

Sage CRM and Sage 300 ERP adds impetus at Mgwezi Signs



Customer

Mgwezi Signs

Industry

Signage

Location

South Africa

Solution

Sage CRM and Sage 300 ERP

Mgwezi Signs was established in 2001 as the Black Empowerment distribution point for Modulex, the world's largest architectural sign company. The company has since established itself as one of South Africa's most progressive and fastest-growing signage companies. Its rapid growth can be attributed to expertise in the corporate and public sectors, as well as the quality, flexibility and consistency of its products.

Among the client base are top corporate companies, banks and major financial and public institutions. The service portfolio is extensive. It includes signage design, manufacture and project management.

Customer focused

Mgwezi Signs sums up successful customer relationship management software as a tool that not only generates new business and retains existing business but also boosts communication and productivity. As a Sage 300 ERP user for many years, Mgwezi was offered a standard Sage CRM solution by Lorge, a Sage ERP X3 business and technology partner.

Customization

The company realized that the solution needed to cope with a massive inventory as every sign made by the company is a customized item.

There are many different types of aluminium, steel and fasteners which are used. The modular, in-house training courses and facilities offered around the CRM solution were also very cost-effective and made better use of Mgwezi's staff time, which helped enormously.

Challenge

Mgwezi Signs produces customized signs for businesses. As each sign is customized, many different types of aluminium, steel and fasteners which are used. Because of this, the company needed a CRM solution that could cope with a massive inventory list.

Solution

Sage CRM integrated with Sage 300 ERP provides quick and easy access to centralised customer and prospect information. Access to communication history enables Mgwezi Signs to nurture prospective relationships, close sales, inspire customer loyalty and streamline customer-facing activities.

Results

Sage CRM and Sage 300 ERP eliminates duplication, reduces confusion and is an efficient means of containing leads and contacts, providing quotations, closing deals and invoicing. It has enabled the sales team to be mobile showing a marked increase in productivity.

‘The entire sales force can now be mobile, access the system and work with it no matter where they are through an internet connection. This mobility has been a huge bonus for the company’

Leon Nel,
IT Project Manager,
Mgwezi Signs

Powerful insight

Customer projects can take between six and eighteen months from start to implementation but with Sage CRM and Sage 300 ERP, Mgwezi now has a clear-definable pipeline of work and a system that tracks and highlights changes in sales staff, facilitating re-allocation of personal sales pipelines. They can see sales leads that have been successfully closed and compare quotations not closed against these successful sales which provides useful insight for management.

Sage CRM and Sage 300 ERP also eliminates duplication of sales efforts, keeps sales people within the boundaries of its pipeline allocation and reduces confusion while increasing focus. It is an efficient means of obtaining leads and contacts, providing quotations, closing the deal and invoicing.

Mobility is a bonus

Mgwezi imports some of its products and these are tracked by Sage CRM and Sage 300 ERP to ensure stock levels are at an appropriate level and to ensure profitability. Sage CRM provides business intelligence upon which decisions can be made, and it also works directly with Sage 300 ERP.

Sage 300 ERP provided a ready-made database with which to populate Sage CRM and this has allowed sales people to better understand the billing system, making life easier for everyone involved. Mgwezi recognises that Sage CRM is a sales tool and is working effectively for them.

“The entire sales force can now be mobile, access the system and work with it no matter where they are through an internet connection. This mobility has been a huge bonus for the company,” said Leon Nel, IT Project Manager, Mgwezi Signs.

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

