# Sage CRM

## *What exceptional customer service means for you*

Sage customers have improved customer satisfaction levels by as much as 25%. Our affordable solution gives businesses of all sizes the best value for money.

- Automate and manage the progress of customer service cases resolving cases faster
- Save time by storing information in a central knowledgebase
- Report on critical customer service metrics quickly and easily
- Have more meaningful conversations with customers

### Give each team member what they need to resolve customer service issues.

- Manage customer service cases
- Monitor metrics like case volume, history, and resolution times
- View customer service cases assigned to you and your team

## Empower your sales teams with more opportunities

With a more effective sales team, you will increase productivity and revenue in your business faster.

Your sales team will work on the right leads, at the right time, you will be able to see what stage your sales deals are at, and you and your management team will make business decisions based on real-time information.

Using our solution, Sage customers increased the productivity of their sales teams by up to 40 percent.

We'll empower you to track the performance of sales across your business, work on the go using your mobile and gain the confidence you need to make better business decisions today.

## Put your business on the path to exceptional growth

It's no secret that today's businesses want to put their business on the path to growth. By taking a systematic approach to sales, you will:

- Track the performance of your sales activities in real-time using our out-of-the-box sales reports.

- Generate accurate forecasts about the performance of your business with our powerful sales dashboards.

- Prepare for important sales meetings by accessing important customer data on the go using our mobile apps for Android and iPhone.

- Make more informed decisions faster using our powerful and easy-to-understand sales reports.

- See what stage sales deals are at in the pipeline and then make accurate forecasts to manage key opportunities.

## You can manage your sales opportunities from first contact to final closure.

- Manage leads seamlessly from capture to opportunity conversion using workflow.

- Ensure the most qualified sales representatives handle your opportunities.

- Close sales faster using our Quick Sale Workflow.

# Marketing

## Get the most from your marketing spend

Are your marketing campaigns delivering the right results? More targeted campaigns ensure a higher return on your investment faster. Our marketing solution enables you to:

- Plan marketing campaigns with precision, track the results of these campaigns and run campaign reports within minutes

- Manage a marketing campaign across multiple channels

- Track new leads and sales opportunities

- Use powerful campaign reports to improve your next campaign

## Why Sage customers love email marketing

Email marketing is one of the most powerful marketing tools small and medium businesses have at their disposal. You can send special offers and discounts straight to your leads and customers. It's budget-friendly, immediate and generates a better return-on-investment than a social media campaign.

## What email marketing does for growing businesses

Our solution gives you the built-in tools you need to reach customers and prospects. With our powerful marketing solution, you will:

- Send your messages to the right people at the right time

- Build a warm relationship with leads and prospects

- Generate a return on investment from your email lists

## Create measurable marketing campaigns with Sage CRM and MailChimp

- Our solution integrates with MailChimp allowing you to send emails up to 2,000 customers for free. You can build campaigns using dozens of predefined templates or create an email template for your business. Once you've started a MailChimp campaign, your marketing team can view how recipients interact with the campaign emails and follow up for better results.

## Drive revenue growth in your business

- Forward-thinking business owners and managers need new ways of growing their businesses.

- Automate processes in your business to achieve more with less effort. It pays to ensure employees can work smarter and management have the information they need to make more informed business decisions.

- Only then can you control costs, increase revenues and accelerate the success of your business. Our integrated CRM solution enables small and medium businesses to achieve a competitive advantage in the marketplace.

- With a complete view of customer activity across your business, you will gain better business insight, increase the productivity of your teams, and put your business on the path to growth.

## Outperform the competition

Companies all around the world are already experiencing the power of an integrated CRM and business management solution. Bring together every area of your business including sales, finance, marketing and customer service.

## Deliver better customer service

Your service team can resolve queries faster and with more personal responses and see every stage of the customer buying journey.

## Send targeted marketing campaigns

Using Sage CRM and MailChimp, create targeted campaigns and earn more from your next campaign.

## Empowers more productive teams

An integrated solution gives your colleagues what they need to become more productive and avoid duplication of work. Customer service teams handle customer queries more efficiently, and sales teams can source quotes faster and meet specific shipment and delivery requirements.

## Works faster and smarter

Automating work-flows that seamlessly connect one department to the next ensures your business processes run smoothly and efficiently.

## Uses visibility to drive profitability

Using real-time information about the volume and value of trade in your company, you can identify sales patterns and cross-sell opportunities.

## Pitches new products to the right people

With better business insight, you will be able to leverage reliable customer data and target customers who want your new products and services.

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