

Less time, better service



Customer

Netorium GmbH

Industry

Software

Location

Germany

Solution

Sage CRM

"Using Sage CRM, our service is now substantially more effective, with each case taking about one-third less time. At the same time, our customers are more satisfied - they feel better served and get a solution faster."

Peter J. Frantz, Managing Director of Netorium GmbH (Ltd.).

Netorium is the German service and sales partner for many international manufacturers of hardware and software for television and broadcasting. Around 20 employees make up the Wiesbaden-based company in the German state of Hesse. They are tasked with taking delivery of devices received, checking their suitability and then the onward dispatch to the customer. Netorium relies on Sage CRM for organisation. Initially, the service software consisted of a rather more manual effort, with Excel to-do lists and an email inbox for all employees. The more orders were received, the more confusing it all became.

"Queries would be processed multiple times, each case was difficult to track and information had to be laboriously searched out in emails", Peter J. Frantz describes the problem.

An alternative was sought. After one bad buy and an analysis of the market, Netorium finally opted for Sage CRM. Sage Office Line was already successfully in use as an ERP solution, and the CRM tool was easily integrated.

"The interaction runs smoothly", says Peter J. Frantz.

The Managing Director especially appreciates the customisability of the work processes to the company's requirements.

"We now have the workflows for our requirements defined."

'With Sage CRM we were able to develop such a strong service offering that it gives us a real competitive advantage'

Peter J. Frantz,
Managing Director

Challenge

Netorium needed a centralised CRM solution that would automate processes whilst providing them with a less confusing workflow.

Solution

Sage CRM was easily integrated with Sage Office Line and is relied upon for better organisation within the business.

Results

Sage CRM has allowed for the development of a stronger service offering that has given Netorium a real competitive advantage. The customisation of workflows and the ability to offer a more effective service has greatly increased customer satisfaction.

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Peter J. Frantz,
Managing Director

Now the software also supports the service that Netorium offers its customers. All customer data is captured, from the service contract through to the last contact. For each service case, a so-called ticket is created and assigned to each particular customer. In this, all open and completed tasks are precisely documented. Escalation regulations ensure rapid processing, even in the case of third-party manufacturers. All employees have access to the relevant information and can always provide expert advice.

Peter J. Frantz knows that this goes down well with customers.

“With Sage CRM we were able to develop such a strong service offering that it gives us a real competitive advantage.”

About Sage CRM

Over 14,000 small to mid-sized businesses 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.

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