**sage**

# It's a hole in one for Sage CRM and El Chaparral

**El Chaparral**

**Golf Club**

**Customer**
El Chaparral Golf Club

**Industry**
Leisure and Hospitality

**Location**
Costa Del Sol, Spain

**Solution**
Sage CRM

### Background story
The El Chaparral Golf Club is one of the Costa del Sol's most renowned golf clubs. For the past 7 years Antonio Rubio and his family have been managing this club, with a view to forging it into one of the Costa del Sol's premier courses.

With an original design by Pepe Gancedo, it is the only course on the Costal del Sol boasting 6 par 3s, 6 par 4s and 6 par 5s. Stretching 6,000 meters long, it features a great variety of holes, and is quite demanding, requiring great accuracy and skill.

Those who play the course, conceived as a public/private facility, include its members (150) in addition to pay-to-play customers, with some 40,000 people passing through the grounds every year.

El Chaparral contacted ISGe, a Sage partner specialising in software services, which studied their needs and proposed Sage CRM as a solution. "We found their proposal attractive, and we decided to make the purchase," comments Antonio Rodríguez, the golf club's sales director.

'Outlook emails are perfectly synced with Sage CRM, as are appointments and contacts'

Antonio Rodríguez
Sales Director
El Chaparral

### Challenge
Only ever working with Excel spreadsheets which was proving inefficient, El chaparral wanted to maximise the greatest possible benefit from its database of contacts.

### Solution
ISGe, a Sage partner specialising in software services, worked with El Chaparral to design and implement Sage CRM which incorporated all of their business requirements.

### Results
For El Chaparral, time saved and the ability to take maximum advantage of customer information were only made possible with the implementation of Sage CRM.

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Antonio Rodríguez
Sales Director
El Chaparral

### From a spreadsheet to CRM

The golf club's database contains some 8,000 contacts. The company sought to "maximise" and derive the greatest possible benefit from its database of contacts, which spurred them on to choose software for the management of their customer relations. "I had a relatively large database and needed a program that would allow me to communicate with the customers in a simple way," explained Antonio Rodríguez. The company wanted to be able to dedicate less time, and in a more effective way, to contact and communicate with, golf club customers.

"Whenever I had to send out a mailing or wanted to contact a certain group of customers, the process took me a long time." Antonio Rodríguez explained that he now has all his contacts defined and labelled by group, which expedites communications with them. "With Sage CRM all I have to do is set the parameters to contact a given group." Before the implementation of Sage CRM, their customer database consisted of a single spreadsheet.

### Steps to improvement

One of the main tasks in order to implement Sage CRM involved transferring all the data on that Excel spreadsheet into the new application, ISGe, in charge of handling the transfer, did not take long to do so. "It was fast and simple." Once the transfer was completed ISGe took charge of offering Sage CRM training, pointing out the possibilities that the program offered.

Antonio Rodríguez emphasized the ease and speed with which ISGe implemented Sage CRM. "You can make much better use of your time," he stressed, "because through the program your knowledge database is much more organised." This is something that, according to him, provides for greater efficiency.

Some of the key features of Sage CRM which have made El Chaparral more efficient is the email marketing integration tool. "So far the feature I've used most has been the organisation of the database, and the sending of customer mailings" says Rodríguez. He adds "Among all the eventual benefits that the program offers, we've only taken advantage of 15%."

### Customisation is key

The implementation of Sage CRM was carried out with a few small, specific modifications just for this client.

More specifically, as Antonio explained to us, a few small, customised touches were added to some parameters of the customer database.

In this way El Chaparral was able to include certain information that it already had on each customer, thereby adapting to the business's specific needs. "This way, using the tool is easier and more intuitive, above all when creating templates," he explained.

Sage CRM is the first Sage software product that the El Chaparral golf club has used.

In fact, the integration of Sage CRM with Microsoft Exchange "works perfectly," allowing El Chaparral to make use of the interconnection possibilities that Sage CRM provides in this regard. As a result, contacts and agendas are integrated, connected and combined. "Outlook emails are perfectly synced with Sage CRM, as are appointments and contacts. We haven't had any problems."

For El Chaparral, time saved and the ability to take maximum advantage of the information held on contacts were only made possible with the implementation of 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