

Imagine Car improves customer relationships with Sage CRM

Imagine Car
Signes d'exception

Customer

Imagine Car

Industry

Automotive - Tyre wholesaler

Location

France

Solution

Sage CRM

Background story

The tyre wholesaler adopted Sage CRM as a prospect and customer management tool to strengthen its customer tracking processes, develop its sales force and manage the operations of its call center.

A subsidiary of MPSA/Massa, Imagine Car is a wholesaler specializing in the distribution of tyres for car dealerships, resellers and garages. The company has a portfolio of nearly 5,000 active customers across France to whom it distributes over 2 million tyres. Imagine Car employs over one hundred people,

dispersed between its head office in Mandelieu, its call center, transport service, warehouses and mobile sales force. "The geographic dispersion of our business and our employees posed us real problems with regard to information flow and customer relations," said Christophe Charbonnier, Director of Computing Services at Imagine Car. "We wanted to provide our sales force with a lead management tool which allowed them to input the notes of their visits that they had been unable to do previously.

Finally, we needed to improve our visibility on litigation, in particular relating to transport, delivery and the billing of customer orders." All these reasons impacted Imagine Car's decision to adopt Sage CRM.

'We are much more responsive to our customers when they ask us for information about the status of their order, their delivery or their billing.'

Christophe Charbonnier
Director of Computing Services
Imagine Car

Challenge

A dispersed team, lack of visibility and a desire to provide their sales force with a lead management tool to properly manage customer visits were just some of the challenges Imagine Car was facing.

Solution

The tyre wholesaler adopted Sage CRM as a prospect and customer management tool to strengthen its customer tracking processes, develop its sales force and manage the operations of its call center.

Results

All call center operators now have the necessary information to inform customers in real-time about the status of their deliveries and billings. Overall, Sage CRM has contributed greatly to the quality and responsiveness of the client relations of Imagine Car.

‘With Sage CRM and CTI, more people now manage these calls: we not only improve the quality of our customer relationships but in addition, we have gained greater in-house productivity.’

Christophe Charbonnier
Director of Computing Services
Imagine Car

Key to success

After having looked at many different CRM solutions on the market, Imagine Car opted for the solution recommended by IGSI, the Sage partner with whom the group worked with for their payroll solution.

“Ever since working with IGSI, we introduced a real relationship of trust with our IT partner,” said Christophe Charbonnier. “Since we explained our desire to equip ourselves with CRM software, IGSI explained all the benefits of Sage CRM.”

Beyond the functional coverage of Sage CRM, Imagine Car was also attracted by the integration capabilities between this software and its ERP, developed internally. Once the choice of the Sage CRM was made, nine months were necessary for the development of workflows and interfaces between Sage CRM and the ABAL Information System of Imagine Car.

Integrate to accumulate

Alongside the traditional workflows and features, IGSI also integrated the CR'Mobile application with Sage CRM, which facilitates the entry of reports, technical intervention fact sheets, and signatures on smartphones and tablets.

This application gives the Imagine Car sales teams even more sales and consultation features when traveling including real-time access to Sage CRM data from anywhere. “When our sales people visit our customers, they can easily prepare their visit report from a workshop meaning they don't have to use their laptops,” said Christophe Charbonnier.

“With this iPhone application, they can enter their visit notes wherever they may be and obtain information in real-time concerning the customers they visit. This speeds up the whole process, all the while improving their exchanges with the clients they visit.”

A look to the future

Now, with Sage CRM and the coupling IT solution installed by the partner, all call center operators have the necessary information to inform customers in real time about the status of their deliveries or their billings.

For each incoming call, the IP telephony solution (VOIP) coupled with Sage CRM brings up the customer record for the operator. “Once an operator has this

information, he is able to identify the company, the caller and the history of actions taken for every customer”, explains Christophe Charbonnier. “He can then decide on the appropriate action for the customer.”

Meanwhile, requests concerning disputes related to transport were previously transmitted to only two people in the company who would then inform customers. “This created a bottleneck at the service level of these two people, who could not respond quickly enough to all the requests,” said Christophe Charbonnier.

He acknowledges that “With Sage CRM and CTI, more people now manage these calls: we not only improve the quality of our customer relationships but also, gain greater in-house productivity.”

Sage CRM contributes greatly to the quality of the client relations of Imagine Car. “To benefit from all the advantages of this software, we had to win the support of our collaborators on this project,” said Christophe Charbonnier.

The employees of the wholesaler have therefore all been made aware of the benefits that this software can bring them every day, to the extent that they use it correctly and enter complete customer data.

“Thanks to the involvement of all, we have significantly improved the monitoring and resolution of our disputes,” says Christophe Charbonnier.

“We are also much more responsive to our customers when they ask us for information about the status of their order, their delivery or their billing.”

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

