MCT Telecommunications improves customer care with Sage CRM and Sage ERP

Customer
MCT Telecommunications

Industry
Telecommunications

Location
South Africa

Solution
Sage CRM

MCT Telecommunications has selected Sage CRM 200, from Sage ERP Africa, to foster better business practices and effortless information exchange throughout the enterprise and across its customer care activities.

Operating from Rivonia, Johannesburg, MCT Telecommunications is a leading provider of managed services for copper and fibre cable networks, and a supplier of operational support systems for outside plant (OSP) applications, as well as optical transport and specialized technology applications in the telecommunications environment.

Chief Financial Officer of MCT Masopha Moshoeshoe says the company is committed to consistently exceeding its customers' expectations by effectively aligning technology solutions and professional services with its business requirements. In line with this, one of the key factors which led to the MCT's decision to invest in Sage CRM is its industry-leading customer care automation module.

"With its rich functionality, the customer care module will easily allow us to workflow the process we follow from the detection of a break to re-characterising the fibre as part of the maintenance and support service we provide. We will also be using this CRM module to project manage and monitor the progress of our turn-key fibre optic network and access builds."

The nature of MCT's operations call for monitored and transparent workflow and communication across its own departments, its clients, and other stakeholders involved in its fibre optic network projects.

'Sage CRM has numerous time-saving features that make it possible for us to keep pace with the bank's growth and not miss a beat.'

Roberta Robert
Webster Five
Payroll Administrator

Challenge
MCT needed a CRM solution that could go beyond sales force automation and that could easily be configured to manage multiple operational processes. They needed a solution that would integrate across all channels, departments, and employees.

Solution
The implementation of Sage 200 and Sage CRM has allowed MCT to encourage better business practices and the effortless exchange of information throughout the business and across its customer care activities.

Results
The solution supports MCT's commitment to continually evolve its business processes in order to track and asses its efficiency and effectiveness. Sage CRM is a vital component in MCT's end-to-end business strategy offering outstanding functionality from lead generation to sales to support.

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Masopha Moshoeshoe,
Chief Financial Officer
MCT Telecommunications

MCT needed a CRM solution that could go beyond sales force automation and that could easily be configured to manage multiple operational processes. It also needed a solution that would integrate to Sage 300 ERP. Integrating business rules across all channels, departments, and employees is easy with Sage CRM automated workflows. In combination with e-mail integration, Sage CRM ensures that actions requiring attention or escalation are automatically routed to the appropriate employees or partners.

The scalability of Sage CRM 200 supports MCT's commitment to continually evolve its business processes in order to track and asses its efficiency and effectiveness. Sage CRM is a vital component of any end-to-end business strategy. It offers outstanding functionality - from lead generation to sales to support - while providing an architectural foundation unique in the industry that adds value both at installation time and for the lifetime of the business.

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