

An abstract graphic in the top right corner featuring several thin, curved lines in shades of green and yellow. These lines are interspersed with various sized circles in shades of green and yellow, creating a dynamic, organic shape that resembles a stylized plant or a cluster of data points.

How **Sage CRM** Can Help Your
Business **Save Money**

Sage CRM

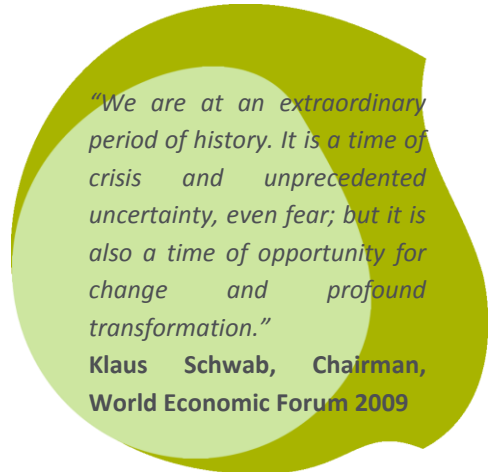


Introduction

Navigating through turbulent times is never easy, but today's economic conditions are more challenging than most companies have ever faced. The instinctive reaction is switch to defensive mode; cut all strategic projects and then wait until things improve. But sitting back doing nothing could actually prove to be more detrimental in the long term. These turbulent times present new opportunities for companies that invest wisely in information technologies. No business likes to feel as though they are wasting money, but that is exactly what many are doing day-in day-out through ineffective and inefficient business practices. Implementing a CRM solution enables companies to achieve significant cost savings and on-going productivity improvements.

What Can You Do?

Cutting costs while maintaining growth is a formidable challenge at the best of times, but during a downturn, it can seem almost impossible. To meet these goals, SMBs will need to look for practical solutions that will help them to drive productivity and increase effectiveness across their operations ultimately helping businesses to save money. Increasingly, companies are turning to business software and CRM applications in particular, to drive through the kind of operational improvements needed to survive and accelerate out of the downturn and which will in turn save the business money.



"We are at an extraordinary period of history. It is a time of crisis and unprecedented uncertainty, even fear; but it is also a time of opportunity for change and profound transformation."

**Klaus Schwab, Chairman,
World Economic Forum 2009**


Why Now?

Your customers and potential customers are facing identical cost pressures, and they have changed their purchasing patterns accordingly. In many cases, they are spending less than before. But in all cases, they are looking for even greater value for money, and being far more discerning about potential purchases and potential suppliers. As a result, you will need to work a lot harder to earn their business during the downturn. This challenge, coupled with the fact that cost inefficiencies will become even more pronounced as the downturn progresses, means that businesses are likely to experience significant and growing trading pressures as each month passes.

As a result, one of the biggest potential mistakes a company can make at the moment is to continue with in a 'business as usual' mode notwithstanding exceptional trading circumstances. The 'cost of doing nothing', therefore, is significant. Without a powerful CRM system, your company does not have a central place to record information.

How Sage CRM Can Save Money across your Business

Although a CRM implementation is a sizeable investment for an SMB, the payback and return-on-investment can be justified over the medium-term and in many cases is demonstrable within one year. Sage CRM empowers organisations to sell more effectively and efficiently. Customised workflows enhance your company's ability to close more sales in a shorter period of time leading to an increase in sales revenue. Automating the company's workflow helps to reduce the number of tasks the sales team would otherwise do manually, allowing them to concentrate on selling. This



essentially allows more things to get done in the same amount of time. In addition, this reduction of repetitious work in an employee's day can help to increase employee motivation and productivity by making their job more interesting and allowing them to concentrate on closing more deals. Alarms and triggers can be set-up to ensure leads or customer queries are followed up correctly. This facility empowers the sales team with all the necessary tools to manage customers effectively and efficiently. This also ensures that opportunities that once may have slipped through the cracks are now addressed in a timely manner.

Dashboards and reports provide sales executives and management with information on performance at any point in time. This enables management to take corrective action before it is too late. These effective controls put an end to poor working practices that waste time and ensure that inconsistencies in the sales process are removed. CRM allows management to track history of lost opportunities providing insight and feedback for the sales team developing actionable intelligence on why sales are being lost.

Managing and implementing marketing programmes using Sage CRM yields more effective results. Businesses can save money by creating targeted marketing campaign leveraging customer insights in the database to develop retention programmes as well as identifying cross-sell and up-sell opportunities. Marketing analytics and reporting ensure absolute accountability at all stages in the cycle which means that the return-on-programme investment can be calculated with ease. The marketing budget is optimized at all times ensuring every cent is being spent wisely and can be tracked accurately.

During these challenging economic times, customer loyalty is crucial and CRM can help a business to secure customers and keep them - long-term. Marketers state that it costs 5 to 10 times as much to acquire a profitable customer than it does to retain an existing customer. Implementing Sage CRM not only increases the productivity of your agents but also saves you money over the long-term. Sage CRM has the functionality to roll-out web-based customer self-service quickly and cost effectively. From here, users can service their own information needs, track data and update the system without the requirement for customer service assistance and at the time and place of their choice. CRM can also capture and record remedies related to specific customer queries and issues which may recur over time. This function ensures that agents are not duplicating effort and staff training costs are at a minimum.

Conclusion and Recommendations

Saving money is a key priority for businesses especially during a downturn. With Sage CRM, your business will achieve cost savings as a direct result of improved business processes, increased productivity and targeted sales and marketing programmes. This ensures that salespeople can be freed up to focus their efforts on addressing clients' needs and selling. Not only will your business grow revenue within your existing customer base but you will also be able to capture new business at a far lower cost-of sale than was possible previously.

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