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Linet France improves performance thanks to Sage CRM

Customer
Linet France

Industry
Distribution and maintenance

Location
France

Solution
Sage CRM and Sage 100 ERP

Linet France, a subsidiary of the Linet Group in the Czech Republic, looks after the importation, distribution, maintenance and troubleshooting of hospital furniture manufactured by its parent company. The company's customer base is made up of private and public hospitals and nursing homes. "We are listed as providers to the Public Assistance Hospitals of Paris (AP-HP) and the Union of Public Procurement Groupings (UGAP)," says Eric Mougin, President of Linet France. To cope with the development of its business, and its growth in France, in 2008 the company decided to develop a solution for managing customer relations. "In order to optimize our customer care and improve our forecasting abilities, we needed an

information system that could be accessed remotely," says Eric Mougin. "We already had Sage 100 ERP and were happy with it, so naturally enough, we looked into the Sage CRM solution, and this was actually chosen in the end thanks to its ability to meet all the prerequisites set in our specifications."

'In the end we chose Sage CRM for its functional potential and its interface with our existing management system.'

Eric Mougin, President
Linet France

Challenge
In order to optimize customer care and improve on forecasting abilities, Linet France needed a CRM system that could be accessed remotely whilst being able to effectively track and monitor long term business projects.

Solution
Sage CRM was implemented, giving a seamless flow of information between sales and customer service personel whilts being able to interface with their current Sage 100 ERP solution. Its user-friendly, intuitive and configurable and Sage CRM also adapts to their various business needs.

Results
By using Sage CRM, salespeople can now see sales management data and quotes all together one database allowing them to adapt sales pitches accordingly. Mobile access means that data can be updated remotely saving everyone time and making the company more productive.

'User-friendly, intuitive and configurable, Sage CRM also adapts to our various specific business needs and in particular, business processes related to public procurement, such as their terms of payment. And finally, the solution met the remote access prerequisites for our sales team.'

Eric Mougin, President
Linet France

Long-term business undertakings

By the nature of its customer portfolio, many projects undertaken by Linet France, especially those conducted with the public sector, will run for a long time. "Between the birth of a project and the notification of the candidate for the tender, up to 18 months may go by," says Eric Mougin. "Throughout this period, we need to record and trace all elements of the project for optimal monitoring." This approach is all the more necessary given that these projects involve amounts up to €750,000 and often call for various contacts with the customer. "Furthermore, during these projects, we also must ensure the transmission of information between our sales team and our administration in-house. This exchange of data is all the more important if an employee leaves. This is why we wished for a customer relationship management solution that would interface with our existing information system."

A tailored response

Satisfied with the services delivered by the Sage partner, Absis, when Sage 100 ERP was introduced, Linet France naturally turned to the Tours-based reseller to assist in the selection and deployment of its CRM solution. "In the end we chose Sage CRM for its functional potential and its interface with our existing management system," says Eric Mougin. "User-friendly, intuitive and configurable, Sage CRM also adapts to our various specific business needs and in particular, business processes related to public procurement, such as their terms of payment. And finally, the solution met the remote access prerequisites for our sales team."

Sales team now more independent

A single customer database between Sage 100 ERP and Sage CRM simplifies customer tracking. "Using Sage CRM, salespeople can now see sales management data and customer quotes and invoices in particular," says Eric Mougin. "So they have a good knowledge of the payment balance of the particular customer they are dealing with, and can adapt their sales pitch accordingly." Moreover, equipped with ultra portable terminals and a wireless 3G connection, Linet France's sales men access Sage CRM remotely. "Our sales men, who handle up to 15 departments each, consult all the customer data securely in real time and also update our database remotely. That way they gain time and independence."

More efficient forecasting

The interface between Sage CRM and Sage ERP also allows Linet France to create many scorecards and statistics. "Using these analytical tools, we have defined ways of calculating the probability of success of projects," says Eric Mougin. "Thanks to these calculations, we are thus able to make particularly accurate forecasts of orders and manufacturing for each project. This approach benefits our parent company in optimising its production. Thanks to this data we can actually fine-tune our inventory management and be in the best position to negotiate with our suppliers, on the prices and volumes of the raw materials we need for our production."

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

Sage CRM