Sage CRM | Exceptional Customer Service

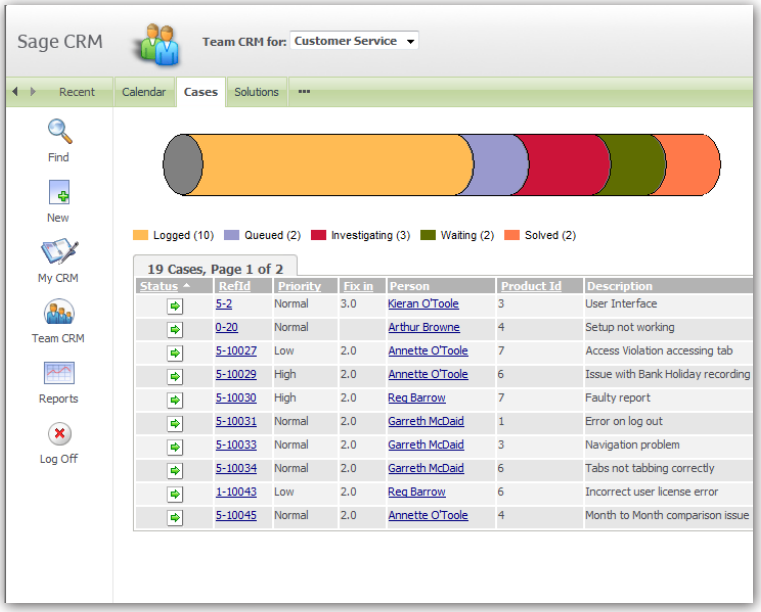
Deliver fast, efficient customer service and support

Winning a new customer is only the beginning of what should be a long and profitable relationship. But keeping customers happy means ensuring they get what they want, when they want it. From defining processes, to tracking cases and solutions, you can resolve customer issues effortlessly.

Sage CRM gives you the tools you need to provide high quality customer care and maintain satisfied customers, and helps you to make every customer interaction informative, effective, and profitable.

The intuitive Sage CRM interactive dashboard allows customer service users to easily view real-time customer information and resolve their issues effortlessly by employing the escalation features of Sage CRM.

Integration with leading Sage ERP systems gives customer service staff access to back- and front-office customer data for a complete 360 degree view of every customer; making every customer interaction more informative and effective. Integrated Sage ERP data can be displayed directly on the interactive dashboard for convenient access and analysis from a single workspace.



BENEFITS SNAPSHOT

- 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 e-mail
- Monitors service performance against service level agreements
- Reduces customer support costs and cost of customer retention
- Decreases the number of customer complaints received and increases customer retention
- Enables benchmarking/score carding of customer service operations on an on-going basis
- Delivers a single view of relevant and comprehensive information on the interactive dashboard
- Empowers the customer service team to provide a consistent and excellent service to customers

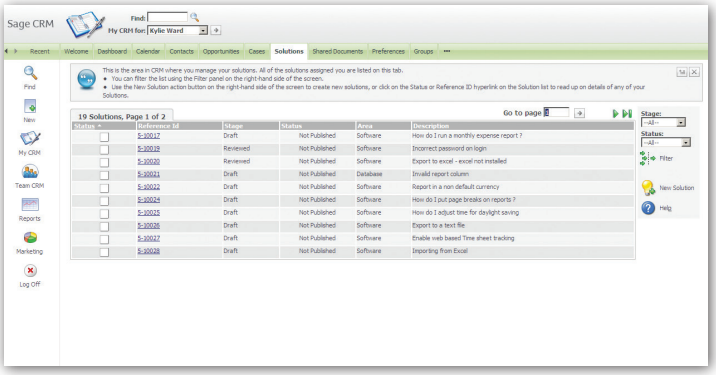
- Customer queries can be monitored in real-time to ensure that SLAs are reached. A traffic lighting system automatically highlights cases that do not meet SLA response times.

Case Management

Sage CRM provides the customer care team with the ability to record customer queries/incidents which need to be followed-up. If a case is not followed-up within the time allocated, it will automatically trigger an escalation procedure to inform the customer service manager. This ensures that customer cases are attended to in a timely manner and that issues do not get lost 'between the cracks'. Cases can be tracked and actioned directly from the interactive dashboard without the need to switch between screens, maximising the productivity of agents.

Knowledge Base

Sage CRM provides central knowledge base capabilities for technical solutions to known issues or questions. This provides agents with easy and immediate access to a central bank of information and keeps accurate records of contacts with customers via case tracking and communication logs.



- Sage CRM equips customer service agents with predefined solutions that they can access when trying to resolve a customer service issue.

Customer service staff can find a solution to a customer query quickly and easily which ultimately results in improved customer care. A full workflow approval process ensures that only solutions which have been reviewed and approved by the relevant manager are published in the knowledge base.

Workflow

The ability to define customer care processes and escalation points is controlled and managed by a feature in Sage CRM called workflow. If a customer service case or query remains unresolved for longer than the predefined time, the workflow process triggers an automatic escalation notification to the customer care manager.

This alert is a powerful automatic reminder that ensures each case is followed-up on. Workflow can be fully customised in order to ensure that cases are progressed in accordance with company-specific requirements.

"Everyone in the company can now see all the information they need about customers so that we can service them better."

John Goddard,
CEO,
Rockend Software

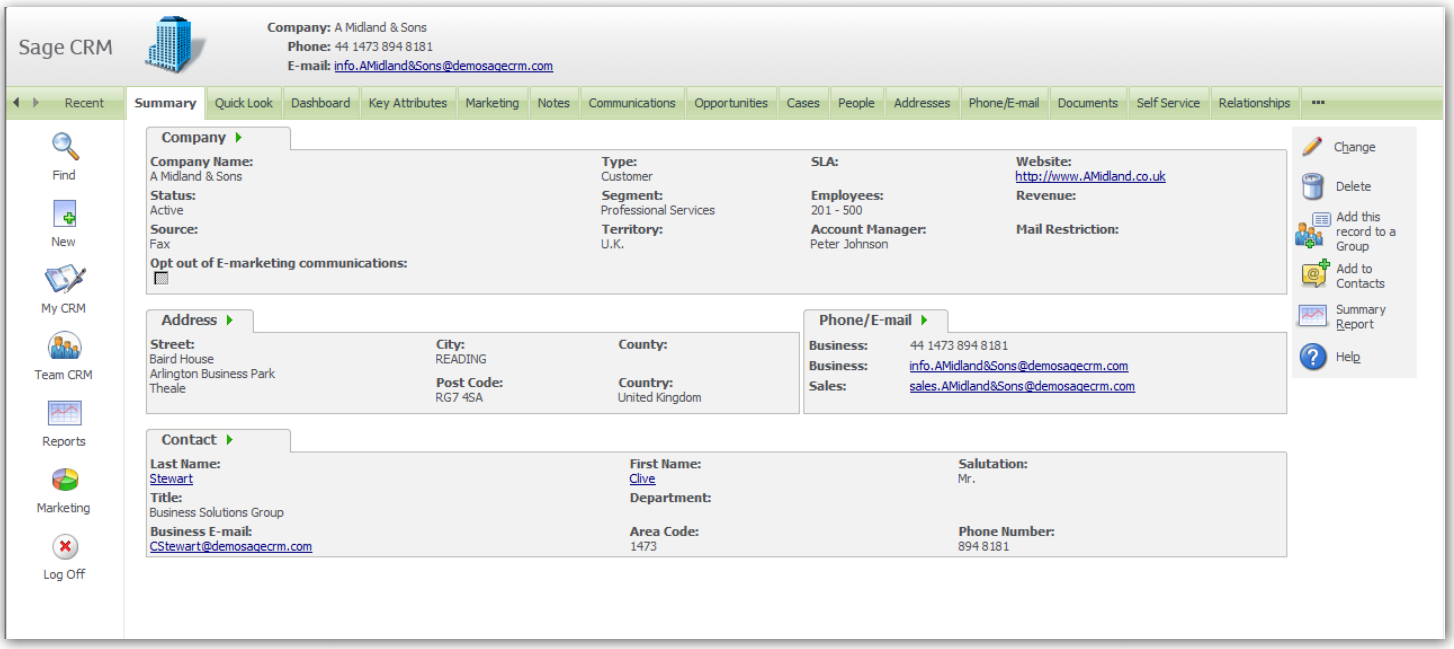
Reporting

Sage CRM provides powerful reporting capabilities which make it easy to monitor and measure customer service performance. Reports and dashboards provide overview information and detailed analysis on metrics such as call volume, case resolution times, communications and follow-up statistics. Customers can be provided with customised reports to demonstrate that the resolution criteria within their SLAs are being met. These can be displayed on the interactive dashboard for quick and easy access and analysis.

Report charts are highly visual and can be incorporated into presentations for a professional look and feel. The charts are all configurable, customisable and skinable so users can modify the charts to suit their specific needs.

"We believe that we're now one of the leaders in the industry in providing critical information to clients, instantly accessible whenever they want it. This helps us to win new business and enhance our service to existing clients."

Simon Adcock,
Managing Director,
ATEC Security Limited



- Sage CRM maximises customer satisfaction and drives customer loyalty by equipping agents with comprehensive, real-time information on the customer and their account.

Team Management

Sage CRM provides management with a powerful tool to monitor agents' performance. Managers can assess quantitative metrics such as case volume and the case resolution times, as well as qualitative metrics such as the prioritisation of cases and overall customer satisfaction which can be displayed on the interactive dashboard for ease of reference. This means that staff are motivated and fully equipped to resolve customer issues and customers receive a more meaningful and personalised service.

Web Self-service

Sage CRM offers a web self-service module that enables businesses to allow their customers, partners and suppliers to access a subset of their Sage CRM data and functionality over the web at their convenience. This capability can be fully integrated within the company's own website, ensuring that their customers benefit from an entirely seamless experience.

ERP Integration

With Sage CRM and ERP integration, customer service staff have access to customer data from the back-office as well as the front-office for a true single view of the customer.

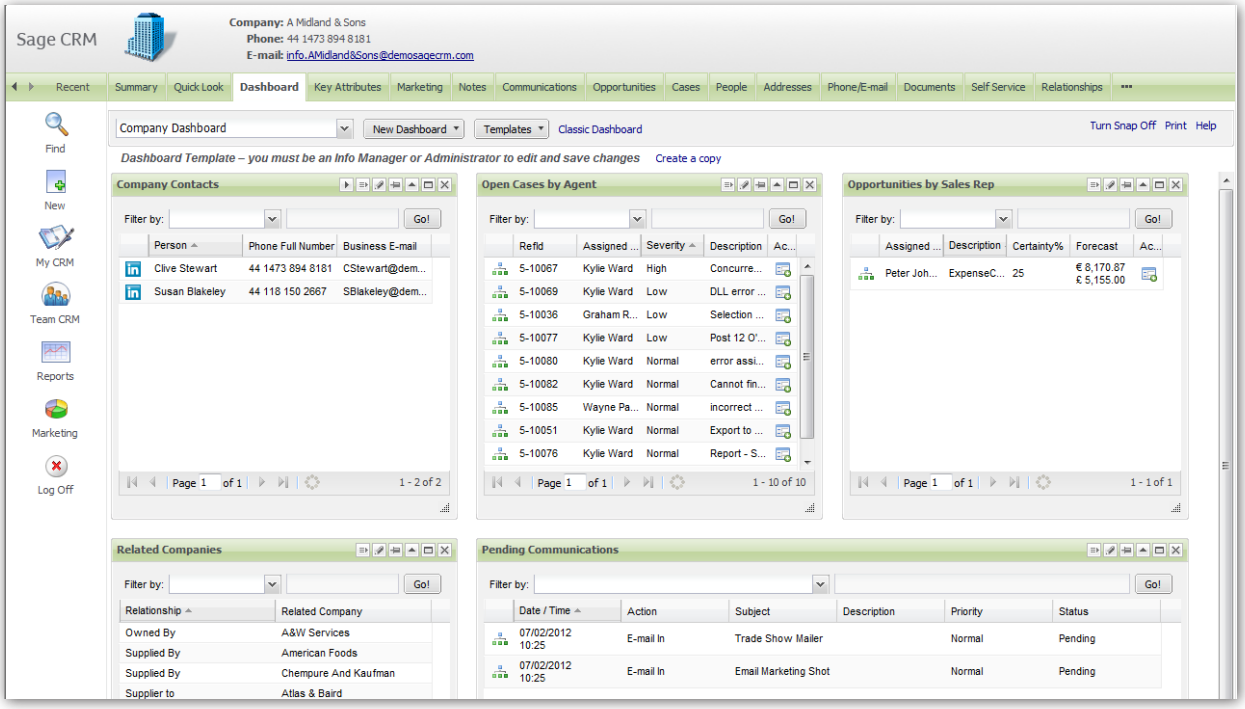
For example, customer service staff can easily check the availability of stock across different locations and can check the real-time status of orders without having to rely on multiple, disparate systems or consulting colleagues who may not be available. This enables staff to give accurate information to customers without delays, thereby improving customer service and driving customer loyalty.

Information from the integrated Sage ERP system can be displayed on the interactive dashboard for quick and easy access, equipping the customer service team with powerful information to provide customers with a consistent and exceptional service.

The interactive dashboard provides the customer service team with an intuitive and customisable workspace from which they can manage and control all customer queries. Agents can dynamically view and access multiple customer information from the dashboard providing them with a holistic view of the customer and enabling them to better serve their customer needs.

"Whenever we answer a call to a client, we have their information at our fingertips, so the client feels a lot more valued."

Mike Bowers,
Managing Director,
Cellular Solutions



- Boost productivity amongst your customer service team with the interactive dashboard – an intuitive and customisable workspace from where they can manage all customer queries.

The Interactive Dashboard

Users can view communications, contacts, leads, opportunities or cases all through the interactive dashboard. This ensures that customer service staff are equipped with the most accurate and up-to-date information at their fingertips regardless of where it is located within Sage CRM, enabling them to provide a consistent and excellent customer service at all times.

The interactive dashboard can be customised to display relevant information from within Sage CRM, including feeds from websites and information from integrated Sage ERP systems. Users can choose to use the pre-installed customer service dashboard available out-of-the-box or customise their own dashboard or team dashboard to create a bespoke workspace to suit their needs. Gadgets can be positioned and sized accordingly to provide users with maximum flexibility on the layout of their dashboards.

Users can also create a company dashboard for specific key accounts to enable them to better serve their customers. With the interactive dashboard, the customer service team can monitor customer cases from the one workspace, boosting agent productivity and maximising the efficient use of their time.

About Sage CRM

Sage CRM is used by over 12,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day.

Sage CRM is optimised specifically for businesses with 20-2000 CRM users. Easy to use and quick to deploy in the cloud or on-premise, it delivers a rapid return on investment so you see a positive impact on your business straight away. Plus, it can be easily adapted by you to make it fit how you work, saving you time and money, both now and in the future. In this way, we help you get the most from your CRM investment and accelerate your business growth.

Visit the our business partner CRM2care via www.crm2care.nl of just send an email to info@crm2care.nl.

The CRM2care Difference

- The leading supplier of Sage CRM in The Netherlands
- Over 5,000 Sage CRM seats activated
- Customers in great variety of segments
- Over 20 Sage-certified consultants available for implementation and support
- 20 years experience
- Successful local and International implementations

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we care for your customers

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