

VCA empowers its sales force with Sage CRM

Customer

VCA

Industry

Leisure and tourism

Location

France

Solution

Sage CRM

VCA selected Sage CRM to learn more about its customers and optimize its business activities.

VCA provides commercial support in the tourism industry. Their mission is to help tourism sector actors sell their services to travel agencies and tour operators.

"In the tourism industry, suppliers such as car rentals firms, as well as airline, railway and shipping companies can contact us in order to externalize the marketing of their services to travel agencies," explains Olivier Moracchini, VCA's managing director.

"This allows them to deal and cope with the seasonal nature of their jobs." VCA presents their customers' services to travel agencies and to work councils.

The company needed a customer relationship management solution that would provide a large range of possibilities for customer support and referencing. "We chose Sage CRM, because of its flexibility and adaptability to the specificities of our business," adds Olivier Moracchini.

Major stakes in customer referencing

Over the course of a year, VCA visits up to 4500 travel agencies and more than 10,000 work councils. "Our main issue was to find a way to reference all these agencies and work councils, as they were potential prospects for our customers," says Olivier Moracchini.

"We also needed to archive all the specific details about these prospects, in order to propose them only the services that were relevant to their needs. This was truly essential for us. Comprehensive knowledge of our customers brings a strong value-added to our company."

'Sage CRM has made our processes faster, but also more accurate.'

Olivier Moracchini,
Managing Director
VCA

Challenge

In order to optimize their business activities, VCA aimed to learn more about their customers. They needed a customer relationship management solution that would provide a large range of possibilities for customer support and referencing.

Solution

VCA chose Sage CRM, because of its flexibility and they were able to adapt the system to meet their specific business needs. They now have a tool that drives productivity and efficiencies through their sales team.

Results

Sage CRM provides VCA's sales team with a centralized database where they can instantly access real-time data and generate business specific reports that support its day-to-day business activity.

The solution has become essential to the company, and it has allowed for hours of work to be saved each month.

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Olivier Moracchini,
Managing Director
VCA

Desico and Sage CRM, a perfect team to help VCA out

Desico, a specialized CRM partner, recommended the implementation of Sage CRM.

“Desico was there for us from the start and helped us define our needs,” says Olivier Moracchini. “They recommended Sage CRM based on our specifications. This software was ideal for our case in that it is a market-standard system, with enough configurability to truly answer our business’ needs.

Desico configured Sage CRM for VCA, with features complying with their specifications. “Nowadays, Desico still provides support to us by constantly refining the solution according to our needs.”

A far more accurate business planning

The members of VCA’s sales team have been using Sage CRM in their day-to-day work. Each sales representative has a schedule of 30 to 40 companies to visit per week. That schedule is established using different criteria such as the potentiality of companies, current disputes, the date of the last visit to a company, etc.

“We used to do the schedules manually or in a semi-automatic way,” explains Olivier Moracchini. “Sage CRM has

made our processes faster, but also more accurate. We now know which companies to contact, and when. We can also provide them services corresponding to their specificities.”

Once a visit has been made, the sales people can make a report from within Sage CRM, and automatically send it to their manager for validation. “Overall, the automation of our process helps us save many hours of work per month. This solution has become essential to our business and to our partners’ productivity.”

Satisfied prospects

Thanks to all this upstream work, VCA can also provide their customers with a refined list of travel agencies or work councils that could be interested in their services.

“We guarantee our customers that they will only meet with agencies and work councils who have an affinity with their services and products. In our field of business, this is a revolution,” says Olivier Moracchini.

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

