

Plein Sud Communication services customers with Sage CRM



Customer

Plein Sud Communication

Industry

Communications

Location

France

Solution

Sage CRM

Sage CRM: for greater flexibility and adaptability

A standing partner of SFR, Plein Sud Communication is one of the operator's leading distributors. Founded in 2001, the company has rapidly become an important reseller in the mobile, fixed telephony and internet sector in the Aquitaine and Midi-Pyrénées regions.

This growth led Plein Sud Communication to reflect on its IT system and more specifically on its Customer Relationship Management system. "When we started, we only needed a simple spreadsheet to track and support our customer base," says Christophe Barrau, manager at Plein Sud Communication. "The expansion of our business and the number of our employees meant that we needed to equip ourselves with a CRM solution that would allow us to manage our customer base better."

Since it was already equipped with Sage solutions for sales and accounting management and payroll, Plein Sud Communication naturally studied Sage's CRM offering when it looked into offerings on the market.

Plein Sud Communication therefore went with the offering from their Sage partner, Technomade: the Sage CRM solution combined with Technomade's Brique Téléphonie Mobile (Mobile Telephony Suite).

The company made this choice based on three factors:

- The usability of the application
- Native integration with Sage Accounting and Business Management software
- Integration with the software used by its provider, SFR, for communicating with partners.

'Thanks to Sage CRM, from now on we will be able to automatically integrate all our sales team's field data as well as SFR's data on a secure database.'

Christophe Barrau, Manager
Plein Sud Communication

Challenge

Plein Sud Communication had experienced significant growth and the expansion of its business and the number of employees, meant it needed to equip itself with a CRM solution that would allow them to manage its customer base.

Solution

Sage CRM was an obvious choice for Plein Sud Communications. The company knew it was dealing with a leading CRM software that is usable, reliable and scalable. It also selected Sage CRM because it has the ability to configure it to suit its individual business needs.

Results

Sage CRM has allowed for the seamless integration of all of the sales team's field data in one easily accessible centralized database.

The automation of processes has saved significant administration time allowing for the optimization of the management of the business and its sales productivity.

‘With Sage CRM, we had the guarantee that we were dealing with CRM software tested by the market, that was usable, reliable and scalable, whilst knowing that we could configure it to suit our business needs exactly.’

Christophe Barrau, Manager
Plein Sud Communication

Technomade, a CRM expert for the telephony sector

The main prerequisite for Plein Sud Communication was to choose a CRM software solution suited to their business challenges. “Either we would opt for specific development, or we would go for a package that would be configurable enough to suit our needs,” explains Christophe Barrau.

By going for Sage CRM with the Mobile Telephony Suite (BTM), Plein Sud Communication chose the latter option.

“With Sage CRM, we had the guarantee that we were dealing with CRM software tested by the market that was usable, reliable and scalable, whilst knowing that we could configure it to suit our business needs exactly. As well as that, we knew the interface between our CRM solution and all our other management tools from Sage would work. And lastly, we intended to continue to work with Technomade and benefit from their CRM expertise.”

As part of this project, Technomade was responsible for setting out the Sage CRM specifications to suit Plein Sud Communication’s specific business needs, through the creation of this Mobile Telephony Suite (BTM) package. Technomade also set up the gateway between Sage CRM and SFR’s CRM tool. “This interface was vital for retrieving the financial quotations made in the SFR quote management tool, and all the data about our customers which is held by SFR. In addition to its CRM expertise, Technomade also delivered a fully integrated solution tailored to our needs.”

Better management of the customer database

The phone and internet market has matured, and industry players must now address the question of managing and maximizing their customer base. “Customers retention is one of our current priorities,” says Arnold Guibbal, Sales Director of Plein Sud Communication.

To this end, it was particularly important that Plein Sud Communication should master its customer base and be able to import the files (mounting to several megabytes) that SFR sends them every two months to update their database.

The rate of turnover of sale reps meant the company had to secure its customer base. Given all of these challenges, it was completely clear that it was no longer feasible using a traditional spreadsheet. “Thanks to Sage CRM, from now on we will be able to automatically integrate all our sales team’s field data as well as SFR’s data on a secure database,” adds Arnold Guibbal. “By avoiding tedious retyping we will also save valuable time, especially in updating data relating to contracts signed between our customers and SFR.”

More targeted activity on the ground

Sage CRM, with the Mobile Telephony Suite (BTM), gives Plein Sud Communication a history of its customers and numerous metrics which are regularly updated. “This is great information that will improve our visibility into the different approaches that we take on identifying sales prospects and customer retention. Our sales team will be able to manage their sales portfolio better, which will then allow us to optimise the management of our business and sales productivity,” concludes Arnold Guibbal.

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

