![Sage Software Solutions Pvt Ltd logo]

20 proven ways CRM can help your business

What is CRM?
20 proven ways
it can help your
business

CRM software enables your marketing, sales and customer services teams to work together, to share information and to manage all their interactions with prospects, leads and customers.

Why use Sage CRM?

Sage offers a cloud based and on premise CRM solution for small and medium sized businesses.

Over 15,000 small and medium sized businesses use Sage CRM around the world, and in this post, you can discover 20 of the many ways Sage CRM can help your business:

What are the benefits of Sage CRM?

Sage CRM offers a number of specific benefits.:

1. Sage CRM excels at organising information by context. For example, you can associate emails, documents and sales information with customers and access these when you need them.

2. Have you ever needed to find information about a customer but you can't remember all of their details? Sage CRM includes a includes a **powerful search** tool that will help you find this information faster.

3. About to meet an important client or prospect? You can review their contact history on your mobile device before you see them.

4. Because your data is backed up securely in the cloud, you can spend less time worrying about security and backups.

5. Storing your information in the cloud reduces the amount of paper work you and your team have to deal with every day.

6. Using social CRM, you can manage your presence and relationships with customers on social media networks like Twitter and Facebook.

7. You can send targeted email campaigns and report on the success of these campaigns using MailChimp and Sage CRM.

8. Or you can set up drip marketing campaigns that work 365 days a year.

9. You can create a new record or communication from anywhere within Sage CRM.

10. We've designed Sage CRM so that you can find your information from anywhere using our intuitive user interface.

11. There's no sense in customer service teams looking for information about the same customer problems repeatedly. Instead, your customer service team members can store this information in Sage CRM and provide exceptional customer service.

12. A customer support representative can log new support cases and review the status of their open cases within CRM.

13. Sage CRM can save your team members time during their working day. For example, a sales executive can automatically schedule follow up appointments for a sales manager who just closed an important deal.

14. If you have products and services that don't require complex sales cycles, you can sell these in fewer steps within Sage CRM.

15. Sage CRM alerts sales executives who they need to call next. This means they can spend less time figuring out who to call and more energy working through their call list.

16. A sales executive can review your company's sales pipeline and use this information to plan sales campaigns.

17. Sage CRM is personal. For example, a sales executive can see their calendar and tasks and get alerts about new opportunities on their personal dashboard.

18. A sales manager can generate quotes, call back leads, and use detailed customer histories to cross sell and up sell.

19. A customer service representative can check the communications history of a case, view the status of a replacement part, and then provide more relevant answers for customers.

20. You can adapt Sage CRM to track competitors, manage company events and oversee key business projects.

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