

Til Technologies improves customer service with Sage CRM



Customer

Til Technologies

Industry

Manufacturing

Location

France

Solution

Sage CRM

Til Technologies chose Sage CRM to enhance its pre-sales prospection, and the quality of its after-sales service.

Til Technologies specializes in the making of security and access control systems. It relies on a retailer and installer network of about 250 partners to distribute their products. These trained and authorized partners have their own specific hot-line.

Til Technologies wanted to optimize their prospect monitoring in pre-sales, and enhance their customer service and offers through the use of their hot line. This is why it was looking for a suitable customer relationship management solution.

“Our after-sales management tool had become obsolete. Because of our increase in customers, and thus our increase in incoming calls, we needed a solution adapted to our growing size.” After a call for tenders, Til Technologies chose Sage CRM.

Sage CRM complied with our requirements

Til Technologies provided technical specifications to several software editors and attended three demonstrations of different CRM software programs. “We were not only interested in Sage CRM’s functionalities, but also in its possible integration with Sage Accounting and Sage Sales Management, which we already used”, adds Laetitia Guelin.

The proximity of Sage partner, Hespera Informatique, was a motivating factor for us. We needed our new software to be configured according to our business’ specificities. Sage CRM’s attractive price sealed the deal.” Afterwards, Til Technologies created a project team comprised of one member from each of the company’s departments.

‘Thanks to Sage CRM and the harmonization of our information system, we have become more efficient in pooling and sharing information, and we provide better customer service.’

Laetitia Guelin,
CRM Product Manager
Til Technologies

Challenge

Til Technologies need a CRM system that would adapt to their growing business and would allow the company to pool and manage prospect data in one centralized location.

Solution

Sage CRM was implemented and configured to meet its specific business needs. This has allowed it to optimize the monitoring of their prospects and enhance its customer service.

Results

Everyone in the company can now access real-time pooled data and gain expertise on the people who are calling and offer optimal customer service. The sales team are now able to effectively manage their schedules through Sage CRM and accurately monitor their relationships with their customers.

‘Managing meetings, calls and previous exchanges with customers and prospects are just some of the many functionalities provided by Sage CRM.’

Laetitia Guelin,
CRM Product Manager
Til Technologies

Hesperia configured a module that generates a ticket for each company and each site, which enables Til technologies to precisely pinpoint the origin of incoming calls. “Thanks to this ticket management, our hot-line department can follow the evolution of our customers’ sites. We also know the level of expertise of the people calling, and whether they have been trained or not. This means we can adapt what we say depending on our customer, and offer optimal customer service.”

Keeping track of schedules is easier than ever

Using Sage CRM, it has now become easier for Til Technologies to manage its sales representatives’ schedules.

“Managing meetings, calls and previous exchanges with customers and prospects are just some of the many functionalities provided by Sage CRM. Our sales team can have an accurate monitoring of their progress with prospects and of their customer relationship.

“What’s more, we can share that data to all or our teams here at Til Technologies, e.g. the production team, the sales administration team, etc.”

Thanks to Sage CRM and the harmonization of our information system, we have become more efficient in pooling and sharing information, and we provide better customer service,” concludes Laetitia Guelin.

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Managing meetings, calls and previous exchanges with customers and prospects are just some of the many functionalities provided by Sage CRM.

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

