

# UIC modernizes the management of its membership base with Sage CRM



## Customer

L'Union des Industries Chimiques (UIC)

## Industry

Chemical

## Location

France

## Solution

Sage CRM

## Background story

L'Union des Industries Chimiques (UIC) is an industrial union body representing the chemical industry. This professional organization offers chemical companies a structure for exchanges and meetings, helps them in their development, and represents and defends them in the various fields.

Therefore, the UIC maintains a close relationship with over 5000 contacts spread over 1,400 different institutions. Since 1996, the UIC had a proprietary membership management system that did not offer members direct access

and did not allow them to optimize certain information. "To improve the quality of our management of the rights of our members and our exchanges with them, we had to modernize and centralize our membership database," said Christine Tailhan, Information Systems Manager at UIC.

In 2006, after having defined specifications for a new CRM solution and much deliberation, UIC finally decided on the customer relationship management solution Sage CRM and called on the Késys Company, a Sage Partner, for deployment.

'We opted for the Sage CRM solution upon considering its ease of use, administration and updating capabilities, and of course its quality to price ratio.'

Christine Tailhan  
Information Systems Manager  
UIC

## Challenge

UIC were working with an outdated, complicated membership management system which was limiting and restrictive for its members and users.

## Solution

UIC choose Sage CRM to centralize and optimize the management and monitoring of its members. A choice driven by the simplicity of configuration, use and software administration.

## Results

Thanks to Sage CRM, UIC can now optimize the management and monitoring of its membership's privileges and fees. It can also accurately target their membership base using the email marketing integration feature.

‘We have a constantly enriched and up-to-date database, but in addition, it centralizes all of our members, leads and contacts in a single point of access. It also allows us to gather statistics and respond better to individual requests’

Christine Tailhan  
Information Systems Manager  
UIC

#### Choice driven by the simplicity

Following its first call for tenders in 2006, UIC looked at three solutions: Sage CRM, Microsoft Dynamics and a third vendor. After much discussion, the company decided on Sage CRM.

“We opted for the Sage CRM solution upon considering its ease of use, administration and updating capabilities, and of course its quality to price ratio,” said Christine Tailhan.

“Since we are not a commercial enterprise, we needed to adapt the software to our specific management approach. The desire was to be able to centralize our members within a single database.”

A specific configuration was created by Késys, the Sage partner. Késys also carried out the migration of all of the data to UIC’s new information system. It added new tabs relative to the specific fields of the members, for example, hygiene, security, quality and environmental norms fields.

#### Optimized membership management

Thanks to Sage CRM, UIC now optimizes the management and monitoring of its membership’s privileges and fees. “With this new database, we can accurately and easily target our newsletter mailings and general mailings to our membership base,” said Christine Tailhan.

“Moreover, it also allows us to manage the access rights of our members to our extranet and their participation in meetings and working groups.”

The federation has also set up the management of leads and contacts in its CRM. All in all, UIC are now able to be more targeted in their marketing efforts along with maintaining a close relationship with its members through constant communication.

#### An enriched database

With Sage CRM, UIC now has a solution that will grow with the business and its current affairs, including regulations, upon which the chemical industries depend.

“New developments are easily achievable thanks to the SQL database on which Sage CRM is based,” said Christine Tailhan.

“So, not only do we have a constantly

enriched and up-to-date database, but in addition, it centralizes all of our members, leads and contacts in a single point of access. It also allows us to gather statistics and respond better to individual requests relating to societal or technical information disseminated by public authorities, INSEE, or European or international representative bodies.”

## 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)

