

Sage CRM propels Nology's customer relationships



Customer
Nology

Industry
Software

Location
South Africa

Solution
Sage CRM

Nology, a leading distributor of quality security-driven broadband, networking and communication hardware and solutions in South Africa, is in the process of implementing Sage CRM 200 that will provide Nology with a 360 degree view of their customers with the purpose of facilitating superior customer interactions.

"We pride ourselves in our unparalleled knowledge and understanding of the SOHO and SME market and our end customers' broadband and communication needs and requirements," says Mandy Govender, Chief Operations Officer of Nology. "For this reason we wanted to implement a comprehensive customer relationship management (CRM) system that would aid us in our strategy," says Govender.

Matthew Newnham, Sales Manager of Astraia Technology, says he approached Nology and discussed their need for a comprehensive CRM system. "Nology was in the process of replacing its existing system that was proving to be frustrating and ineffective. We suggested that they consider the Sage CRM 200 package that is flexible and can be tailored to match Nology's specific business needs," explains Newnham.

Govender says the first thing that grabbed her attention was the interpretation of Nology's brief for a comprehensive CRM system. "Astraia had taken our brief and breathed life into it. Everything we needed to see with regards to the complicated relationships between our customers, distributors and end consumers were alive in the demonstration that was presented to us."

'Adopting CRM means that a company is committed to best practices and a belief that the customer comes first because it is he or she who drives revenue'

Matthew Newnham,
Sales Manager
Nology

Challenge

Nology required a CRM solution that would give them a complete picture of their customers and facilitate superior customer interactions, whilst supporting their business strategy.

Solution

Sage CRM was tailored to match the specific needs of their business. Everything they needed to see with regards to the complicated relationships between customers, distributors and end consumers is now easily accessible.

Results

Sage CRM has helped Nology to track various synergies throughout their sales and marketing processes. They are now able to link the relationships between our sales and our marketing efforts directed at clients, allowing us to pinpoint what works and what doesn't. Their sales team are now have to access up to date information at their fingertips whilst out in the field.

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Matthew Newnham,
Sales Manager
Nology

The most important thing any business undertaking a Customer Relationship Management (CRM) initiative must realise is that CRM is much more than just a software package; it is a fundamental business philosophy, says Keith Fenner, the Vice President of Sales at Sage ERP Africa, part of the Sage Group plc. “Adopting CRM means that a company is committed to best practices and a belief that the customer comes first because it is he or she who drives revenue.”

“Sage CRM 200 will help us track various synergies throughout our sales and marketing processes,” says Govender.

“We are finally able to link the relationships between our sales and our marketing efforts directed at clients, allowing us to pinpoint what works and what doesn’t. Another great benefit is that we are able to keep track of multiple client contact initiatives that provide a quick overview of our most recent contact history with our clients. Up to date information will be at the fingertips of our sales team out in the field by means of the hosted CRM system when it goes live the second week of July 2011, which will enhance our customer relations edge even further,” Govender concludes.

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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