HTDS strengthens its customer relations with Sage CRM

Customer
Hi-Tech Detection Systems

Industry
Technology Solutions

Location
France

Solution
Sage CRM

Background story

HTDS is a high technology detection solution specialist. It is developing its customer relations IT system by migrating to Sage CRM and Sage100 Enterprise i7.

A choice made in light of solutions' user-friendliness, its compatibility with Microsoft Office formats and the advanced functions offered, particularly in terms of reporting and performance indicators.

HTDS' business focuses on four different areas; Safety/Security, Research and Testing, Optoelectronics and Custom Test Solutions. Each of these activities target different clients, ranging from small to large organizations across all sectors.

In addition, HTDS, the parent company of which is based in France, also has five subsidiary companies, in North Africa and the Middle East. "Our customer relations management issue lies with the fact that we have a decentralized management system and a diverse client profile," explains Loïc Mechinaud, HTDS Marketing Manager.

"Up until 2006, each of our subsidiary companies carried out their marketing management in decentralized fashion and worked on Excel sheets which complicated our procedures," he said.

"To simplify and improve our marketing and sales management, we needed to acquire a customer relations management solution equipped with a centralized database, to secure historical data on client quotes and orders".

'With Sage CRM, we enhance our visibility with regard to future business opportunities, which enables us to anticipate decision-making'

Loïc Mechinaud,
Marketing Manager
HTDS

Challenge
HTDS needed to centralize its customer relationship management tool to enable them to streamline its complicated business processes and improve marketing and sales management.

Solution
HTDS selected Sage CRM because of its single database, which served to overcome its main issue with regards to the decentralized and multi-country customer relations management. The company also selected Sage CRM because it can integrate with existing Sage software which HTDS uses.

Results
The new user friendly system has allowed HTDS to speed up their procedures and create quotes in different currencies directly from Sage CRM. The company is now able to improve the relevance of its marketing campaigns, which are now better targeted according to clients' expectations and profiles.

'It has enabled us to speed up our procedures. We can also send emails directly using our CRM. With this solution, we have also improved the relevance of our marketing campaigns, which are now better targeted according to clients' expectations and profiles.'

Loïc Mechinaud,
Marketing Manager
HTDS

HTDS calls out for a single database
In addition to its in-depth functions, HTDS selected Sage CRM for its single database, which served to overcome their main issue with regard to the decentralized and multi-country customer relations management. This selection was also made in light of the IT system currently implemented by HTDS, which is essentially based on Sage solutions.

"We would indeed also like our CRM solution to interface with our existing tools, particularly Sage 100 Sales Management and Sage100 Accounting," adds Loïc Mechinaud.

Since late 2012, the company has been strengthening its partnership with Sage, migrating to the new generation of Sage CRM and Sage 100 Enterprise i7 tools. To carry out the migration and Sage CRM, HTDS sought the support of Sage's partner, Absys Cyborg.

Simplified CRM
HTDS is now taking advantage of the user-friendliness and new interfaces provided by Sage CRM to improve its customer relations management procedures.

"User-friendly and pleasant to use, this new version allows us to establish quotes in different currencies using the new Word formats, directly from the CRM," says Farice Moudarres, Sales Manager and Head of CRM at HTDS.

"It has enabled us to speed up our procedures. We can also send emails directly using our CRM. With this solution, we have also improved the relevance of our marketing campaigns, which are now better targeted according to clients' expectations and profiles". "When establishing quotes,

this module allows us to automatically import the Supplier prices into Sage CRM without having to manually re-enter them again. We therefore save time and it is more reliable," adds Mechniaud.

Improved business monitoring
HTDS also relies on Sage CRM performance indicators to monitor the development of its business and assess the provisional turnover for the upcoming 6 months.

"This activity is all the more important as time frames between quotes and signed orders can span over several months, given the specificity of our business," says Farice Moudarres.

"With Sage CRM, we enhance our visibility with regard to future business opportunities, which enables us to anticipate decision-making". "Sage CRM also supports us with the strengthening of our customer relations and our activities in France and abroad in a simple, user-friendly and intuitive fashion," he concludes.

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