SAGE PRO ERP NEWSLETTER

Integration - The Key to Efficiency Gains

Business is booming, revenue is growing and new customers are pouring in. However success can often bring another series of operational challenges – can the rest of the business keep up? A growing customer base and increased order volume can overwhelm an accounting department that is plagued with excessive, and often duplicate, data entry and manual tasks. As your business grows, so does the need for integration between departments and computer systems.

Most small and mid-sized businesses make initial software purchases at the departmental level. A variety of factors influence these purchasing decisions, most notably price and ease of use. In smaller companies, integration does not often factor into the equation because communication flows easily between departments in close proximity and with smaller staff that are familiar with one another.

The Growth Challenge

During periods of growth, staff size increases and in some cases necessitates the addition of multiple business locations. Verbal communication or e-mail messages will not suffice to move larger quantities of data across the business. Vital information becomes trapped within disparate software systems or external spreadsheets, unable to flow between departments, and efficiency & accuracy suffer. Operating in this fashion, companies will see productivity decline as the IT department and other staff struggle to create a temporary fix. Integration between software systems eliminates these "data silos" to create a single view of the entire business.

Integration Provides the Solution

As an existing Sage Software customer, there are numerous solutions that are integrated and designed to work exclusively with your Sage Pro ERP system to bridge the communication gap between departments or locations. A few of these solutions include Sage Accpac HRMS for Human Resource Management, Sage Accpac CRM for sales automation and contact management and Sage Accpac WMS for warehouse automation. When planning for new technology to accommodate business growth, integration should be a top consideration in your strategy. These integrated software solutions allow you to take advantage of seamless communication between systems, departments and locations which will save your company time and money as the business transforms.

Contact us to discuss how a solution that is integrated with your Sage Pro ERP system can improve efficiency and profitability throughout your company.

Improve Customer Satisfaction with CRM

By now, you've probably heard about "CRM" – an acronym for Customer Relationship Management. CRM encompasses every aspect of interaction with your customers from sales and marketing to service and support. Technology, and CRM software specifically, has changed the way that companies interact with their customers. With the proper tools, your sales and support personnel can work smarter and faster with existing customers while continuing to focus on new customers and driving revenue growth.

What role can CRM software play in the quest to attract new customers while increasing sales to existing ones? While you may have your warehouse, shop floor or accounting department running like a well-oiled machine, does data flow seamlessly from these departments to your sales and support staff? If not, implementing a CRM system that integrates with your Sage Pro ERP business software will consolidate the efforts of sales, customer service and back office to create a consistent and satisfactory relationship with your customers and prospects. It will enable personnel at every level to spend more time nurturing relationships with customers and less time fumbling around with spreadsheets, disparate customer records and unreliable sales reports.

Sage Accpac CRM

Sage Accpac CRM is a natural extension of your Sage Pro ERP system and allows your front office and back office to operate as one seamless department to enhance customer satisfaction. In addition, Sage Accpac CRM runs within the framework of Microsoft Outlook, providing a familiar interface that encourages rapid user adoption and productivity. And because it's integrated with Sage Pro ERP, you are better able to leverage your existing investment in technology while minimizing implementation time, training costs and total cost of ownership.

Improve Sales Efficiency

Sales representatives can manage sales opportunities, update records and review detailed customer contact information from within Outlook. As a result, new users quickly become comfortable with Sage Accpac CRM and avoid having to toggle between Outlook and some other business system. Using Sage Accpac CRM, your sales team and sales managers can:

► Create a single view of each customer based on every piece of information your company collects across sales, marketing, and customer service departments.

► Analyze sales performance using the extensive sales & pipeline reports as well as graphical charts and territory management tools.

► Provide remote salespeople with easy access to important information through a mobile phone, PDA or laptop.

Better Customer Service & Support

The way you support your customers today usually determines whether they will buy from your company in the future. It also influences whether your customers will recommend your products or services to others. Customers do not like to wait on hold, or speak with customer service representatives who are unable to answer their questions. They need to feel that your company cares as much about service after the sale as before it. Sage Accpac CRM provides customer support teams with the tools they need to:

► Improve call center efficiency, deliver higher levels of customer service and better manage interactions and call escalation.

► Take advantage of cross-sell and up-sell opportunities by presenting well-timed, relevant offers while engaged with the customer.

Freedom of Choice: In-house or On-Demand

Do you lack the time, IT resources and appropriate hardware to implement Sage Accpac CRM in-house? If so, it's also available through the internet "on-demand" providing the flexibility to initially implement a hosted CRM solution and later bring Sage Accpac CRM in-house without retraining employees.

For more information underline download the Sage Accpac CRM Feature Sheet or Email Us to request a personal demonstration.

Your Logo Here

Contact Us With Any Questions
John Doe   (800) 222-1212 x101

Street Address | City, ST Zip | www.website.com | JDoe@website.com