

Editialis turns a new page with Sage CRM



Customer

Editialis

Industry

Publishing and Printing

Location

France

Solution

Sage CRM

Following its acquisition of the 'Marketing Magazine', 'Direct Marketing' and 'Customer Relations' titles in 2004, the Editialis Group reorganized its activity around two themes: printed press on one side, and web and events on the other. Integrating sales teams into a new team of 14 people in total was accompanied by consolidation of CRM practices, and this would require new tools.

"Our existing sales teams had a CRM tool, while the new business did not. We wanted to standardize practices in order to avoid a disconnection. The limitations of our existing tool forced us to conduct a thorough examination of our real needs, the use we wanted to make of the CRM software and its integration into our information system," says Marc Gommez, CFO of Editialis.

A more general solution that makes its mark

Editialis set up a project team in June 2005 to define the specifications, audit the existing solution and assess market opportunities.

'Sage was really proactive and was able to offer us a particularly efficient solution. An effective and relevant CRM project is built in stages, and we look forward to completing this with Sage.'

Marc Gommez, CFO
Editialis

Challenge

Editialis' existing sales teams were already using a CRM tool. In order to avoid a disconnection between the various departments within the business, they needed to standardize practices and deploy a centralized database that was accessible to every employee.

Solution

Editialis chose Sage CRM for its ability to adapt to the business and grow without any technical upgrade constraints. The intuitiveness and usability of the interface gave Editialis a single database of contacts that allowed it to better understand customers.

Results

Sage CRM has become an essential guiding tool to aid the performance of the Editialis sales force. The visibility into each business and customer is much greater and harmonized and time saved on non-sales tasks enables Editialis to streamline document management and to better organize their business processes.

‘Thanks to Sage CRM, we have a complete vision of each customer’s history, we can very quickly set reminders or follow-up action, define action plans, publish a weekly report to organise the coming week ... Sage CRM has become an essential guiding tool to aid the performance of the Editialis sales force.’

Marc Gommez, CFO
Editialis

“We hesitated between a solution that was 100 percent specific to our business, and a more general yet more flexible and modular solution. Different companies competed, but Sage teams took a comprehensive approach by proposing a tool in line with our fundamental needs that allows us to develop and maintain this growth without technical upgrade constraints. Sage resellers are particularly effective because they are on the ground and know their customers. They were very engaged with us and gave a convincing demo, which was reassuring,” says Marc Gommez.

Simple, speedy deployment

During the winter of 2006, Editialis installed Sage CRM on twenty stations. Training all sales staff and configuring the software was completed in two days by Olivier Marin of the TMS company, a Sage reseller partner. TMS then proceeded with the recovery of databases and data migration by consolidating the contacts in a single comprehensive database.

“Sage CRM is the right fit for us. We especially liked the intuitiveness and usability of the interface. We soon had a single database of contacts, which allows a much better understanding of each customer. The reseller, TMS, was a great partner during this period, which in the end turned out to be very short,” says Marc Gommez.

A highly usable and powerful tool for tracking customers by classification

During the first 6 months of use, the teams became familiar with Sage CRM and continued their customer activity according to the type of service (print advertising, web advertising, events). The flexibility of the tool enabled them to reorganize their way of working without difficulty and facilitated the change in business strategy.

“Previously our sales team were organized by product, or each managed a certain type of service. We have evolved to monitoring by portfolio: now each salesman follows a certain sector... and we can offer a full range of services to their customers,” says Gommez.

“In this way we capitalize on the knowledge of those in the sector to provide more relevant offers, sorted according to their specific needs. Our knowledge of each customer is therefore hugely improved. This shift would not have been possible without Sage CRM,” says Marc Gommez.

Guiding strategy and optimising the sales force

Other changes to the organisation of the Editialis sales team came about: visibility into each business and each customer is much greater and more harmonised. Time saved on non-sales tasks enables better organisation and better reactions.

“Thanks to Sage CRM, we have a complete vision of each customer’s history, we can very quickly set reminders or follow-up action, define action plans, publish a weekly report to organize the coming week ... We now have a better insight into the volume of activity, which increased with the elimination of unproductive tasks such as duplicated data entry and reporting. There is no doubt about the managerial impact: Sage CRM has become an essential guiding tool to aid the performance of the Editialis sales force” says Marc Gommez.

Several options

To benefit from even greater efficiencies and to streamline document management, Editialis began installation of Advanced Quotation Management which should be operational by 1st July 2008. The module, which can be used remotely via the web, is also opening up possibilities for remote sales staff.

“In a small business like ours, the CRM must offer several options in one go: enabling us to know as much as possible about our customers, keeping all the customers’ documents from every stage of the relationship together and automating the sales team’s tasks. To enable us to generate quotes faster for example, Sage was really proactive and was able to offer us a particularly efficient solution. An effective and relevant CRM project is built in stages, and we look forward to completing this with Sage,” says Marc Gommez.

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

