

Capsol delivers superior customer service with Sage CRM Cloud

CAPSOL

Customer

Capsol

Industry

Holiday Rental

Location

South Africa

Solution

Sage CRM

Capsol, a luxury holiday villa and apartment marketing and rental company in Camps Bay, has adopted a Sage Customer Relationship Management (CRM) solution with the help of AccTech Western Cape, greatly aiding Capsol in its strive to offer superior customer service to its unique client base.

The Capsol Group was established in 1996 as a family-run business, providing upmarket accommodation and related services to the burgeoning filming industry in Cape Town at the time. Since then, Capsol has developed alongside and helped pioneer the luxury villa marketing and rental industry in Cape Town, especially along the sought-after Atlantic Seaboard in areas such as Camps Bay, Clifton and Bantry Bay. Today, Capsol is a leader in Cape Town's villa industry and is highly respected for its knowledge, integrity and professionalism.

The business challenge

Since 2009 Capsol experienced significant growth due to increased marketing and demand in the market. "Our clientele base had grown significantly, which necessitated the need for more sales staff," says Philip Meyer, CEO of Capsol. "Our operational structures and systems were simply not sufficient to handle the rapid expansion. We needed a CRM and Enterprise Resource Planning (ERP) system that would suit our needs," says Meyer.

Embarking on a thorough analysis and comparison of around 35 comparative CRM and ERP platforms, Capsol decided on Sage. "Sage's ease of use, proven track-record and ease of customisation were key factors in our decision. AccTech Western Cape was by far the most professional and pro-active company we dealt with and given the size and importance of the project, we needed to ensure that we were in capable hands," explains Meyer.

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Philip Meyer, CEO,
Capsol

Challenge

Capsol experienced significant growth due to increased marketing and demand in the market which necessitated the need for more sales staff. They required a comprehensive CRM solution that was able to drive key performance indicators that the company expected from its staff.

Solution

Capsol deployed a hosted Sage CRM solution with automated backups that provide them with access to key customer information from anywhere as long as they have an internet connection, keeping them mobile and informed at all times.

Results

Sage CRM provides Capsol with detailed reporting and analysis that helps them make informed business decisions. The Sage CRM functionality also helps lower their operational costs and increases the productivity of Capsol staff.

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Philip Meyer, CEO,
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The result

AccTech Western Cape was able to offer Capsol a hosted solution with automated backups for less than R1 000 per month. “The benefit far outweighs the cost,” says Henri Hattingh, CEO of AccTech Western Cape. “We are able to offer guaranteed high-speed access from anywhere in the world. The cost savings are impressive and the service further offers the client the peace of mind of running a business without having to worry about the maintenance and support of infrastructure, which effectively becomes our responsibility as the service provider,” explains Hattingh.

There has been a significant increase in the uptake of cloud services in South Africa, says Keith Fenner, Senior Vice President of Sales for Africa, Softline Accpac and Sage MMD Africa, part of the Sage Group plc. “The cloud offering across all our ERP and CRM products has increased as a result of the mobility and real-time data availability that the cloud offers.

More clients are realising the benefits of savings that can be made on capital expenditure. The proliferation of South Africa’s broadband capability and affordability is further underpinning the move into the cloud,” explains Fenner.

What an amazing difference and lean way to operate our business, says Meyer. “In the past, we used to maintain manual files for all our customers and our properties. With Sage CRM’s hosted server, the entire solution is available in the cloud, providing us with access to the information from anywhere as long as we have an internet connection, keeping us mobile and informed, which is exactly what we needed at Capsol,” concludes Meyer.

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

