting	Maximizes marketing spend and improves quality, execution, and conversion
Workflow process automation	Ensures complete case resolution and improves quality of service with predefined escalation workflow process
Mobile CRM for iOS, Android, and Windows 8 devices	Increases productivity and communication and improves responsiveness to customer's needs
Social CRM features support such as Twitter, LinkedIn, and Facebook	Helps better understand customer and prospect needs, engage with public at large, and build and promote brand
Business collaboration feature support such as Yammer	Fosters collaboration and improves communication across all functional teams
Smarter business reporting with interactive graphs and secured customized reports	Increases business insight and enhances decision making
Email integration	Increases productivity by importing contacts from Microsoft Outlook® into Sage CRM and synchronizing tasks and appointments
Social media integration	Increases revenue potential and brand recognition and enhances knowledge about customers and prospects
Customer portal	Empowers customer and improves customer experience resulting in higher customer loyalty
Real-time data synchronization	Increases efficiency, eliminates multiple data entries, and reduces human errors

For more info, visit:
NA.Sage.com
or contact us at
866-996-7243