

Building customer relationships



If your customer relationship management amounts to little more than a basic spreadsheet, you could be missing out on potential revenue. Business is all about relationships and in today's networked society it's not just about how you establish a relationship, but how you maintain it.

How to build effective customer relationships

With the right software, your business can use networking to generate new work and improve communications with existing clients, improving both customer satisfaction and your bottom line. Bob Anderson, general manager of Sage Customer Relationship Management (CRM) Solutions, explains: “Businesses have begun to adopt a far more strategic and joined-up approach to managing their customer relationships through CRM. A **robust CRM system** provides business-wide access to vital customer information - anytime, anywhere - so that businesses can manage their operations with an integrated approach across customer care, sales and marketing.”

CRM software will not only provide you with information about your clients at the touch of a button, it can also identify trends and profile your clients. This can reveal invaluable information when it comes to sales and marketing. “Essentially it helps sales teams to identify emerging buying trends, detect unattended or dissatisfied customers and gauge customer preferences. This means that you can identify cross-selling opportunities more rapidly, and target promotional offers and email marketing campaigns more effectively,” says Bob.

By bringing together marketing and customer services, CRM software enables marketers, management and frontline employees to utilise a rich source of customer and sales information.

CRM and social media

Just as individuals around the world keep up with each other on Facebook, businesses are also revolutionising the way they communicate with their customers. It is in the sphere of social media that the greatest innovations are happening, and there are now tools on the market that can help to harness the insights offered on these networks.

“Sage is helping its customers to tap into social media networks with its software. CRM is all about adding value by connecting, and making actionable, data that follows the full customer lifecycle,” says Bob. “Regardless of whether data is coming from CRM, accounts, or further afield in the form of social media conversations, businesses will have the tools required to make sense of this information and use it to enhance the customer experience.”

What’s more, with the explosion of mobile devices, CRM can be integrated not only into a company’s IT infrastructure but even onto their smartphones. One company that uses Sage software on BlackBerry devices is leading chartered accountancy firm, **Taylorcocks**. “The bottom line is that we’re more responsive to, and more effective for, our clients,” says Simon Howell, Client Relationship Director at Taylorcocks. “With the BlackBerry solution and Sage’s **SalesLogix** software, our users have got their email, calendar and CRM on one device, which is just about everything they need to be effective when they’re on the road.”

We have software and services designed to help you manage your business and customer relationships.

About Sage

For 30 years, Sage have been working with all types and sizes of business across the UK, delivering the very latest in thinking on business software and services for every aspect of business. We offer a full range of software and services to make managing your people a whole lot easier, and tackling all the complicated legal issues that come from employing them much more simple.

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