CATEL puts its customers "in its sights" with Sage CRM and the help of Control -Sistemes d Organització, S.A.

Customer
Catel Comunicacions D'empresa S.A

Industry
Telecommunications

Location
Spain

Solution
Sage CRM

Catel Comunicacions D'empresa S.A. is a Catalan company founded in 1989, which specializes in supplying global telecommunications solutions to companies and end-users. "This year we celebrate our 20th anniversary, which fills us with pride, because Catel was born as the project of a small group of young entrepreneurs, who were highly-trained and who believed in the potential of our market," says Xavier Latre, Sales Director of the firm.

Since its inception, the organization's growth has been unstoppable, recording solid and consistent growth year after year. Today, the company boasts a team of 50 professionals with a turnover of about 8 million Euros a year, and its area of activity encompasses the entire Catalan market, especially the province of Barcelona.

The company specializes in fixed and mobile telephony with two main lines of business: marketing through end-user facing stores, and its enterprise offering, which is carried out by a specialized technical sales team. As regards mobile phones, Catel sells Movistar lines and terminals, while in fixed telephony its activity encompasses the marketing, installation and support of telephone exchanges, networks and video conferencing equipment.

Currently Catel has 10 mobile phone shops and four commercial centres, located in Barcelona, Terrassa, Vic and Manresa. Its Enterprise Division alone has more than 3,000 company customers of different sizes and sectors.

'With Sage CRM we share customer information, allowing us to win more business'

Xavier Latre,
Sales Director,
CATEL

Challenge
CATEL needed a solution that would support the solid and consistent growth that the company was seeing year after year. Also, due to the competitiveness and continuous evolution of the market, in order to maintain its position, one of its main objectives was to become more efficient.

Solution
Sage CRM gave CATEL broader segmentation of their database and drove efficiencies through their contact management capabilities. Real time information is now shared between support technicians and across the sales department.

Results
Duplicated customer information is now eliminated and efficient reporting makes information much more accessible. Interactions with customers are now visible from their sales, marketing and support departments enabling them to optimize sales efforts and win more business.

'Sage CRM has allowed us to optimize our sales and marketing efforts and to provide better service both to our external and internal customers'

Xavier Latre,
Sales Director,
CATEL

Before starting

The nature of the geographical location of Catel's business forces it to compete with more than 40 different mobile providers on a daily basis, which includes the major telephone operators. "As opposed to the major operators, we provide companies with in-depth and totally impartial advice given that our business is limited to the sale of telephone systems and is not concerned with any subsequent purchases," says Xavier Latre.

Due to the competitiveness and continuous evolution of the market, in order to maintain its position, one of Catel's main objectives was to improve its efficiency. "We needed to be able do more with less, without affecting the quality of our service, and this is the reason we opted for the latest management technologies."

The area of the business operated through Movistar shops is a market based on physical proximity where it is the operator who has to take care of end-user loyalty. "Where we really needed to implement improved customer management was in our business with companies," explains Xavier Latre.

With a geographically dispersed sales force of 14 and without the necessary management tools, managing possible live sales leads and each salesman's diary was virtually impossible. "Fragmented and incomplete information about customers allows us to track actual sales, but never lost sales. And the latter information is key in measuring our effectiveness," says the Sales Director of the firm.

In the area of marketing, on the other hand, Catel needed broader segmentation and contact management capabilities. Finally, in the service area, the company needed to improve incident management and make sure that this information be available not only to support technicians, but also to the Sales Department.

The company was already using Sage Logic Class ERP for managing all its business areas. While this program already featured customer management, Catel needed even more extensive capabilities in this area and therefore considered deploying a specific CRM system.

"Our software supplier of over 18 years, Control systems d´Organització, introduced us to the Sage CRM solution. We liked it and decided to go for the product", explains Xavier Latre.

Among the main advantages of the Sage CRM solution, according to the Catel director was that, "it was the solution best adapted to our needs, its intuitive use, its capacity for growth and development in the future, and the fact that it wasn't necessary to have a computer specialist on staff to manage the programme".

Another compelling reason for acquiring and deploying Sage CRM was that "Control - Sistemes d'Organització, S.A. recommended we go for this product, which gave us great comfort, because they are an IT service provider in whom we have full confidence and with whom we have a very good relationship," says Xavier Latre.

Catel actually acquired Sage CRM in July 2008, and began its implementation in October of that year.

"The main challenge of the project was defining our actual needs," says Catel's Sales Director, and the sales team and the management of the company all participated actively in this task. All implementation services were provided by Control- Sistemes d 'Organització, S.A.

Development of the project

"An advanced customer management tool such as Sage CRM is very important for our company," says Xavier Latre. "Thanks to it, we have eliminated duplicated customer information and we have harmonized it with the result that the information is now much more accessible."

Catel, whose previous knowledge of customers was limited to "past events and knowing if they had been billed" can now know any interaction that it had with a customer, whether successful or not and from any area of the company (sales, marketing or support).

"Thanks to this information, we can now perform true customer management," explains the Sales Manager Director of the firm. Sage CRM is used by the company's whole sales team. The main advantages of the tool include the harmonization of sales diaries and easy access to them by marketing, in order to schedule visits.

"Sage CRM helps us to organize and distribute our sales force better, to optimize efforts in a particular area or for a given campaign," explains Catel's Sales Director.

"By sharing diaries, we also share customer information, and hence win more business".

In the area of marketing, on the other hand, "one of the features that most caught our eye was how easy it was to generate campaigns," says Xavier Latre. As regards managing contacts, the company can now segment their different target audiences much more accurately, by multiple different criteria, allowing for customized promotional messages.

Sage CRM is used by four marketing employees. Its web platform has facilitated its integration with the company's other systems.

Additionally, with Sage CRM, a platform has been created for outbound telemarketing supported by a Mitel telephone exchange.

With regard to the introduction of Sage CRM in the area of support, "The software tool will also allow us to make this information available to other areas of the company," says Xavier Latre. And of course, for the sales force it is vital to know the support history for each customer in order to prepare for sales visits.

In future, Catel will also incorporate the Sage CRM dashboard into the sales area and move ahead with the use of its reporting capabilities by all the sales staff.

The ease of integration of Sage CRM with Sage's Logic Class ERP which Catel were already using has enormously facilitated the exchange of information across the company, well beyond the areas of sales, marketing and support.

"Sage CRM along with the services of Control Sistemes d'Organització, S.A. has enabled us to optimize our efforts in sales and marketing, and to provide a better service both to our external and internal customers, our internal customer being the salesman whose work has been simplified in a very significant way," explains Catel's Sales Director.

The Director, who highlights the good collaboration between the two teams, Sage and Control – Sistemes d'Organització,S.A., says that the solution is an essential tool for the company.

"Sage CRM is an application that can grow and evolve, and we hope to add new users to it in the future." says Xavier Latre

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com