Sage CRM | Exceptional Customer Service

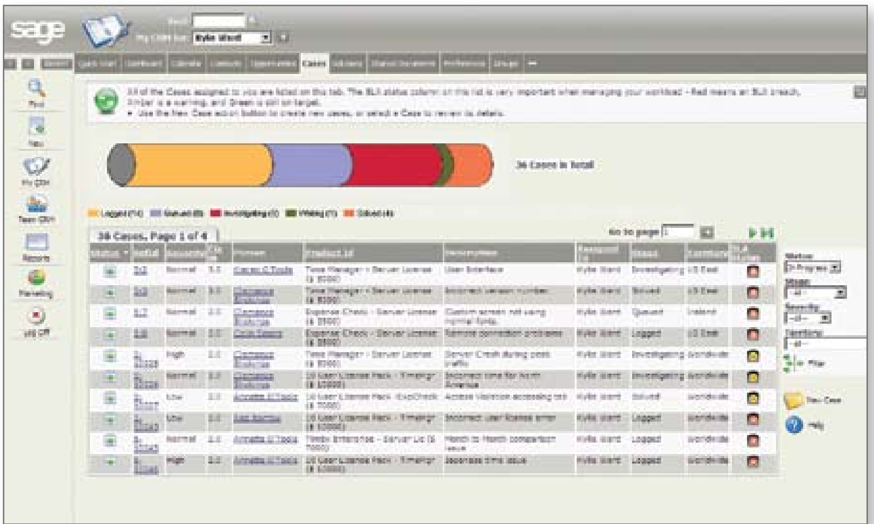
Providing quality customer care and maintaining satisfied customers is a challenge for every business. Sage CRM's customer service capabilities are designed to help you manage and resolve your customer queries and issues efficiently and effectively by providing you with an easy-to-use user interface and powerful feature set.

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.

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 services 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.



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.

Benefits Snapshot

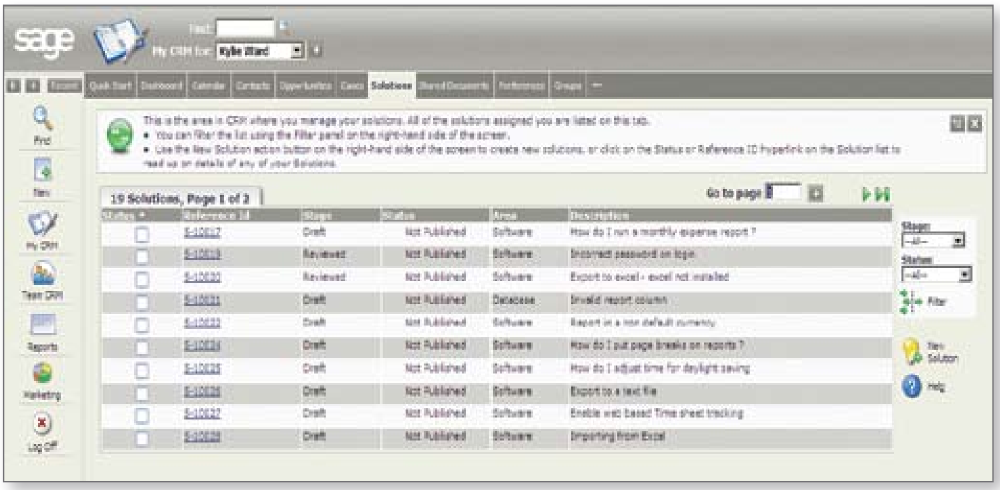
- Increases productivity of customer support representatives
- Assists with performance management and motivates staff
- Provides self-service facility to customers around common issues
- Enables customer issues to be tracked and responded to, regardless of who answers the phone or receives the e-mail
- Ensures issues never "get lost between the cracks"
- Monitors service performance against service level agreements
- Reduces customer support costs
- Reduces the average time to resolve an issue
- Increases the number of queries resolved on first contact rate
- Leads to decreased number of service escalations
- Leads to increased customer retention
- Leads to decreased cost of customer retention
- Captures feedback from customers on product/service issues
- Enables benchmarking / score carding of customer service operations on an on-going basis
- Reduces time spent researching issues by recording and centralising customer interactions
- Enables staff to meet customers' expectations
- 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

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. 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 is published in the knowledge base.

"Sage CRM has enabled our staff to perform more effectively. Today, I can say with confidence that every member of the customer care team is not only happy with our CRM system but sees it as an integral part of their performance. The payoff to our business is huge and our aim of delivering world-class service has been achieved."

— Hylton Proctor-Parker, Micros



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

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.

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.

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.

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

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.

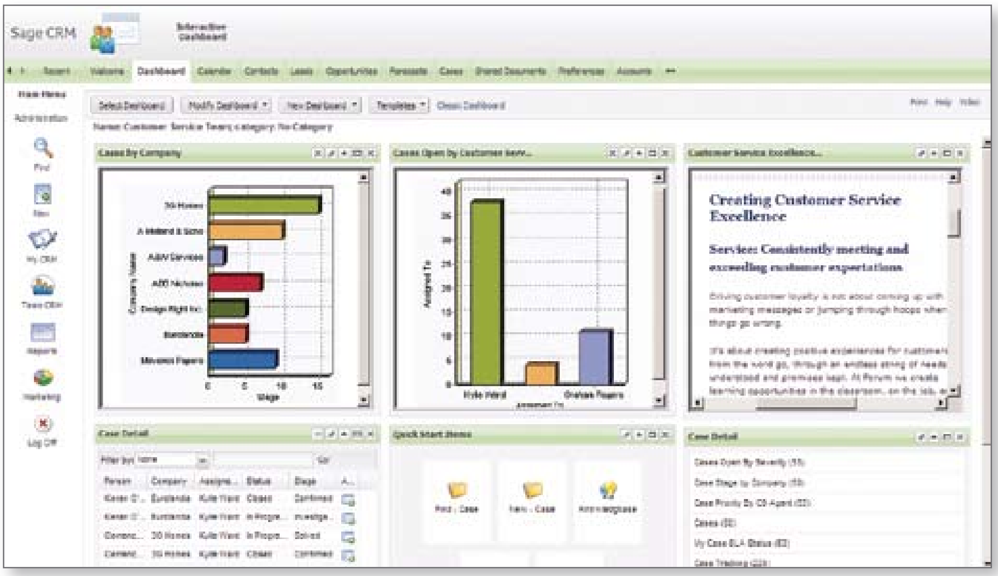
ERP Integration

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



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 provides the customer service team with an intuitive and customisable workspace from which they can manage and control all customer queries. This provides agents with a holistic view of the customer and enables them to better serve customer needs.

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, feeds from websites and information from integrated Sage ERP system. 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.

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

Award-winning Sage CRM delivers full suite CRM (comprising sales, marketing and customer service automation) and offers a broad range of functionality with a low TCO to small and mid-sized organisations globally. Sage CRM equips 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. 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.

The Sage Difference

- The leading supplier of SMB business applications in the world*
- Over 5.8 million customers
- Over 14,500 employees
- Over 30,000 Sage-certified partners specialising in business applications
- Direct presence in 26 countries
- Relationships with over 40,000 accountancy practices
- 28 year's experience
- Over 3.1 million Sage CRM Solutions users worldwide

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*Source: AMR Research, 2009, The Global Enterprise Application Market