

Always on the ball with Sage CRM



Customer

Alders Electronic GmbH (Ltd.)

Industry

Electronics

Location

Germany

Solution

Sage CRM

“We have high expectations of a software solution - all employees should have the same access to information, and also CRM software should run smoothly and offer us tailor-made solutions. Sage CRM convinced us - we were able to significantly improve our customer service and if we had specific requirements for the software, our SAGE partner is always available to us on site. Our employees are simply delighted by how easy Sage products are to use,” said Martin Alders, Managing Director.

Alders Electronic GmbH (Ltd.) has made a name for itself both in Germany and abroad, offering first class service and expert advice. Customer base and product offerings have grown continuously since the founding of the company in 1987.

Now the company, based in the Rhineland town of Tönisvorst, sells high-quality switches, buttons, joysticks and counters worldwide and supplies and advises customers in security technology, military, aerospace, medicine and industry. Managing Director Martin Alders explains why a professional software-based customer relationship management (CRM) solution has become indispensable for his company: “We are most definitely a sales-oriented company, therefore our customer information is worth its weight in gold. We had been using Office Line for several years already, and in 2009 we decided to integrate Sage CRM. For us, it was most important to optimize the flow of information between the office and sales staff. And that’s how we’re always on the ball: if we create a customer proposal for example, this is entered into Sage CRM for follow up with a reminder phone call after three days.

‘With Sage CRM, we have saved so much time and paper’

Martin Alders,
Managing Director,
Alders Electronic GmbH (Ltd.)

Challenge

A CRM solution was needed that would enable all employees to have easy access to information whilst being easy to adapt and offering business specific customizations.

Solution

With an optimal flow of information and efficient order processing, Sage CRM has helped Alders Electronic to significantly improve their customer service.

Results

Sales and admin staff are now able to call up an entire customer history in Sage CRM allowing them to react much faster to return and exchange claims. The automatic synchronization of data simplifies the work of the sales force, saving them time and paper.

‘We can now react much better to returns and exchange claims because admin and sales staff can call up an entire customer history in Sage CRM’

Martin Alders,
Managing Director,
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We can now react much better to returns and exchange claims because admin and sales staff can call up an entire customer history in Sage CRM and quickly process the claim via checklists.

Our inventory management interfaces with Sage CRM via a standard interface in Office Line. All data is synchronized automatically. This simplifies the work of the sales force in particular. During negotiations about the customer they are already up to date about such tricky issues as their payment history for example. With Sage CRM, we have saved so much time and paper. Going forward we want to use Sage CRM as an evaluation and forecast tool to plan even better client acquisition campaigns.”

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

