Social CRM Solutions with Sage CRM

sage

Unlock Value in Every Customer Conversation

Businesses everywhere are using popular social media networks such as Twitter, LinkedIn and Facebook to make their business more accessible, more personable, and maintain long term connections.

Social CRM provides new ways for businesses to interact with and get closer to customers. Integrating social media activity with CRM can further harness the power of communication with your customers and prospects, creating a meaningful community and building strong mutually-rewarding relationships.

Sage CRM integrates with key social media applications to enable users to engage with prospects and customers in a collaborative manner in order to generate leads, foster loyalty, build customer retention and increase revenue.

Benefits Snapshot

- Enables sales teams to better target prospects and prepare for sales calls

- Uncovers leads and networking opportunities quickly and easily

- Enables users to update and read Twitter timeline and feeds directly from within Sage CRM

- Extends conversations and collaboration with prospects and customers to social media channels

- Enables users to identify how online conversations are affecting their brand

- Drive productivity through better team collaboration

- Increase employee engagement through shared information

Social CRM Solutions

Team Collaboration with Internal Social Networks

Business collaboration across teams using Sage CRM is made possible through social-style collaboration powered by Yammer. Employees can now collaborate with Yammer Groups and across records and discuss and collaborate on these records. This makes business conversations concerning opportunities, leads and support cases more social and transparent, providing greater visibility for all employees.

Unlock Sales Opportunities with LinkedIn

By engaging with LinkedIn members through Sage CRM for LinkedIn, companies can achieve a wide range of sales and marketing objectives.
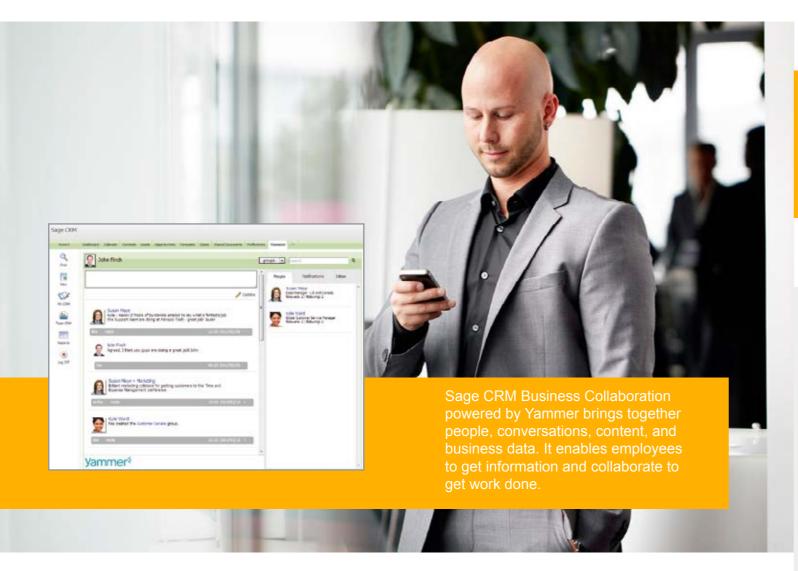
Thanks to the professional characteristics of the LinkedIn membership base and the content of online member profiles, Sage CRM and LinkedIn can be used effectively to identify qualified prospects and generate leads, research prospects prior to sales calls, establish company and employee LinkedIn presence and much more.

Manage your Tweets from within Sage CRM

Sage CRM for Twitter enables users to post or reply directly to a Tweet from within Sage CRM. Users can view Twitter feeds for specific companies and people and can then save the contents of the Tweet to a note within Sage CRM.

Not only is Twitter a great way to find people talking about things you're interested in (keyword searches) or to find people who live nearby (geographic searches), but it can also be used to track brand names, user mentions and company mentions, all from within Sage CRM.

Sage CRM Business Collaboration powered by Yammer brings together people, conversations, content, and business data. It enables employees to get information and collaborate to get work done.

Instant Information about Customers and Prospects with Facebook for Sage CRM

Enable users to gain customer insights from Facebook and provide them with a complete picture of customer and prospect interactions, without leaving Sage CRM.

Sage CRM for Facebook brings customers' Facebook profiles inside the customer CRM account allowing users to view company and individual Facebook details. This gives users instant information about customers and prospects, enabling them to better understand and know their customers for better relationship management.

Sage CRM integrates with key social media applications such as Twitter, LinkedIn & Facebook providing new ways to connect and interact with customers and prospects.

About Sage CRM

Over 14,000 small to mid-sized businesses 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 software, 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.

Start your 30-day journey to business success now at www.sagecrm.com

Sage Enterprise
Sage Technology Park
Western Service Road
Gallo Manor
2191
South Africa
T +27 11 304 2000
F +27 11 304 2030
strategic.sales.za@sage.com
www.sage.com