



# The Taxis Bleus improves business prospecting with Sage CRM

## Customer

The Taxis Bleus

## Industry

Business services

## Location

France

## Solution

Sage CRM

The Taxis Bleus company chose Sage CRM to simplify the customer relationship management of both their prospects and subscribers. This initiative was taken as a way for Taxis Bleus to reach new customers and support their sales team in their day-to-day activities.

“The Taxis Bleus company strives to get their taxi drivers in contact with potential passengers whether they are actual subscribers of the Taxis Bleus’ services or not. The Taxis Bleus have many different types of customers:

- A network of 3000 affiliated or independent taxi drivers
- 5000 business and personal customers

The company relies on a team of sales and sales administration people to manage both their business and personal customers. The Taxi Bleus decided to support their team by acquiring a CRM tool in 2010. Its aim was also to improve their customer monitoring and management at the same time.

“Our current management tool is very complex,” says Christelle Gioder, Sales and Marketing Manager at Taxis Bleus. “Plus, it only covers accounting processes and hasn’t been conceived to help us manage our customer relationship. This is why we felt the need to buy a solution that would help us deal with that. By choosing Sage CRM, we knew that we were getting a standard in the industry, a tool that would easily comply with our specificities. Sage CRM is attuned to businesses’ technical and functional needs.

‘With Sage CRM, we’ve pooled all of our customer data in a single database, regardless of their profile.’

Christelle Gioder,  
Sales and Marketing Manager  
The Taxis Bleus

## Challenge

The Taxis Bleus needed a CRM system that would allow it to better manage their prospects and subscribers and support its sales team in their day-to-day activities.

## Solution

By choosing Sage CRM, The Taxis Bleus knew that it was getting a standard in the industry, a tool that would easily comply with its specific business needs integrate with its management system.

## Results

A joined up system has allowed for better data entry and administration efficiencies. The company’s adapted and detailed customer database helps it develop more targeted marketing campaigns and better monitor prospects with more accuracy. And its sales team have a tool that provides a more clear insight into business opportunities.

‘With Sage CRM, you can create custom fields, which is very useful to make our customer database more detailed, to monitor our prospects, and to develop targeted marketing campaigns.’

Christelle Gioder,  
Sales and Marketing Manager  
The Taxis Bleus

After a careful market consultation, Taxis Bleus chose Sage CRM. “We wanted our CRM software to interface with our management tool,” says Christelle Guiochet. Sage CRM allows us to import the data from our tool, and to expand our database, without having to retype anything.”

Taxis Bleus also needed a CRM tool on which they could rely to process customers regardless of their profile (e.g. business or personal customers). “Sage CRM’s configurability was ideal for our business’ specific needs,” adds Christelle Guiochet.

“With Sage CRM, we’ve pooled all of our customer data in a single database, regardless of their profile.”

#### **Desico, an experienced and competent partner**

Taxis Bleus worked hand in hand with Sage partner, Desico.

“Descio helped us define exactly what our needs were and also what arrangements would have to be made to ensure that Sage CRM fulfilled these needs,” says Christelle Guiochet.

Desico knew how to anticipate our needs. “They handled the implementation and configuration process of Sage. Even now, they still provide us guidance when we need to make some specific modifications to the Sage CRM software. They also provide support and take care of the upgrading process.

#### **An enhanced prospect database**

Taxis Bleus mainly uses Sage CRM for its prospect management tool. “With Sage CRM, you can create custom fields, which is very useful to make our customer database more detailed, to monitor our prospects, and to develop targeted marketing campaigns,” adds Christelle Guiochet.

Every prospecting action made by the company’s sales team is now archived in Sage CRM. “This new approach enables us to track business opportunities with accuracy. We can monitor prospected accounts and terminated accounts as well”.

#### **Our sales team is more efficient than ever**

The company’s sales team can finally rely on an efficient and accurate tool to track its various prospect initiatives on a daily basis. “We also get more visibility about what our sales representatives’ actions. They can compare their prospection actions, and know the success rate of each prospection action”, adds Christelle Guiochet.

This new data is also compiled to make statistics used by Taxis Bleus to realize more targeted marketing campaigns for their prospects. “In the long run, we want to use this information to realize more targeted business and marketing actions.

“We’ve gotten a much more clear insight of our business opportunities, and we now save a lot of time when it comes to managing prospects.”

## 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](http://www.sagecrm.com)

