

Sage CRM cuts costs and lays a foundation to last at Somgas



Customer

Somgas

Industry

Energy

Location

Barcelona, Spain

Solution

Sage CRM

Background story

Somgas is a leading firm in the gas facilities, pipelines and consulting sector. Since its founding in 1988 it has seen continuous growth and development with tangible results. Today it stands as a diversified and multidisciplinary organisation.

Somgas offers its customers extensive experience in a range of different areas, including climate control, natural gas facilities, pipelines, networks, cabling and maintenance.

Somgas's main challenge is to achieve customer satisfaction through excellent professional service. To achieve this, Somgas tailors its services to meet the specific needs of the market and customers, maintaining close professional relationships.

The Somgas team is composed of over 200 professionals who undergo continuous training, with the characteristics and experience necessary to undertake complex projects, adapting to the market's continuous demands.

Key to success

Carlos Río, Director of Resources and Controller at Somgas, recognises that the company's work flows are not complicated, but they do involve massive volumes of information. "For example, we have to monitor the entire boiler maintenance process for Natural Gas." These operations account for a volume of about €3 million per year. "We are dealing with many entries, so while the flow of movement does not have to be complicated, it does need to be extremely responsive. This is what we have achieved with Sage CRM."

'At an administrative level we have calculated that we have reduced costs by 30 percent, which is extremely important in a company where the administrative ratio is high'

Carlos Río
Director of Resources and Controller
Somgas

Challenge

Due to the ever changing structure of the company, Somgas needed an easily adaptable CRM solution that could keep up with the changing parameters of the business, whilst reducing the time spent on administrative tasks.

Solution

Thanks to Sage CRM, Somgas can now be confident that they have access to current and reliable information. The solution "fits like a glove" within the business whilst reducing its administrative costs by 30 percent.

Results

Sage CRM has allowed Somgas to automate its business processes, and the flexibility and adaptability of the solution has helped Somgas to reduce its overall costs.

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Carlos Río
Director of Resources and Controller
Somgas

Further to this, Carlos Río emphasises that they needed a solution that was “easily adaptable to the needs of each given moment, because we work with a company that is constantly changing ground rules, parameters, evaluation criteria... so we needed a tool that could be adapted to all these changes.”

Also, one of our most serious problems is that we maintain dual administration duties, we are managing Natural Gas’s systems while, at the same time, our own.”

This is something for which, according to Somgas, Sage CRM “fits like a glove.”

When talking about the implementation process of Sage CRM, Carlos Río calls out “the professionalism of the partner that implemented”.

The Partner, MaesByte, not only “has been able to get the best out of the tool,” but made the installation “very easy,” allowing adjustments to the different fields of action implemented for Natural Gas and its different offices.

Ticking all the right boxes

Somgas’s employees are delighted with Sage CRM because “it is very easy to use,” while management gain valuable insights into the information the tool provides.

“It is very easy to obtain information without depending on third parties,” Carlos Río points out, “and it is absolutely flexible,” especially in one of Somgas’s four divisions, maintenance.

Thanks to Sage CRM, the customer information is “absolutely current and very reliable, which has historically been one of our problems.”

In this way, employees no longer work with spreadsheets, but with a comprehensive application, which they can access via the web from anywhere; one that adapts to a growing company.

The deployment of Sage CRM at Somgas has been fast and simple.

Currently 100 percent of maintenance operations are handled through this tool. “It is a tool with great potential,” recognised Río, “although we still have a lot left to exploit.”

Somgas bases the management of its operations on Sage Eurowin, while the management of all incidents and salespeople is done via Sage CRM.

“Our greatest problem is that we have many operations for small amounts, and it is necessary to make sure that they are invoiced,” said Río.

The ease with which the operator can introduce data into the application yields cost reductions, as one worker can take care of more incidents in a single day, enhancing planning quality.

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“Before we had someone at practically every office dedicated specifically and exclusively to data entry. Now this process is done automatically,” summarised Río.

Laying foundations for the future

Sage CRM has not only ended up solving a problematic situation within Somgas, but also laying down the path for its future.

According to Carlos Río: “Sage CRM is going to allow to us to play an active role in the upcoming years, knowing how to solve our customers’ problems even before they arise.”

In light of all this, “I would recommend Sage CRM in a heartbeat.” Carlos Río highlights that at no time has he been without information, nor has he lost anything.

“We have always enjoyed more reliable information, and we haven’t had any kind of problem with Sage,” calling out the CRM’s flexibility as a highlight. “It is a tool that is much more useful than one might first suppose,” he added.

Somgas’s CEO Manel Medina said that “in any process for the implementation of a new management tool, it is essential to have a good ‘travelling partner.’

In this regard Maesbyte, the company with which we have worked closely with in recent years, has been a paradigm of professionalism and technical capacity by understanding Somgas’s technical needs and proposing an optimal solution like Sage CRM.”

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

