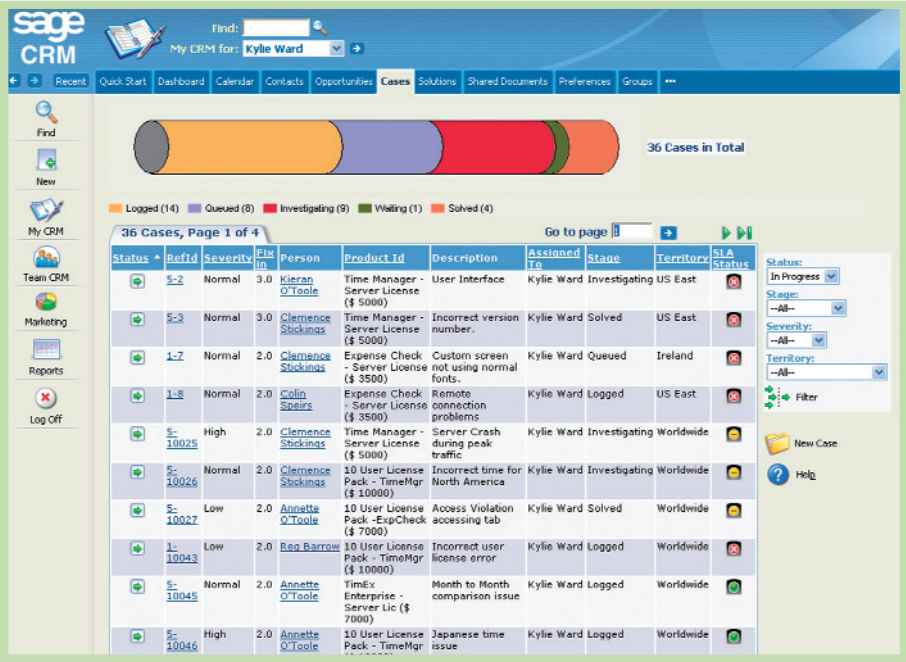




Sage CRM Customer Care

Sage CRM gives your customer service staff the tools to develop real, lasting and beneficial relationships with your customers. There is no better example of a department where the right technology and approach can transform a cost to the business into a potential profit centre than in customer service. With this in mind, Sage CRM Customer Care is designed to help you effectively manage and resolve issues by providing a simple and intuitive user-interface, powerful escalation features and a broad feature set.



Sage CRM puts the most up to date and complete customer information at your fingertips, helping you to effectively and efficiently handle customer queries and strengthen the customer experience.

Features	Benefits
<p>Customer Information and Communication</p> <p>The company/person entities within your Sage CRM system contain a wealth of information related to each customer.</p> <p>A Customer Care user can view communications, leads, contacts, opportunities and cases for each customer in the database.</p>	<p>Profiles customers and their needs, enabling customer care organisations to work to meet their requirements faster based on the historical profile of the customer.</p>
<p>Search Functionality</p> <p>With Sage CRM, your customer care consultants can search for known existing solutions to new cases in the Knowledge Base using powerful Sage CRM find technology.</p>	<p>Reduces resolution time as it enables users to find information quickly and easily, which ultimately results in improved customer care.</p>
<p>Knowledge Base</p> <p>We call articles about cases 'Solutions' in Sage CRM. This is a powerful resource providing you with technical notes and solutions to known issues or questions that can be stored centrally in the Knowledge Base.</p>	<p>Provides easy and immediate access to a central bank of information and keeps accurate records of contacts with customers via Case Tracking and Communication logs.</p>

Features	Benefits
<p>Case Management</p> <p>Sage CRM defines Cases as customer incidents or requests for technical assistance. Cases include Service Level Agreements. If the system spots that your support team have exceeded the time frame allocated to a case, this will result in the trigger of an escalation process, such as informing your Support Manager that there is a case past its cut-off date.</p>	<p>Ensures that cases are attended to in a timely manner and maximises customer satisfaction.</p>
<p>Workflow</p> <p>We have built a powerful feature into Sage CRM, called Workflow. This is the ability to define customised customer care processes and escalation points, according to the way that your business works.</p>	<p>Adhering to workflow processes results in escalation and automatic notification to the relevant team members. This powerful automatic reminder feature ensures each case is followed up on.</p>
<p>Reports</p> <p>Reporting with Sage CRM is powerful, yet simple and easy to do. Several predefined reports are available to your users. Sage CRM reports can be printed to PDF or exported to CSV as well as being delivered on screen.</p>	<p>Allows easy analysis of case details. Graphs may be added to make the report even more presentable and easier to examine.</p>

Providing quality customer care and maintaining satisfied customers is a challenge for every business. Sage CRM allows you to take care of your new and existing customers. By defining business processes, it's easier to automate case and solution tracking, enabling you to focus on growing your business while delivering best practise customer care.

About Sage CRM

Sage CRM is an easy-to-use, feature-rich Customer Relationship Management solution which is quick to deploy with out-of-the-box but configurable business process automation. Access methods include both hosted and deployed models through a web browser meaning Sage CRM takes advantage of the huge efficiencies that the Internet offers in delivering business applications.

About Sage

Sage is a global provider of end-to-end business management applications for small to mid-size businesses. Look to Sage for fully integrated software that delivers high performance, advanced functionality, cross-product integration and unmatched freedom of choice. Sage provides companies with the solutions they need to enhance competitive advantage and increase profitability. For more information, visit www.sage.co.uk or contact us on **0845 111 9988**.

If you would like this information in an alternative format please contact Customer Care on **0845 111 66 66** or email access@sage.com



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