



## SAGECRM NEWSLETTER

### BUILDING CUSTOMER LOYALTY WITH SAGECRM

You probably know that it takes much more time, money, and effort to acquire a new customer than to retain an existing customer. At a time when the economy is slowing, it's even more important to provide the highest level of customer service and satisfaction because new customers can be even harder to find. Are you leveraging your SageCRM system to make the most of every customer interaction and ensure a completely satisfying experience? In this article, we'll explore a few ideas about how to leverage SageCRM to enhance customer loyalty and maybe even drive revenue in the process.

#### Marketing To Your Existing Customers

For many businesses, customer relationships are considerably more profitable *after* the initial sale. Implementing marketing programs aimed at current customers can be an important advantage in building customer loyalty and profitable, yet mutually beneficial, relationships. [SageCRM Marketing](#) provides powerful tools to plan, execute, and evaluate the performance of targeted marketing campaigns. You can segregate campaigns aimed at new business vs. those that are targeted to existing customers as well as track and measure every phase of a given campaign. SageCRM Marketing also allows you to build a detailed profile of your customers over the course of your relationship to ensure that marketing communication is highly relevant and beneficial based on previous purchases, product preferences, and other important characteristics of your relationship.

#### SageCRM Mobile Access

All of that fantastic customer data within SageCRM is rendered useless if it isn't easily accessible by the people that are the face of your business - customer service representatives and/or sales personnel. How often are customers frustrated when they can't place an order quickly or get an issue resolved? By enabling sales and service personnel to securely access [SageCRM using the web or mobile device](#), you'll ensure they have information available to resolve customer issues quickly, place orders efficiently, and keep customers happy.



*SageCRM Mobile Access Solutions provide critical CRM data anywhere and anytime*

#### Keep the Conversation Going

Customer relationships are strengthened through consistent and high-quality contact. While some companies make contact with customers only when they're placing an order, a more customer-focused approach would be to maintain a regular dialogue and create as many opportunities for contact as possible. Using SageCRM to schedule reminders, calls, meetings, send holiday greetings can help blur the line between personal and business relationships and ultimately foster stronger customer loyalty.

While you may be using SageCRM to effectively track leads and manage communication related to *new* business, don't forget to leverage the same technology to strengthen *existing* customer relationships and turn customer loyalty into a competitive advantage!

In This Issue:

Building Customer Loyalty with SageCRM

SageCRM Customer Care

Contact Us



# SAGECRM CUSTOMER CARE

Building on the Customer Loyalty theme of our lead article, we want to take you on a quick tour of SageCRM Customer Care. If you have a call center or provide support services for the products you offer, SageCRM Customer Care arms service personnel with the tools they need to track every customer interaction, access a knowledgebase of known issues, escalate cases to higher level support, automate workflow to ensure cases are resolved in a timely fashion, and strengthen your customer's experience.

## Find the Right Information Quickly

SageCRM Customer Care pools all customer transaction and communication history into a single-screen providing a 360-degree view that includes customer purchases, products owned, call and escalation history, email communication, and documents sent and received. Armed with this knowledge, customer service reps can resolve issues quickly as well as access a central database of known issues using high-powered search functionality.

## Case Tracking

Customer support cases are easy to set up and track. Each new case is assigned a unique ID that tracks each stage of the resolution with time and date stamps. Customer support reps can enter notes, reassign the case to another consultant, advance the case to 2nd level support, and much more. The current rep or manager assigned to the case is always visible ensuring complete ownership and accountability.

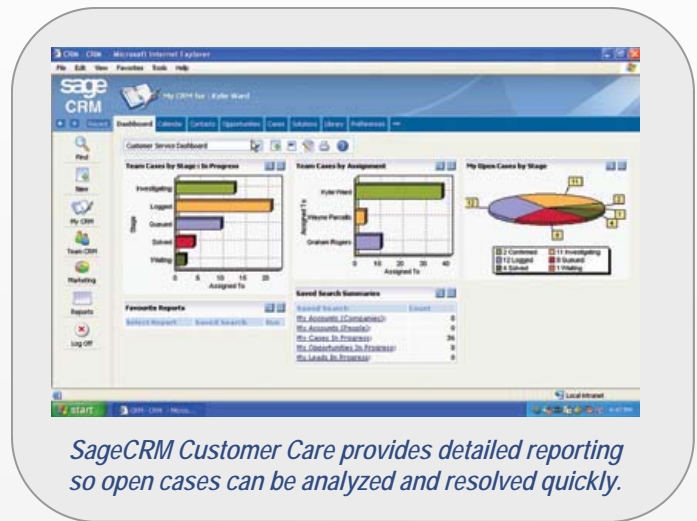
## Configurable Workflow

Workflow features allow you to define processes, escalation points, and other important milestones that are unique to your support methodology. This ensures

that users adhere to established best practices and provide consistent support for each new case. The case advances from one step to the next as the rep indicates completion of a process. If a case remains open longer than a pre-defined period of time, it's automatically escalated and a Customer Care Manager is notified.

## Reporting

SageCRM Customer Care provides several built-in reports that provide important case details. Graphs can be added to make data easier to analyze and hyperlinks provide drill-down capability to underlying details.



*SageCRM Customer Care provides detailed reporting so open cases can be analyzed and resolved quickly.*

Several pre-defined reports are delivered standard, all of which can be modified to meet your specific needs. All reports can be printed to PDF, exported to CSV, or viewed onscreen.

Click below to contact us for more information.



[CONTACT US](#) FOR MORE INFO OR TO SEE A DEMO OF SAGECRM CUSTOMER CARE.

DAVE BEATH | (519) 823-0976 | [info@dapl.ca](mailto:info@dapl.ca)



**CONTACT US ...**

17A-218 Silvercreek Parkway N., Suite 205 | Guelph, Ontario N1H 8E8 | [www.dapl.ca](http://www.dapl.ca) | [info@dapl.ca](mailto:info@dapl.ca)