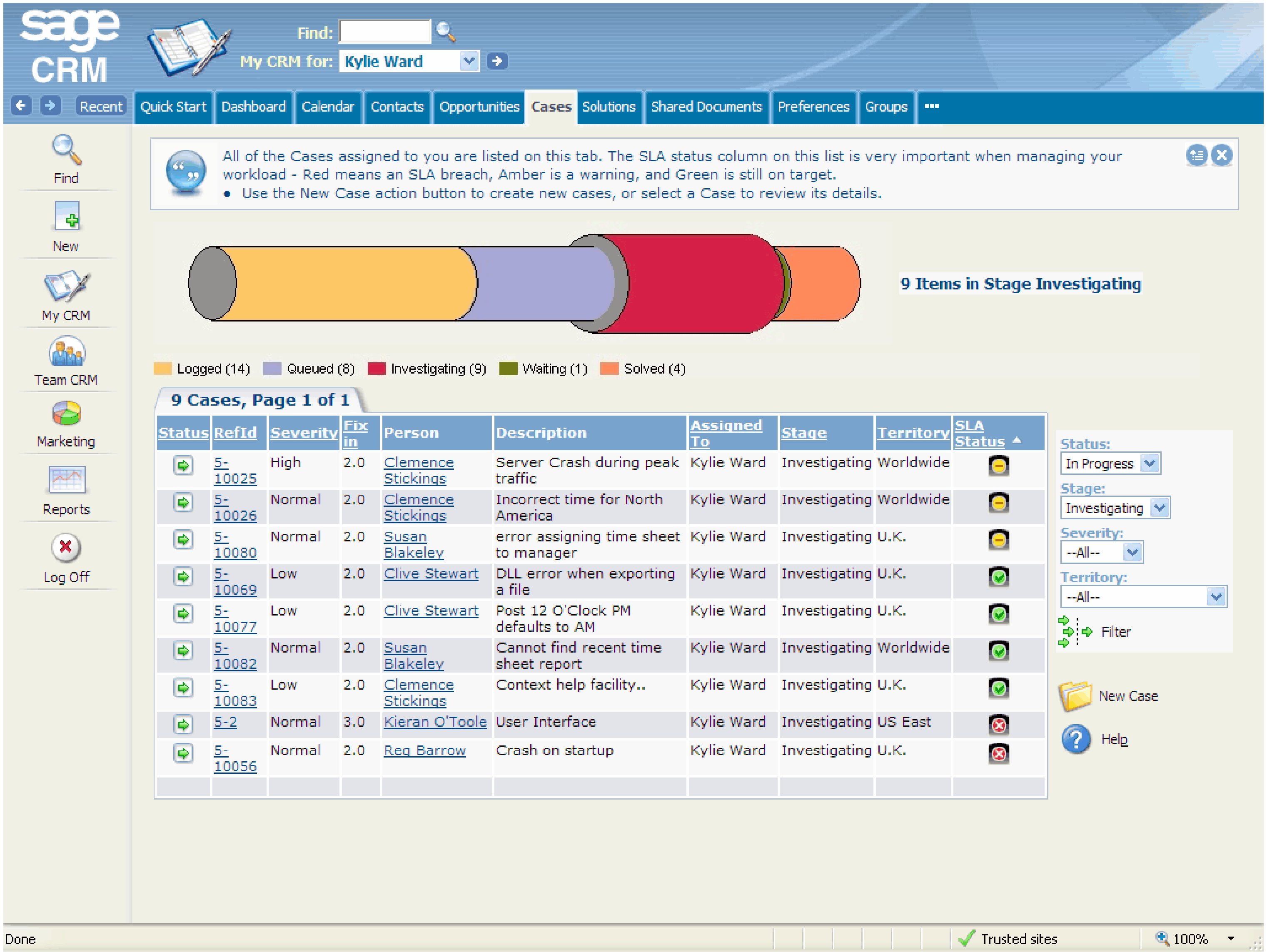
SAGE CRM

Sage CRM Customer Care

Sage CRM Customer Care is designed to help you effectively manage and resolve issues efficiently by providing you with an easy to use user-interface and powerful feature set. This intuitive interface allows you to easily view information about your customers and resolve their issues effortlessly by employing the escalation features of Customer Care.



Feature	Explanation	Benefit
Cases	Sage CRM defines Cases as customer incidents or requests for technical assistance. Cases include Service Level Agreements. Failure to abide by the time frame allocated to a case will result in the trigger of an escalation process, such as informing the Support Manager that there is a case past its cut-off date.	Ensures that cases are attended to in a timely manner to maximise customer satisfaction.
Knowledge Base	Articles about cases are called Solutions in Sage CRM. This is a powerful resource providing users with technical notes and solutions to known issues or questions which can be stored centrally in the Knowledge Base.	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.
Search	With Sage CRM, customer care consultants can search for known existing solutions to new cases in the Knowledge Base using powerful Sage CRM find technology.	Reduces resolution time as it enables users to find information quickly and easily, which ultimately results in improved customer care.
Customer Information	The company/person entities within Sage CRM contain a wealth of information related to each customer.	Profiles customers and their needs enables customer care organisations to work to meet their requirements faster based on the historical profile of the customer.
Workflow	The ability to define customer care processes and escalation points is controlled and managed by a feature in Sage CRM Customer Care called Workflow.	Adhering to workflow processes results in escalation and automatic notification to a Customer Care manager if the Case remains inactive for longer than the predefined period of time. This is a powerful automatic reminder that ensures each case is followed up on.
Customer Communications	Sage CRM Customer Care enables customer care users to view communications, contacts, leads, opportunities or cases for each customer in the database.	Improves efficiency and information organisation and reduces administrative time.
Reports	Several predefined reports are available to users. Sage CRM reports can be printed to PDF or exported to CSV as well as being delivered on screen.	Allows easy analysis of case details. Graphs may be added to make the report even more presentable and easier to examine. Reporting with Sage CRM is powerful, yet simple and easy to do.

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, tracking cases and solutions becomes more automated and streamlined, enabling you to focus more time on growing your business while delivering best practise customer care.

About Sage CRM
Sage CRM is an easy-to-use, fast-to-deploy Customer Relationship Management solution comprising Sales, Marketing and Customer Service Automation. Highly flexible, Sage CRM comes with fully customisable business process automation and offers out-of-the-box integration to leading Sage ERP solutions.

Sage CRM is a fully web-based application and is available on-premise or on-demand for complete freedom of choice.