

Jamara processes returns faster with Sage CRM



Customer
Jamara e. K.

Industry
Wholesale

Location
Germany

Solution
Sage CRM

“High-quality and accurate - that is the expectation on our range of more than 4,000 remote-controlled flight, car and ship models. But if a fault should find its way into this sensitive technology, we naturally want to offer our customers the best possible service and quickly process their returns. We have found Sage CRM to be the optimal solution and the perfect addition to our Classic Line.”

Erich Natterer, owner of Jamara e.k. (registered Sole Trader).

In 1973 Erich Natterer founded an RC model construction retail business at his parents' home in Leutkirch/Mailand im Allgäu. Nowadays Jamara distributes radio controlled models to leading companies in Europe, shipping worldwide from its Logistics Centre in Aichstetten. Erich Natterer relies on support from Sage for business processes.

‘Handling time with Sage CRM is only a maximum of two days. Our service is better and the customers are happier’

Erich Natterer,
Owner

Challenge

A solution was needed that would allow Jamara to offer customers the best possible service and to process their returns.

Solution

Sage CRM was recognized as being the optimal solution to address their business needs and a perfect addition to their current IT solutions.

Results

Faster processing of returns, easy integration, transparent processes and the ability to service their customers better has led to a happier customer base.

“From the mid-1990s, Classic Line reliably accompanied our company in its growth. With the help of the software we have been able to constantly optimize work processes – from order placement to receipt of payment to order entry, the process runs smoothly and almost automatically. It only faltered somewhat at some points, pretty much in customer service. If a product was faulty, we processed the exchange without any EDP (electronic data processing) support. This could easily take two weeks and led to frequent enquiries as to the state of affairs. We wanted to improve this service and searched for a professional solution. Sage CRM could be integrated perfectly into Classic Line and our work processes. Both solutions access the same database, and so always work with the same, most up-to-date information. If a customer reports an error, Sage CRM automatically issues a ticket for the incident. The package arrives here and is registered, and

Classic Line immediately recognizes it as a return and starts processing it. We were able to create a workflow in Sage CRM for this, where we defined our needs exactly and which had to be followed step by step. This way we can ensure quality, transparency and can provide progress updates at any time- if even necessary, as the system automatically sends updates to customers. Furthermore, we have considerably expedited the whole process; handling time with Sage CRM is only a maximum of two days.

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

