

# Columbia France accelerates sales with Sage CRM



## Customer

Columbia France

## Industry

Manufacturing

## Location

France

## Solution

Sage CRM and Sage 100 ERP

Columbia France specializes in the labelling industry and in the security business, notably ribbons, labels printers alongside brand check, credit card and anti-forgery measures. The company has been working as part of Columbia International since 1991. It produces and sells thermal transfer ribbons. More than a thousand customers over the world have put their trust in them.

Traditionally, the sales people at Columbia France would use simple paper index cards along with some Access development for their sales' follow up. Then, Columbia France stepped up and decided to boost its sales performances by acquiring a new CRM tool.

Nowadays, Nicolas Richard, who manages the company, stresses how much "our sales people's teleworking,

combined with real-time knowledge of our customers' previous history and communications have enabled us to optimise our sales and marketing initiatives. We're also currently looking into pooling and producing long-term customers and prospects databases, to optimise our direct marketing. "

## Where customization is productive

Customer Relationship Management is paramount to increase a company's productivity. To truly be efficient, CRM software must be able to adjust to a business' particular needs. That's why Columbia France chose Sage CRM.

'Columbia France chose Sage CRM because it is easy to use and implement, and also because of its attractive price.'

Nicolas Richard, Manager  
Columbia France

## Challenge

With a sales team that traditionally used a simple paper index card system, to boost its sales performance they recognised the need for a new CRM tool.

## Solution

Sage CRM has enabled Columbia France's sales team to streamline its teleworking and combined with real-time knowledge of its customers' previous history and communications. Sage CRM also enabled the company to optimize key sales and marketing initiatives.

## Results

Sage CRM meets the needs of the company's sales team. They are able to access real-time data on their smartphone, tablet or mobile making it easier for people who are constantly on the move and saving them an incredible amount of time. Direct marketing efforts are now more accurate and efficient and Sage CRM helps the company to make strategic business decisions.

‘Sage CRM has helped us save an incredible amount of time, not only on the sales team, but also on the accounting, management and secretariat teams.’

Nicolas Richard, Manager  
Columbia France

**A solution integrated within the SAGE 100 management system**

The company uses Sage CRM alongside a Sage suite for accounting, sales management and payroll. Combining the interface of Sage CRM with the company's back office made the integration and use of Sage CRM very easy.

According to Nicolas Richard, “this new organization has enabled the various departments of Columbia France to pool and share their data. What's more Sage's interface can be integrated along with other office automation and communication tools, which made the transition to Sage CRM all the more easier”.

**It's easy to use and it's efficient too!**

“Any computer novice can use the CRM software after basic training”, Nicolas Richard explains. “Columbia France chose Sage CRM because it is easy to use and implement, and also because of its attractive price.”

And indeed, the implementation process was quick, and the training given by Grafe Informatiques very useful, as the sales team did not know much about CRM software and processes. In the end, the company's employees mastered the product within a few months.

**Manage your work remotely**

The company says that Sage Sage CRM meets the needs of its sales team, in terms of accessing lead and customer data remotely. Sage CRM also puts mobility on the center stage, and makes it possible for employees to access data using their smartphone, tablet, or mobile.

“Sage CRM has helped us save an incredible amount of time, not only on the sales team, but also on the accounting, management and secretariat teams.” Nicolas Richards adds, “Just ask the people on the sales team. Nowadays, they can't live without Sage CRM.”

## 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](http://www.sagecrm.com)

