

# A precise instrument for effective CRM

*Everhards*

Medizinprodukte • Chirurgische Instrumente • Service

zertifiziert nach DIN EN ISO 9001:2008 und ISO 13485:2010

## Customer

Everhards GmbH (Ltd.)

## Industry

Wholesale - Medical

## Location

Germany

## Solution

Sage CRM

Everhards GmbH (Ltd.) was founded in 1920 and specializes in the field of surgical instruments and medical equipment. The company, based in the town of Meckenheim in the North Rhine-Westphalia area of Germany, has eleven employees. It primarily supplies hospitals in the region and offers its leading expertise in individual solutions and configurations through to complete set up of operating theatres.

“With Sage CRM we get fast reliable information about our customers and suppliers. We have also improved our internal communication – it is so much faster now than using the old paper documents,” said Georg Schorn, Managing Director of Everhards.

Everhards began using Sage Office Line in 1998 to automate and optimize processes in inventory management

and later also financial management; however communication and customer relationship management still consisted entirely of lengthy manual labour.

“We wanted to move away from having bits of paper everywhere”, says Georg Schorn. After the positive experience with Office Line, Everhards stayed with Sage and opted for Sage CRM.

“Smooth exchange of data with other departments was important for us.”

The software is now in use since 2008, systematically capturing all relevant customer and supplier data.

A contact's activities are all clear at a glance - who delivered, ordered or purchased how many of which items, and when. The data is available on demand at the click of a button.

‘Whether by email or phone, we can clearly document all related communication in the software, allowing us to offer optimal service to our customers’

Georg Schorn,  
Managing Director

## Challenge

Communication and customer relationship management consisted entirely of lengthy manual labour and Everhards “wanted to move away from having bits of paper everywhere”

## Solution

Since the implementation of Sage CRM, all relevant customer and supplier data is now captured in one centralized location. A contact's activities are all clear at a glance and data is available on demand at the click of a button.

## Results

All customer interactions are now clearly document in the software allowing Everhards to offer optimal service to its customers. Workflows are now mapped and employees are equipped with easily accessible reporting and a transparent solution to work from.

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Georg Schorn particularly appreciates the history function. “Whether by email or phone, we can clearly document all related communication in the software, allowing us to offer optimal service to our customers.”

Sage CRM also manages customer exchange claims at Everhards, where customization of the software was particularly important. In the medical equipment field, a supplier is also considered a manufacturer by law, and so there are particular warranty provisions to keep in mind.

“The specific workflow in the Claims Department needed to be mapped, and we also required differentiated analyses of the corresponding data,” explained Georg Schorn. Now, all claims processing is so transparent that all employees can work on it.

#### Results

- Adaptation of the software to the specific conditions within the company
- Integration into the existing system
- Transparent processes and individual analyses

## 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)

