



SAGE CRM

CUSTOMER RELATIONSHIP MANAGEMENT

Sage CRM provides your sales, marketing, and customer service teams with the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels.

With Sage CRM, you can:

- Empower your staff with enterprise-wide access to vital customer, partner, and prospect information.
- Build long-lasting customer loyalty and generate repeat sales from your best customers.
- Integrate with many popular accounting and ERP solutions for efficient access to customer, partner, and transactional data.
- Analyze, forecast, and report on key sales data.
- Assign, schedule, and track marketing campaign activities, and measure the performance of every campaign.
- Identify, execute and replicate effective marketing initiatives across your sales channels.
- Access relevant customer data in real time, including orders, call and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, and sales opportunities.
- Integrate with other applications through our sophisticated, yet easy to use, Web Services interface.
- And much more!

The screenshot displays the Sage CRM web interface. At the top, there's a navigation bar with options like 'My Dashboard', 'My Contacts', 'My Preferences', 'Calendar/Tasks', 'Leads', 'Opportunities', 'Document Library', 'Forecasts', 'Cases', and 'Outbound Call Lists'. A central section shows '5 Opportunities, Page 1 of 1' with a table listing various stages like '10 year catalog', 'Services Required', 'Documentation', and 'Discovery Session'. Below this, there are sections for 'Communications' and 'Cases', each with their respective data tables. The interface is clean and professional, with a blue and white color scheme.

Sage CRM captures information and intelligence from every sales, marketing, and service interaction.

Empower Employees and Strengthen Customer Relationships

Sage CRM is an easy-to-use, fast-to-deploy, feature-rich, low-cost, Internet-based CRM solution designed to introduce the real benefits of CRM to your organization.

Sage CRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your organization. With Sage CRM, you can quickly analyze, manage, and synchronize sales, marketing and customer care activities across all points of contact. Regardless of how, when or where your customers, partners, and prospects choose to interact with your company, Sage CRM gives you a decisive advantage by providing comprehensive, easy-to-use tools to successfully manage these relationships.

Sage CRM offers a full range of on-demand or on-site deployment options, which means you get complete flexibility to run your business your way. As your business needs change, you can quickly and easily switch deployment environments (from on-demand to on-site deployment, or vice versa), and all your CRM configuration and data move with you.



Sage CRM

Customer Relationship Management

With Sage CRM, you can quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all points of contact.

Versatile CRM

Sage CRM offers unmatched flexibility and performance with advanced features, industry-leading technology, and a robust architecture built to stand the test of time. It integrates seamlessly with industry-leading Sage Software business management applications, and also works with applications from other vendors.

Sage CRM includes:

Sales Force Automation – Sage CRM puts you in complete control of your sales pipeline, allowing sales teams to effectively manage, forecast, and report on all phases of the sales cycle. With Sage CRM, you can easily manage and analyze all current and historical account details and activities, manage multiple accounts and opportunities, and automatically distribute leads to sales professionals around the world. Point-and-click reporting and graphs offer sales teams access to real-time data, for on-the-spot analysis and evaluation. By analyzing the information available, you can recruit new clients and resell to existing ones.

Marketing Automation – Sage CRM provides a single source of customer information to help you better manage your marketing efforts and make sound decisions based on the needs of your customers and prospects. With Sage CRM Marketing, you can target the right customer at the right time, eliminate guesswork, and put your company's marketing resources to their best use. You can schedule and track marketing activities within a campaign—and view every detail of each campaign.

Customer Care Automation – With Sage CRM, you can make the most of every customer interaction, maximizing business opportunities and customer satisfaction. It empowers your organization with critical information to build and support long-term customer satisfaction and loyalty.

With Sage CRM Customer Care, you can build and effectively manage lasting customer relationships by providing the professional level of service your customers expect. Sage CRM provides real-time access to relevant customer data including orders, call and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, sales opportunities, and more.

Web and Wireless Access

Access Sage CRM anytime, anywhere, even when not connected to a network, mobile users can work offline and later synchronize with the central server, using the optional Solo replication feature.

Web Self Service

Sage CRM Web Self Service allows customers to access information or request services and support over the Web whenever they want. Customers receive information based on their preferences, requests, and history through customized customer and partner portals.

Outlook Integration

Sage CRM has complete, two-way synchronization with Microsoft Outlook contacts, calendar (appointments) and tasks, in addition to enhanced e-mail integration. You also have the option to use your entire Sage CRM system from within the standard Microsoft Outlook interface. Lastly, this comprehensive integration also enables you to synchronize your CRM data to pocket devices such as mobile phones and PDAs that synchronize with Outlook.

Automated Process Workflow

With Sage CRM Workflow businesses can automate pre-determined business rules across all channels, departments, and employees. To help assess and design workflow, Sage CRM provides graphical views of the process and its development patterns. In combination with e-mail integration, workflow ensures that actions requiring attention or escalation are automatically being routed to the correct employees or partners. Sage CRM creates a confidence among employees that issues are not going to fall through the cracks and frees their time to perform more important tasks.

Customizations

Sage CRM provides customization tools that allow businesses to rapidly modify all aspects of the system. Sage CRM's open architecture greatly reduces development and maintenance costs and allows seamless integration with other mission-critical applications across your enterprise. With easy-to-use, onscreen tools, managers and administrators can create and modify fields, screens, tabs, tables, views, scripts, and security settings on the fly. Sage CRM customization functionality allows quick-and-easy user-specific modifications to interfaces and data and ensures Sage CRM can be easily adapted to your business requirements.

Computer Telephony Integration (CTI)

Sage CRM combines a fully integrated CRM solution with interactive inbound and outbound telephony automation. Contact centers are provided access to the same single point of communication the rest of the enterprise shares. A customer's complete CRM history including, fax, personal visits, phone, and e-mail is viewed through automated screen "pop-up" functionality and gives the support employees an enterprise view of the customer experience. Full on-screen auto-dial and phone functionality allows your support staff to perform necessary tasks through the system interface rather than the phone system. Sage CRM provides full integration to all standard third party telephony software leveraging existing automation such as call escalation, routing, call queuing, and reporting functionality.