CRM Mid-Market Edition

Customer Care

Sage CRM MME gives customer service staff the tools to develop real, lasting and beneficial relationships with 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. It is with this in mind that Sage CRM MME was built to deliver the functionality, the cost of ownership and the ease of use to the middle market so that service excellence can be at the heart of everything.

Features

- **Case & Issue Management**
- **Activites & Communications**
- **Reporting**
- **Knowledge Management**

- **Corporate Knowledge & Best Pratctice Retention**
- **Customer Portals**
- **Escalation & Notification**
- **Ticket Tracking**

Resolve Customer Issues Efficiently

Sage CRM MME provides customer service professionals with the tools they need to make their job simpler and more effective. With Sage CRM MME you can keep track of every customer interaction allowing your customer service teams have the most up-to-date and complete customer information at their fingertips – information which helps them effectively and efficiently resolve service issues and creates cross-sell or up-sell opportunities.

Find the Right Information Quickly

Sage CRM MME allows for the pooling of all transactions and communication history into a single screen. Sage CRM MME gives customer service professionals a 360 degree view of your customers. With user-friendly tools they can access relevant customer data including purchases, call and escalation histories, interactions, emails and documents sent and received. All this customer information is stored in one central location allowing customer service professionals from any office location to access and share vital customer information. Armed with this customer knowledge they can handle customer queries more efficiently, which in turn enhances and strengthens the customer experience.

Empower Your Customer - Offer Multiple Channels

Sage CRM MME lets your customers help themselves by providing them with web access to their own 'customer portals' which can be accessed at their convenience 24x7. These password protected self-service areas on your website allows customers to log queries, make service requests, view the status of existing or past requests – anything that they would find useful. This customer self-service area on your website can be easily customised to incorporate the look and feel of your company website, ensuring that your company's brand remains consistent through all customer touch points.

Integrate with Back-End Solutions for Deeper Knowledge

Sage CRM MME integrates with leading back office applications so Account Managers can access key customer information such as credit status. Account Managers can view current product information, pricing and discounts to capitalise on potential cross-sell and up-sell opportunities when interacting with customers.

Sage CRM MME enables you to effectively manage, analyse and respond to support issues at all levels of your organisation

Intelligent email and workflow integration builds your knowledge base
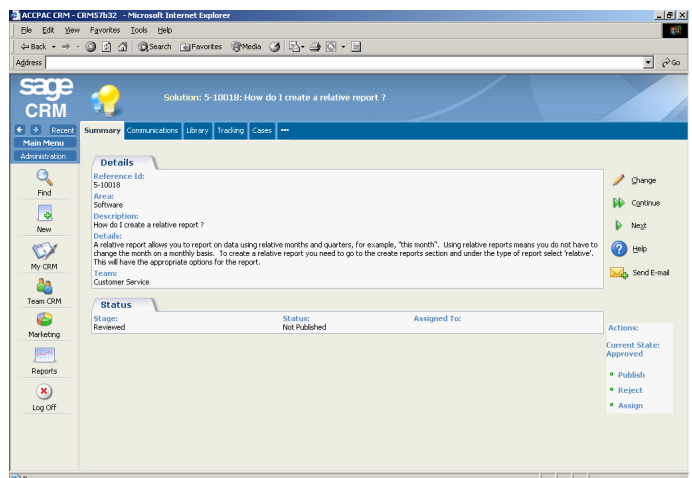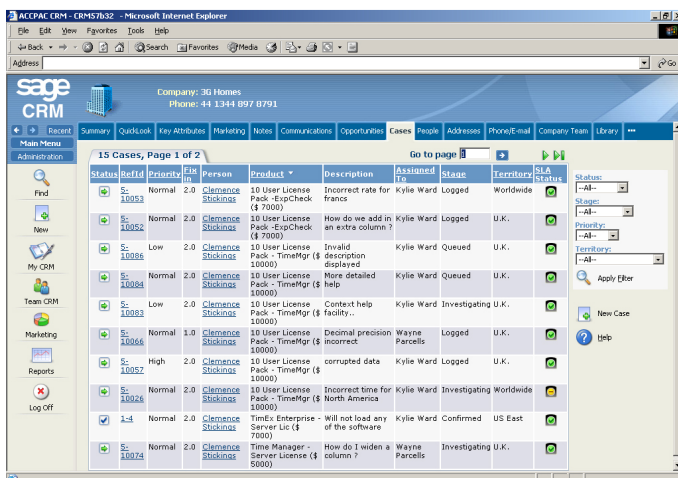
Case Management

- Capture and track every interaction with every customer regardless of customer touch point or channel of communication
- Maintain a complete case history with instant access to all previous issues and customer interactions

Activities & Communications

- Assign, schedule and track phone calls and meetings and view records of previous meetings
- Send emails (plain text or HTML) and attachments and record communication for future reference
- Attach documents – white papers, quotes, literature from the document library

Reporting

- View and measure call turn around time and understand what is taking longer to resolve and why
- View issues by category, outstanding and unresolved issues
- Pull graphical reports for weekly, monthly and quarterly management meetings

Knowledge Management

- Share customer information internally or externally to allow customers and partners to resolve their own issues
- Build a library of solutions to common customer issues to help the customer service team resolve issues faster

Customer Self Service Portal

- Provide your customers with web access to their own 'customer portals' which they can access at their convenience 24x7
- Empower customers to log queries, make service requests, view the status of existing or past requests
- Customise your self-service portal to match the look and feel of your corporate identity, ensuring your corporate brand is kept consistent through all customer touch points

Escalation & Notification

- Set up rules to automatically escalate cases if not closed within certain time period
- Receive notifications automatically when cases are not resolved within a certain amount of time
- Receive notification instantly through email, web browser, phone etc

Ticket Tracking

- Never lose an issue/service request in the organisation through tracking and resording of all requests through all stages of response.
- All issues are date-stamped at time of resolution or escalation for internal management and for external auditing of service succes rates
- The representative working on the ticket is always visible as are any later representatives or managers as the request is moved through the organisation ensuring the ownership and accountability over requests as they progress

Call Sage on 0845 111 9988 for further information

Sage CRM Solutions

Sage CRM provides CRM Solutions to mid-sized enterprises. With 16 years experience in the development of products that provide businesses with the ability to manage and report on all customer-centred activity. There are over four million users of our CRM solutions, which can either stand alone or be fully integrated into existing systems, to give a single view of all customer and contact activity.

Sage CRM MME is an easy-to-use, fast to deploy, feature rich, low cost of ownership CRM solution designed to introduce the real benefits of CRM to middle-sized companies.

Sage CRM MME aggregates individual and group efforts across sales, marketing and support teams making people and companies more efficient at their roles.

Sage CRM MME delivers the tools entirely through a browser to take advantage of the huge efficiencies that the Internet offers in delivering business applications whether the system is hosted on the user's premises or by us.

Sage CRM MME, formerly known as ACCPAC CRM, is deployed in hundreds of sites worldwide and is used by thousands of users each day helping them to work more effectively.

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