sage

Enhancing
productivity.
Enabling
success.

Sage CRM

Sage CRM
Customer Relationship Management

Customer Relationship Management (CRM) is far more than just a software application. It is a business solution that gives you the ability to connect with and understand real people covering every interaction with valuable customers across your entire business.

Sage CRM enhances your customers' experience by doing so many things they never even see, for instance, enabling improved business processes, closer management of new and existing customer relationships, increased revenues and decreased inefficiencies. Sage CRM provides management with timely and reliable insight to guide important business decisions.

As the leading supplier of business management solutions to small and medium-sized businesses, Sage has over six million customers worldwide.
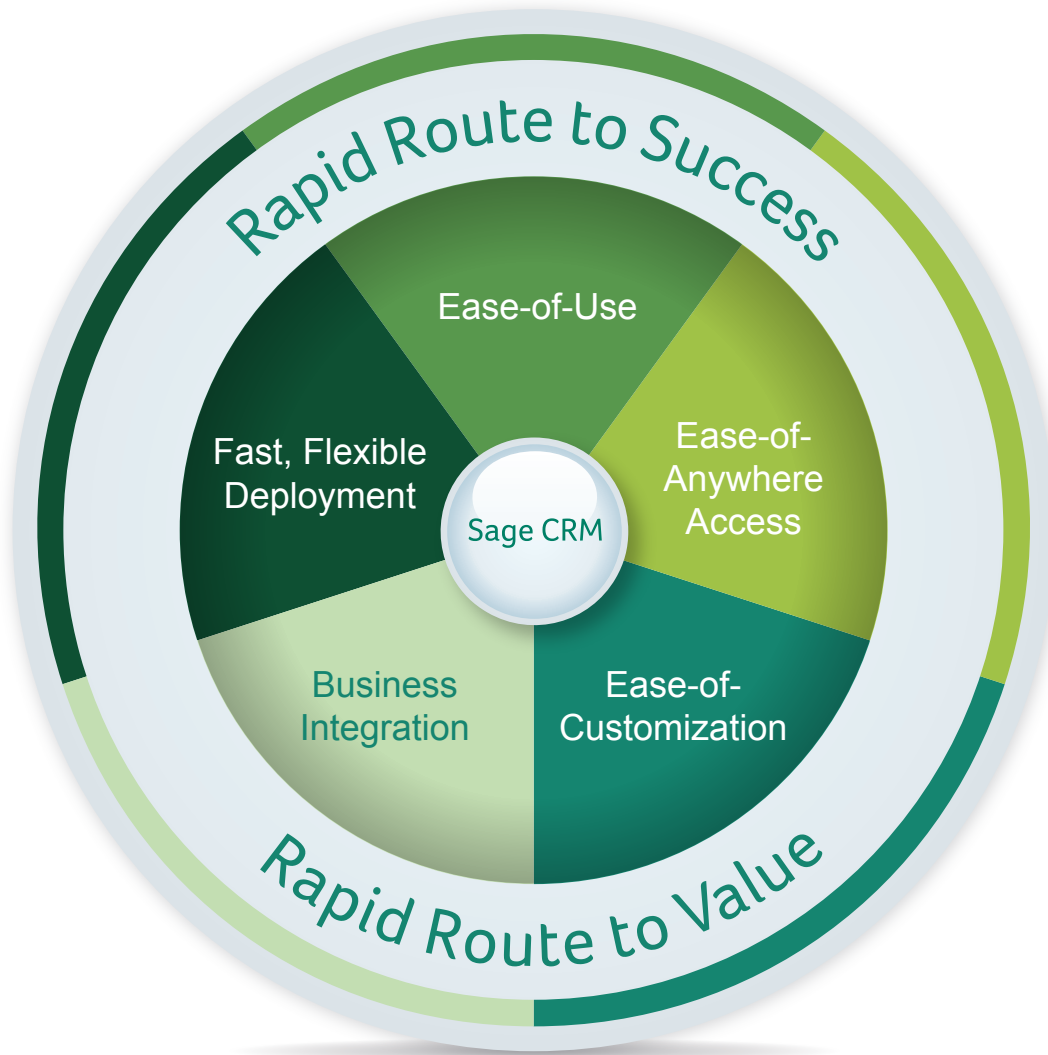
More than 14,000 organizations in 70 countries use our award-winning Sage CRM software to manage their critical sales, marketing and customer service activities every day.

With a choice of editions, and deployment options, Sage CRM has a solution that can meet the individual needs of your business and accelerate your business growth.

Sage CRM
Rapid route to success and value

Rapid Route to Success

Rapid Route to Value

Ease-of-Use

Ease-of-Anywhere Access

Fast, Flexible Deployment

Sage CRM

Business Integration

Ease-of-Customization

- Easy to use with simple navigation

- Access anywhere, anytime with rich CRM functionality across multiple mobile platforms

- Highly customizable and scalable solution that grows as your needs develop

- Available on-premise or in the cloud

- Integrates with key Sage ERP solutions for a complete view of your customers

- Rapid return on investment and low total cost of ownership

Sage CRM

Sage CRM
Summary of benefits

- Ensures your sales, marketing and customer service resources are being used to maximum effect

- Reduces your cost-of-sale

- Reduces the cost of your marketing leads

- Ensures you meet customer service level agreements

- Minimizes administration costs

- Protects and grows your revenue

- Ensures that your investments are all aligned to revenue development

- Enables you to pinpoint underlying issues and take corrective action accordingly

- Reduces the potential for customer attrition

- Enables you to leverage further revenue opportunities within your current customer base

- Empowers your staff to provide exceptional service to your customers

- Reduces your opportunity cost

- Boosts productivity and enables staff to accomplish more in their working day

- Maximizes customer communications and interactions through integrated social media channels

Reduces costs, increases productivity while increasing customer satisfaction

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Sage CRM
Features at-a-glance

For all users

- Easy to use interface with a fresh look and feel

- Fully customizable interactive dashboard

- End-user personalization of interface design and content

- Built-in user tutorials, user guide, quick tips and product videos

- Relationship management graphs

- Impactful visual charts and highly graphical reports

- Real-time synchronization between Sage CRM and MS Exchange for seamless calendar management

- Dynamic linking of multiple information sources on a single dashboard screen

- Centralized meeting management

- Full calendar response management

- Fully customizable graphical workflow

- Access Sage CRM across all modern internet browsers with cross-browser compatability

- Mobile CRM access on the latest smartphone and tablet devices

- Business Collaboration powered by Yammer, a powerful tool that enables greater collaboration across teams

For IT professionals

- Out-of-the-box customization

- Easy to install and quick to deploy

- Easy to integrate

- Flexible deployment options

- Advanced customization capabilities

- Single point of entry for Sage CRM and MS Exchange integration for ease-of-administration and rapid new user setup

Integration capabilities

- Sage ERP integration

- MS Exchange integration

- MS Outlook integration

- Social media integration

- Web self-service

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Sage CRM
Empowers sales teams to sell effectively

Sage CRM directs your sales efforts towards the most profitable, most winnable deals, and helps you make the most of cross-selling and up-selling opportunities. With instant access to pipelines, calendars, sales reports, contacts, and much more, your sales people are freed up to focus all their efforts on selling.

With Sage CRM, the sales team can manage and action all their activities from the interactive dashboard. This intuitive and interactive workspace enables the sales team to monitor their opportunities and pipeline, manage their calendar and tasks, and identify powerful networking opportunities from LinkedIn®, all from this customizable workspace.

Easy to use analytical tools help your sales team to identify latent sales opportunities which exist within your customer database, and then create cross-sell and up-sell propositions accordingly. Automated workflow and pipeline management eliminate unnecessary paperwork and ensure that sales teams are optimizing their sales processes and adhering to company-specific sales stages. This means that opportunities will be progressed as quickly and efficiently as possible.

"In the sales department, Sage CRM is the tool that we use all day long. It is vital in fact, because we log all our customer contact in Sage CRM and all our opportunities are tracked in Sage CRM. We would actually lose sight of our opportunities if we didn't have a system like Sage CRM."

Aine O'Mahony, Business Development Team Leader, CarTrawler

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Sage CRM
Empower sales teams

Benefits of Sage CRM to the sales team

Maximize the value of every sales opportunity in your pipeline

- Create accurate Quotes and Orders in a couple of clicks

- Manage collaboration and team selling across your department with ease

- Eliminate guesswork; make decisions based on accurate, real-time information

- Empower your team and boost productivity with a single view of leads, opportunities, tasks and activities

- Enables quarterly sales performance monitoring, improving consistency across the sales organisation

- Maximizes cross- and up-sell opportunities

- Great user experience on any browser with cross-browser compatibility

- Leverages financial information from the back-office system

- Reduces time spent in the office on sales administration (more time on sales calls)

- Enable sales teams to work effectively regardless of their location with Sage CRM mobile solutions

Sage CRM provides the sales team with the ability to work from a mobile device regardless of where they are located. This ensures that they have fast, up-to-date access to critical customer data especially for those that are often out on the road.

Sage CRM enables mobile sales teams access their important customer information from the latest mobile devices. Additionally, Sage CRM's native apps for the iPhone, Windows 8, and Android devices provide mobile sales teams with real-time data to help them manage their business relationships wherever they are, even when out of coverage.

Sage CRM

Sage CRM
Execute effective marketing campaigns easily

An invaluable tool for marketers, Sage CRM helps you to plan, execute, and measure the success of every marketing campaign. It becomes much easier to get the right messages to the right people at the right time, eliminating guesswork, and making the best use of your marketing resources. Marketing campaign workflows can be easily customized so they are structured for consistent execution and for maximum reach and impact. Users can clone campaigns allowing them to create and share campaigns quickly and easily.

Mailchimp and Sage E-Marketing are integrated email marketing solutions which includes attention-grabbing e-marketing templates, smart-sending features, automated drip marketing campaigns and the ability to track open, click and bounce rates from within Sage CRM.

Marketing analytics and reporting ensure absolute accountability at all stages in the cycle, which means that return on investment can be calculated with ease and the marketing budget is optimized at all times. This information can be displayed on the interactive dashboard for ease of reference.

Sage CRM
Empower marketing teams

Benefits of Sage CRM in marketing

- Create, track and manage dynamic marketing campaigns that really deliver

- Plan and track activities, tasks, budgets and details for each marketing activity

- Produce highly targeted customer communications with improved response rates

- Real-time marketing performance analysis and pinpoint budget management

- Fully customizable marketing workflow out-of-the-box for rapid campaign execution

- Integrated MailChimp and Sage E-Marketing email marketing solutions include pre-designed email templates that cover all communication needs

- Tracks all e-marketing email interactions including open, click and bounce rates automatically through Sage CRM

- Maximizes customer communications and interactions through integrated social media channels

- Great user experience on any browser with cross-browser compatibility

- Social CRM solutions for LinkedIn®, Facebook and Twitter extends conversations and collaboration with prospects and customers to social media channels

Jay Lentz, Client Development Executive, Lincoln Waste Solutions

"You don't have to think about saving anything. The history is all there if you want to pull up a name and make a call. Triggers and reminders are built in to ensure everything is followed up. We can resolve issues in one call, get off the phone and get on to the next knowing that all the history is waiting for you."

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Sage CRM
Ensure customer satisfaction & loyalty

Keeping customers loyal and providing them with a satisfying and consistent customer experience can be hard to perfect. Sage CRM enables your company to roll out web-based customer self-service quickly and cost effectively. From here, users can service their own information needs, track data and update the system without the requirement for customer service assistance and at the time and place of their choice.

Additionally, you can maximize the synchronization between your service agents and your customers, ensuring that cases are progressed in a timely manner and in accordance with service level agreements (SLA). All cases can be managed directly from the interactive dashboard removing the need to switch between screens, maximizing the productivity of agents. Knowledge management capabilities make it easier to capture remedies related to specific issues which may recur over time, making sure that agents are not duplicating effort.

Benefits of Sage CRM to the customer services team

- Manage your customer accounts with insight and collaboration

- Respond to customer cases quickly, reducing response times to customer service requests

- Enable agents to quickly and accurately find the right answer the first time

- Enables customer satisfaction measurement and benchmarking

- Increases productivity of customer support representatives

- Provides self-service facility to customers around common issues

- Enables customer issues to be tracked and responded to, regardless of who answers the phone or receives the email

Sage CRM

Sage CRM
Sage CRM mobile solutions

Mobile CRM is rapidly becoming a must-have for field sales and customer service teams, enabling them to access critical customer information in real-time, increasing sales and service effectiveness at every stage of the customer relationship cycle.

With this in mind Sage CRM has developed a complete mobile solution that equips your mobile workforce with the necessary tools to enable them to do their job effectively.

Sage CRM mobile solutions are an important asset to your sales team enabling users to quickly search and update contacts, opportunities, leads and cases and to run and view reports on the move.

Increased Productivity

Watch this short video and discover the latest trends in mobile technology and see how Sage CRM mobile solutions can benefit your business.

bit.ly/sagecrmismobile

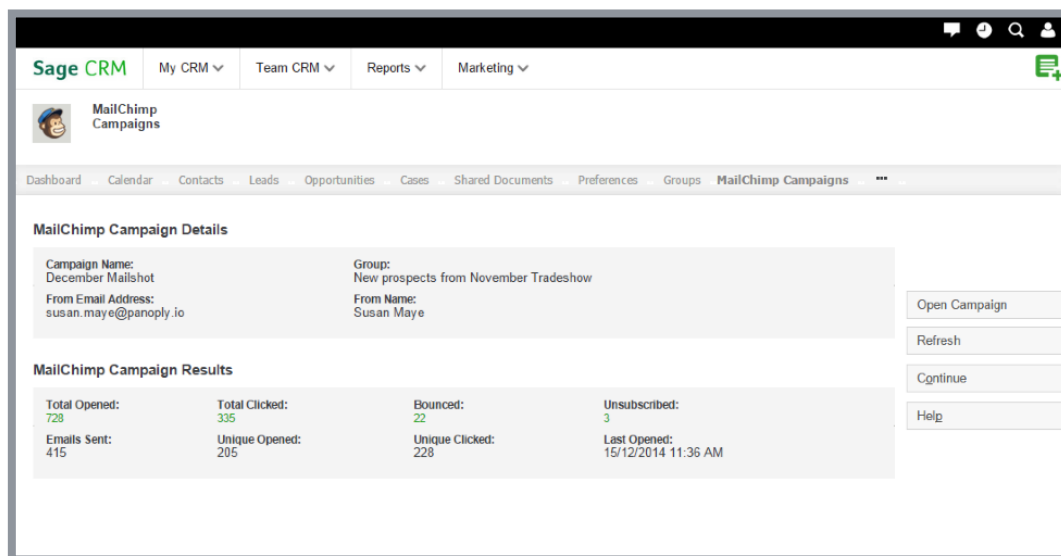na.sage.com/sage-crm

Sage CRM
Sage E-Marketing for Sage CRM

Email marketing is one of the most effective marketing tools modern businesses have at their disposal. With minimal resources, small and medium-sized companies can send personal, relevant, and timely emails to their customers and prospects while keeping costs to a minimum.

Email marketing is built into Sage CRM, and it allows you to quickly and easily build campaign lists, design effective email communications, and deliver your messages to the right people at the right time. Responses to your email campaigns can be analyzed in real time, allowing you to continuously make improvements and enjoy a greater return on investment.

Targeted measurable marketing

Sage CRM integrates with MailChimp and Sage E-Marketing*, offering you more choices for your email marketing needs.

Now you can eliminate guesswork, create highly targeted marketing campaigns, and get more from your marketing resources.

Manage your MailChimp email campaign from within Sage CRM.

* Sage E-marketing for Sage CRM requires an additional subscription

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Cloud or On-Premise: It's Your Choice

Cloud

Managed by us

Deployed in Cloud

Upgrade automatically

Sage CRM Professional (Cloud)

Fully cloud-based, Sage CRM Professional (Cloud) delivers contact management and helps you manage your sales function, for a low and predictable monthly cost.

Start your FREE trial now ▷

Ease of use

Fast, flexible deployment

Anytime, anywhere access

Easy customisation

Sage and 3rd party products integration

Rapid Return on Investment

Low Total Cost of Ownership

Ideal for small and medium business

Highly secure

On-Premise

Managed by you

Deployed in your offices

Upgrade when you want

Sage CRM (On-Premise)

A fully featured solution, Sage CRM (On-Premise) automates marketing, sales and customer service operations and can be easily customised to meet your unique business requirements.

Schedule a demo now ▷

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About Sage CRM

Sage CRM is used by over 14,000 organizations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day. Award-winning Sage CRM equips businesses with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

See for yourself the difference that Sage CRM could make to your business. Visit na.sage.com/sage-crm and start your free 30 day trial of Sage CRM now.

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