

Sage CRM is Umsinsi Health Care's engine for growth



Customer

Umsinsi Health Care

Industry

Distribution

Location

South Africa

Solution

Sage CRM

Umsinsi Health Care, a distributor of medical products, has enhanced customer service and streamlined its business processes by implementing Sage CRM as its customer relationship management platform.

The company is the South African distributor of the ConvaTec products for advanced wound care, stoma care, and incontinence management. Umsinsi was established in 2008 and did not initially put a CRM solution in place. But as its business expanded, it found that it could no longer effectively manage a growing customer database from Excel spreadsheets.

When Umsinsi explored the market for CRM solutions, it found that Sage CRM was the mid-range product that best suited its business needs, particularly because of its customisability, says Thokozile Nzama, Senior Partner - Marketing at Umsinsi Health Care.

"Most CRM packages are made for retailers and financial service organisations, so it was a challenge for us to find one we could adapt to the language we speak in healthcare," she says. "We segment our customer base very differently to most consumer-facing businesses, and we wanted a CRM solution that would be flexible enough to accommodate this."

The solution supports the segmentation of the customer base into public and private sector accounts, and also helps Umsinsi to keep track of its relationships with doctors, nurses and specialists throughout South Africa.

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Challenge

As its business began to grow, Umsinsi Health Care found that it could no longer effectively manage a growing customer database from Excel spreadsheets.

Solution

Due to its customizability, Sage CRM was chosen as the CRM solution that would best fit Umsinsi's business. The solution has helped Umsinsi to keep track of its relationships with doctors, nurses and specialists throughout South Africa.

Results

Sage CRM plays an invaluable role in helping Umsinsi's salesforce to stay on top of their contacts with customers, so that they can sell more effectively and cultivate better client relationships.

Thokozile Nzama
Senior Partner - Marketing
Umsinsi Health Care

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Sage CRM plays an invaluable role in helping the salesforce stay on top of their contacts with customers, so that they can sell more effectively and cultivate better client relationships. In future, sales reps will be able to track inventory in the warehouse so that they can discuss stock availability with customers on the spot. Sage CRM also helps Umsinsi to use email and SMS to communicate efficiently with its customer base.

In the longer term, the goal is to make Sage CRM the engine that powers the business, says Nzama. “Sage CRM gives us the flexibility we need to be flexible and responsive,” she adds. “We still have a lot of work to do, but Sage CRM is already helping us to be responsive to our customers as well as drive better performance in our sales and marketing.”

“We understand that our customers don’t necessarily want to have their business processes dictated by their enterprise software,” says Jeremy Waterman, Managing Director at Sage ERP Africa. “For that reason, we have always followed a design philosophy in our software of making it flexible enough to fit in with how the business operates.”

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.

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