

Sage 300 ERP & Sage CRM brings cheers to Sirromet

SIRROMET

LIFE • STYLE • WINE®

Customer

Sirromet Wines

Industry

Wine

Location

Australia

Solution

Sage 300 ERP & Sage CRM

Sirromet is an Australian success story. The family owned winery has collected over 400 prestigious national and international wine awards since opening its door in 2000. Situated at picturesque Mt Cotton center, just a short drive from Brisbane and the Gold Coast, Sirromet offers food and wine lovers the ultimate winery experience. Queensland based Sirromet Wines is well on its way to achieving its goal of becoming the State's premier winery.

This innovative winery is not, however, resting on its laurels. It has built a one-stop communications center for its sales, distribution and marketing teams, based on a joined-up Sage CRM and Sage ERP solution, to help it process orders, respond to customer demand, and grow strategically.

Ian Parker, Sirromet Wines' IT manager, said, "It's not just the wine that needs to flow smoothly when you're trying to build a great reputation for wine making.

A transparent exchange of information between sales, distribution and marketing is just as critical an ingredient for success."

However, Sirromet's wine is sold by the winery's mobile work force, and until recently each salesperson was a virtual silo of customer information. This made it difficult for the company executives to gauge both market trends and customer response to various marketing campaigns. It also hampered strategic planning.

Parker said, "As the company grew, we knew we needed to capture important sales information that was in the salespeople's heads, that could otherwise be lost if a salesperson left or changed territory. That valuable customer information needed to be secured and centralized."

Challenge

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Solution

Thanks to Sage CRM, information is now saved in one place. The automation of the sales processes will save Sirromet considerably over the next five years in time alone. Not surprisingly the reduction in paperwork has received a very good reception with the team.

Results

With Sage CRM, Sirromet can now deliver daily marketing intelligence such as stock movement and product availability direct to the marketing team. This data greatly assists head office in measuring the ROI of its promotional activity, as well as in monitoring market and industry developments. It also allows immediate communication from the management and marketing team direct to the sales staff.

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Gary Anderson,
Marketing Manager,
Sirromet Wines

In addition, Sirromet's ordering process had become very time consuming. It was not uncommon for sales staff to be on hold for twenty minutes as they waited without the need for extra manual paperwork. Parker said, “The best of it is that this won't require any additional work. The information will already be there, recorded as part of what the sales staff do. It will almost be an invisible process.

“This automation will save Sirromet considerably over the next five years in time alone. Not surprisingly the reduction in paperwork has received a very good reception with the team!” he added.

The implementation has also delivered better customer service through faster ordering for customers as well as a much more accurate sales process for Sirromet Wines.

More strategically, through Aaromba's customization of the standard Sage 300 ERP solution, Sirromet's CRM system now delivers daily marketing intelligence direct to the marketing team from the customers. For example, the sales staff conduct continuous surveys of individual retail outlets they visit, noting the number of products ranged and stock movement.

Gary Anderson, Sirromet's marketing manager, said, “Sage CRM and Sage ERP assist head office in measuring the ROI of its promotional activity, as well as in monitoring market and industry developments. It also allows immediate communication from the management and marketing team direct to the sales staff.”

In the future stock will also be checked online. Moreover the accumulated sales history will be modelled for forecasting and planning.

“We have plans for building historical tracking for sales forecasting in the future,” Anderson continued. “We will be able to check that we are being as efficient as possible in our sales efforts.”

“We will also use it to schedule marketing events such as wine tastings, as well as scrutinize all campaigns for effectiveness – something the marketing department simply could not do previously. We will even be able to automate our tasting reports,” he said.

“Although the sales team had a relatively steep learning curve initially as few of them had strong computer skills, the system is proving very popular as it frees them to do what they do best – sell. Aaromba's training was very thorough, ensuring all sales people hit the ground running,” said Parker.

Since opening to the public in July 2000, Sirromet Wines has enjoyed unprecedented success. In its brief history, both visitors and wine judges alike have praised the quality of the Sirromet wine range. So much so, Sirromet Wines recently surpassed a staggering 262 awards – collected from prestigious wine shows in Australia and around the world.

Restaurant Lurleen's, located inside the winery complex, has also accumulated a tasty selection of awards. The icing on the cake came when Lurleen's was voted Queensland's Best Restaurant in a Winery and Queensland's Best Tourism Restaurant for 2005, at the Australia Restaurant and Catering National Awards of Excellence.

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

