

Sage CRM provides a solid foundation for growth at Rockend



Customer

Rockend Software

Industry

IT/Computer Software

Location

Sydney, Australia

Solution

Sage 300 ERP,
Sage CRM

Rockend is a Sydney-based software provider specializing in property and strata management applications for real estate and body corporate businesses. The core functions of the company include system development, marketing, sales, software implementation, training and client support.

The ongoing challenge to deliver outstanding customer support is an important feature of Rockend's success. From a small beginning in 1979, selling directly to property professionals, Rockend now supports over 3,600 businesses employing more than 14,000 property and strata management users located throughout Australia and New Zealand.

The challenge

With continuing growth, Rockend was managing five different systems which did not communicate with each other. They used HEAT from Frontrange for their help desk and call center; Sybiz for accounting; and a range of disparate hosted systems for project

implementation, support, their customer website and sales and marketing.

John Goddard, CEO for Rockend comments, "We had islands of information throughout the organization which is extremely frustrating in any business. There were issues of system responsiveness, ease and speed of reporting and information having to be entered multiple times due to applications not communicating with each other. As a team we recognised that we needed to address these technology issues before our growth impacted our ability to support customers."

Challenge

With continuing growth, Rockend was managing five different systems which did not communicate with each other. These disparate legacy systems were hindering efficiency and future growth. It needed an integrated system that would increase process efficiency and give everyone a single complete view of the customer.

Solution

An integrated Sage 300 ERP and Sage CRM solution was implemented to provide key infrastructure for growth. Sage CRM integrates with their website,

automating the online ordering process. Rockend also use Sage eMarketing for Sage CRM to produce increasingly targeted and intelligent campaigns based on audience preferences and interest.

Results

The new solution gives everyone within the organization a complete view of customers and the business. This in turn enables faster and more informed decision making, and it's made the company more efficient.

‘We’ve invested a lot of time and money into the new system because we needed a system that would support our plans to grow and expand the business in ANZ and overseas. It’s the key platform for our future growth for the next ten years.’

John Goddard, CEO,
Rockend Software

The solution

“We evaluated a range of solutions from SAP and Microsoft, as well as a number of solutions from some smaller players. From the beginning we liked the look and feel of the Sage CRM solution and the level of integration it had with Sage 300 ERP.”

In a phased implementation project, it installed Sage 300 ERP and Sage CRM. Sage CRM has replaced four previous customer-facing applications that managed their help desk, sales and marketing.

Sage CRM integrates with its website, automating the online ordering process. Included with CRM was Sage eMarketing to produce increasingly targeted and intelligent campaigns based on audience preferences and interest.

Sage 300 ERP was first implemented in 2008 to manage financials and financial reporting. The project was completed in late 2010 when all of Rockend’s 100 staff and consultants moved over to the Sage system.

Results

“Everyone in the company can now see all the information they need about customers so that we can service them better. We know through viewing help desk call volumes when clients may need additional training. Our sales and new business operations teams now create agreements directly through CRM and the information they create is seen by our implementation and support staff. Implementations can be monitored in real time and we can assess the total value of each client to our business in seconds.

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With a single, fully integrated solution Rockend have eliminated the silos of information within the organization, allowing them to make better informed decisions, be more responsive to their customers and market, and drive process and people efficiency throughout 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

