

Spanish company SPA-SI improves the effectiveness of its sales teams with Sage



Customer

Suministros Profesionales de EPIS
Asociados (SPA-SI)

Industry

Manufacturing and marketing

Location

Spain

Solution

Sage CRM

Suministros Profesionales de EPIS Asociados (SPA-SI) is a group of Spanish companies that specializes in the marketing of occupational health and safety equipment. Established in 2008, it is made up of 11 regional distributors, belonging to the top 10 companies in the industry.

The coming together of these distributors happened as a result of the need to offer its clients comprehensive logistics coverage at a national level, therefore guaranteeing better service and savings, when it comes to administrative expenses.

Today, SPA-SI caters to a wide array of multiple-plant companies belonging to industries such as the administration, aviation, food and agriculture, transportation, automotive, construction, hospitality, and so on. Backed by 25 years of experience in the manufacturing and marketing of occupational health and safety equipment, SPA-SI has 11 strategic logistics points in the Spanish territory, along with an expert team of 283 professionals and 40,000 square meters of warehouse space.

‘With this solution, all alerts and information regarding future tenders and other business opportunities are managed automatically, which makes the follow-up a lot more precise.’

Javier Martin Sonseca
Director, SPA-SI

Challenge

SPA-SI required a CRM solution that would equip its consultants with organized and accessible customer information when out on the road, guaranteeing a better service for its customers.

Solution

Sage CRM has improved the day-to-day work of its consultants, whilst improving its sales success. Opportunities are managed automatically making the follow-up process more precise.

Results

Having easily accessible customer data has helped SPA-SI save time and reduce costs. Sage CRM has made decision making easier and helped the company optimize sales resources.

‘The availability and accessibility to information also helps our sales executives to enquire into details of issues made by the client and to perform urgent tasks.’

Javier Martin Sonseca
Director, SPA-SI

“Our main objective is to facilitate the supply of standard and customized products while offering an agile comprehensive service to companies from any industry,” said Javier Martin Sonseca, Director of the company. “Our catalogue, which is common to all members, offers high purchasing power worldwide and provides ample stock, allowing us to cater for specific needs, during high activity periods, anywhere within the national territory.”

A key aspect in SPA-SI’s business is its 72 technical consultants located throughout the country who communicate regularly with their clients. “To make sure our teams are effective, we needed to have all the information from sales, contacts and actions items organized, accessible and available for all of our sales reps,” said Sonseca.

A key app for SPA-SI’s business

“Sage Murano ERP perfectly satisfies our management needs. It works well, it’s accessible and offers an excellent security barrier,” said Sonseca.

“And as far as the use of the Sage CRM is concerned, one of the first benefits to the organization has been the ability to organize our clients’ follow-ups. With this solution, all alerts and information regarding future tenders and other business opportunities are managed automatically, which makes the follow-up a lot more precise. Sage CRM allows us to make it on time to all potential tenders and therefore helps us improve our sales success.”

The ability of Sage CRM to manage regions, agendas and sales activities, as well as the evaluation and management of quotes and sales orders, has improved the day to day work of the Group’s technical consultants. Sage CRM also facilitates the coordination of specific campaigns, “that usually means getting a dozen sales reps from different provinces working together and sending their client inputs seamlessly to each campaign’s coordinator, thus helping in the decision-making process.”

One of the key functions of Sage CRM has been the ability to access data in real-time from any mobile device at no extra cost and without the need to install software in the accounts executives’ mobile phones or tablets. “Our technical consultants visit our clients with the mobile phone in hand and the solution already open, writing all of the information that is generated in the client’s log,” explains Sonseca.

“Using Sage CRM from mobile devices is particularly comfortable and even better than working in headquarters because the information is more precise and it is better handled.”

As SPA-SI’s manager explains, being able to access data from any device and location is key to the organization, “since our clients don’t have much time to listen to us and we have to make the most of our visits and focus on very specific points”.

“The availability and accessibility to information also helps our sales executives to enquire into details of issues made by the client and to perform urgent tasks such as sending an email.”

“Thanks to Sage CRM and Sage Murano ERP, we no longer need to use agendas, notebooks and pens in our daily activities,” said Sonseca.

At present Sage CRM’s sales functionalities are widely used in the organization, and Sonseca said SPA-SI anticipates using Sage CRM to supervise future marketing campaigns.

“Sage CRM integration with Outlook also makes the publication and forwarding of specific files through email more convenient, easier and faster,” he said.

As such, the deployment of Sage CRM has resulted in the company improving time and cost metrics as well as making daily activities and decision making easier. “Not to mention the optimization of sales resources, the improvement of the data we handle and, of course, a major improvement in our customer service,” Sonseca added.

The advantages of working with a cloud solution have also been evident, “particularly when it comes to data protection and the maintenance of infrastructures, its support and evolution.” Sonseca said the company would have had to dedicate specific resources if it hadn’t been for Sage CRM.

He also praises the support provided by the Sage team, “that to date has resolved any need we have had swiftly and remotely”.

Main advantages

- Having a standard solution for sales management that optimizes resources, time and costs
- Precise follow-up of alerts and opportunities that in turn increase sales
- Advanced control capabilities that improve day to day activities as well as decision-making and customer service
- Support to sales executives during their calls
- Easy access to data from mobile devices in real time

Sage CRM benefits

- Coordination of national sales campaigns, where sales executives from many regions participate
- Improved and more reliable collection and commercial/sales data
- Key business data protected and secured in the cloud
- Cost savings in areas like support and infrastructure

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

