

Sage CRM helps ebalta to manage their customer service more efficiently and proactively.



Customer
ebalta UK

Industry
Manufacturing

Location
UK

Solution
Sage CRM

The distribution company ebalta was looking for software that would allow it to manage different areas of the business with one system. Previously, different departments used manual systems. With Sage 200, it was able to take advantage of the benefits of a joined up system. Managing Director, Darrell Cross explains: "A system that enabled us to do the whole process all in one; that automatically generates the invoicing, the packaging notes, the dispatch notes, everything, was a huge step forward for us."

The solution

In order to double their sales, ebalta introduced new products and Sage 200 has given the company the ability to track and trace the profit of each order by customer and product. Darrell Cross believes that this has helped him to make better management decisions: "We can see when we're achieving monthly margins and targets and take corrective actions very early if we're losing money on product sales."

The customer relationship management options in Sage 200 also help ebalta to manage customer services role more effectively. Darrell says: "Some of our employees work part time, so if they've had contact with a customer in the morning, they record that in CRM. If someone takes a call from the same customer in the afternoon, they're immediately up to date and can see the most recent conversation and activity".

ebalta installed and manage Sage 200 with the help of Sage Business Partner, CPiO. Darrell said, "It's like having our own IT resource on site". In the future ebalta wants to grow its business and develop new products and customer relationships. Darrell Cross says, "It's reassuring that our Sage software is designed to grow with us and accommodate our future growth needs."

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Darrell Cross,
Managing Director,
ebalta UK

Challenge

Having previously used manual process across different departments, ebalta was looking for a solution that would allow them to manage the different areas of its business under one system.

Solution

With Sage CRM it is able to take advantage of the benefits of a joined up system. It enables the company to do the whole process all in one, increasing productivity and efficiency.

Results

Total visibility of monthly margins and sales targets has allowed it to take corrective measures when money is being lost on a product or sale.

Through Sage CRM, it is able to manage their customer service more efficiently and proactively.

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

