

Sage CRM

Key Reasons Why You Should Choose Sage CRM

Don't believe us, believe our customers!

Here, our customers explain the reasons why they have chosen Sage CRM and the real business benefits they have experienced as a result.



Sage CRM is Easy to Use



"We didn't have time to dwell on what we were doing. We sat down with our business partner and told them what we needed Sage CRM to do and they ran with it. On the first day, they managed to train us in an hour and our users actually knew what to do. It was amazing."

Linda Regira, Director of Policy and Planning – Louisiana Economic Development



"What was most pleasing was the growing acceptance of the system by the users. With the combination of the innate usability of the system and its integration with Outlook™ we have found the feedback from users on the usability of the system to be a key factor in its success so far."

Howard Worthington, Senior Manager, Database Development – Alliance & Leicester



"Complete buy-in for all users came after user testing was completed. Configuration included easy-to-use on-screen tools allowing the marketing department to modify fields, screen, tabs and security settings in line with its departmental requirements."

Mark O'Connell, Marketing Manager – BDO Simpson Xavier



"Once we saw Sage CRM, our decision became a no-brainer. It was clear that Sage CRM surpassed the competition in terms of features, user friendliness and web accessibility. Now our people are suddenly much more efficient. Their ability to focus on the task at hand and provide superior customer care has been greatly enhanced by accessing Sage CRM through the Internet"

Mark Severance, Director of Sales and Marketing – Information Technology Group Inc

Sage CRM is Easy to Deploy, Maintain, and Offers Flexible Deployment Options



"SageCRM.com has exactly what we need. The others only deliver about 50 percent. Everything else you have to do manually, which wastes time like excessive 'clicks'. We compared another leading CRM tool that takes 11 clicks to do what it takes 6 clicks with SageCRM.com. It's easy from an employee, a management, an administrative and a utility perspective."

Sean O'Neil, Vice President – Vendere Partners





"One of the proofs of the success and stability of the system became apparent when our key administrator left to go on maternity leave for 6 months. The system was so well built that it continued to run with minimal issues, and any that did arise were quickly dealt with in combination with the excellent support team at Sage."

Neil Curtis, Head of Marketing – ITM Group



"On our Business Partner's recommendation, we signed up for the free SageCRM.com 30-day trial and we quickly discovered that this solution could do everything we wanted and more. It offered many exciting features and incredible flexibility, making our decision to go forward an easy one."

Steve Parker, President – Digitell Inc



"Where Sage CRM stood out was that, as a web-delivered product, it had an interface with which our users would be familiar and would only require a single implementation. This architecture also had positive implications for scalability, which suited our company during the rapid growth phase."

Adam Pope, Manager IT Sales and Marketing – Insight Investment

Sage CRM Provides Seamless Front-to-back Office Integration



"Prior to installing Sage CRM, ARIE was a successful operation in its own right. Now however, we have developed a complete 360 degree view of our customer and our business processes which has not only strengthened our relationships with our customers but has also consolidated our sales process. Management have the vision to enable them to foster the business to grow even further in the future."

Anil Patro, Head of Operations – Al Rostamani International Exchange (ARIE)



"We chose Sage CRM as it was the only solution with the technical capabilities and integration features that we needed. We were also aware that as a start-up, we needed a system that would grow organically and support CarTrawler well into the future both in terms of users and functionality"

Mike McGearty, COO – CarTrawler



"The greatest thing about Sage CRM is the way it ties everything together for us. Sales, marketing, and our account services department all use the same information. Often our customers have requests that need to be handled by other departments. With Sage CRM, information can immediately be sent to a season ticket holder who is interested in sponsorship opportunities. We can then schedule the proper response, and attach a detailed history to the patron's account. This has significantly streamlined our administration—and made our fans much happier."

Tom Matheny, Database Marketing Manager – Buffalo Sabres



"With Sage CRM, we now have a single system which coordinates all departments - the pharmacy, finance and patient services are all able to talk to one other and everything is done in one place. So it's very useful."

Julie Browne, Patient Services Manager – Careology Ltd

Sage CRM is Easy to Customize and Configure



"This is one of the most flexible tools I have ever used. I can quickly and easily modify the way my screen looks by adding fields or making other changes. If I don't know how to make a change to my screen on the spot, I can always consult a Sage online tutorial to get the information I need."

Kelly Wennik, Business Development Manager – Leading Indicator Systems



"Sage CRM was the only solution that addressed our requirements in all three areas—customer database, workflow automation, and content management. Plus, it offers foreign language and multi-currency support, both of which could be important as we continue to rollout the solution throughout our global enterprise."

Tim Oliver, eBusiness Manager – Tensor International Ltd



"Due to its flexibility and ability to adapt to new requirements, Sage CRM has provided Suffolk County Council with a platform to support organisational change. We had started to move towards a shared services model through partnerships with a number of district and borough councils with the aim of achieving economies of scale across a number of key functions through resource centralisation. As a fully web-architected solution, the council was able to leverage Sage CRM and customise and develop the system to encompass these requirements and extend its powerful functionality and capabilities to other councils."

Erik Whitfield, Assistant Director of Scrutiny & Monitoring – Suffolk County Council



"We were blown away by what we saw in the Sage CRM product demo - it offered everything we were looking for. It was very clear and intuitive and provided all the sales and marketing automation functionality we needed. Moreover, the flexible customisation afforded by Sage CRM proved especially appealing. After installing Sage CRM, our technical staff quickly customised the default workflow process to the six-stage workflow process that conforms to our business model. We also modified product categories, company records and added fields to screens. We've been using the software like crazy and loving it! We're getting an immediate return on investment and realising big productivity gains, and we continue to tweak the product as needed."

Eric Robichaud, CEO – Mediaweave



Sage CRM Delivers Real, Demonstrable Business Benefits



"We are very happy with Sage CRM it has made a world of difference to the way we run our business, we have a full view of all sales opportunities and looking at last quarter results we have seen an increase in profits, I would credit most of this increase to the deployment of Sage CRM ."

Andrew Eburne, Sales Director – J.Coates Group



"One of the key areas which Sage CRM has assisted Micros with is identifying cross-selling opportunities. We can identify root cause problems from recurring issues that have been logged for a customer. We can then approach the customer with a potential solution to resolve the problem. This proactive approach has ensured that our customers are satisfied and return to us year on year to look after their IT requirements."

Hylton Parker-Proctor, Support Operations Manager – Micros South Africa



"We have built our business for more than 40 years by offering the best possible customer service consistent with available technologies and Sage CRM is empowering us to continue that commitment. By giving our managers, sales staff and dispatchers the information they need to address all customer issues, this solution is letting us streamline operational overhead and strengthen customer relationships with outstanding service."

Mike Coatney, President – ACME Truck line



"Sage CRM is operating at the very heart of the company's operations. Its flexibility has enabled us to increase our productivity and efficiency. This, in turn, allows us to turn around projects quickly and accurately. Because client-centric data is available via Internet-enabled Sage CRM, that data is shared instantly with almost all Transware employees. This enables the company to move quickly to serve its clients better. It enables us to market our capabilities to prospects more efficiently. In short, Sage CRM has become the bedrock of our company."

Derek Coffey, Vice President and Technical Director – Transware

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.