sage

Jobintree trusts Sage CRM to develop its business performance Sage CRM meets specifications

Customer
Jobintree

Industry
Recruitment

Location
France

Solution
Sage CRM

With this CRM solution, Jobintree's aim was to advance its sales prospecting efforts while better targeting potential customers. "This solution would also allow us to save all of our marketing campaigns in order to make them more efficient and optimize our marketing efforts," adds Christophe Koubi. These challenges were met by Sage CRM. "Being accessible via a web browser, Sage CRM also fits our scalability needs perfectly. Simple and intuitive, this software is also widely recognized in the marketplace. These assets heavily influenced the choice of this solution, and it was also advocated by our IT partner, SCOPE."

Adapted to Jobintree's business vocabulary

Jobintree's success relies mainly on the organization of its site and its ability to adapt its content depending on the profession. "Therefore we use a vocabulary specific to our business," says Christophe Koubi. "Sage CRM allows us to respect and even improve this specificity thanks to the fact that the database and the vocabulary relating to customer and sales lead data can be personalized. So we were able to easily transfer our entire business repository and the vocabulary that we use as part of our business over to Sage CRM. This means that using Sage CRM is even easier for our sales staff."

'Sage CRM also meets the sales team's need to access customer data... Our sales team have access to this data no matter where they are.'

Christophe Koubi
Jobintree

Challenge
Jobintree needed a CRM solution that would advance its sales prospecting efforts while better targeting potential customers. The solution would also need to allow them to save all of their marketing campaigns in order to make them more efficient whilst optimising their marketing efforts.

Solution
Sage CRM fitted Jobintree's scalability needs perfectly. The easy-to-use and intuitive software was an obvious choice for the business. The solution has been adapted to fit the language needs of the business making the sales team's jobs easier and more productive.

Results
The accessibility of Sage CRM via the web gives Jobintree a more reliable and continuous access to customer and sales-lead data and allows for software updates to be done automatically, simplifying system administration. The sales team's now have access to their customer data anytime anywhere, improving visibility into their activity and allowing them to react faster to potential leads.

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Jobintree

Data is reliable and secure thanks to internet technology

The ability to use the CRM over the internet was essential for Jobintree. "Our business model assumes availability and accessibility of our website 24/7," says Christophe Koubi. "We therefore expected the same from our CRM tool. In choosing Sage CRM we have chosen to secure our data. The accessibility of the solution via the web gives us more reliable and continuous access to our customer and sales-lead data, thus avoiding the consequences of any failure of our computer equipment. It also means software updates can be done automatically, without special technical intervention, because everything is centralized on a server and not on the sales team's PCs. This simplifies system administration."

Real-time access for the sales team

"Sage CRM also meets the sales team's need to access customer data," says Christophe Koubi. "Our sales team have access to this data no matter where they are. This allows them to prepare their appointments upfront, to consult their diaries and the history of their customers remotely or to log and archive information about their customers. They improve their visibility into their activity, which means they can react better."

Integration of the CRM with accounting solutions

The next step for Jobintree will be to execute sales reporting and purchase orders out of Sage CRM. "This task is currently performed manually using a spreadsheet, but with the new approach, we will be able to automatically run reporting and sales forecasting," explains Christophe Koubi. "In the longer term, as soon as our invoice volume warrants it, we will also interface Sage CRM with Sage billing software."

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

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