

Close the Loop with Telesales

Targeted groups can be quickly and easily created within Sage CRM using filtering features enabling users to segment campaigns to specific a group of prospects or existing customers. This ensures that all communications are focused on the groups that will provide the highest return and generate the most leads for the sales team.

Once the e-marketing campaign has been executed, a telesales call list can be created based on e-marketing responses, closing the loop between email and telesales.

Sage CRM web self-service can be linked to e-marketing campaign landing pages. This will not only help drive prospect and lead generation but will also assist with customer retention campaigns for existing customers.

Measure Campaign Results

With Sage E-Marketing for Sage CRM, responses can be analysed in real-time and campaigns can be tweaked continuously to ensure that companies get the maximum ROI from each and every campaign. From open rates to click and bounce tracking rate, this easy-to-use feature will not only help quantify the success of an e-marketing campaign but will allow users to pinpoint exactly how they can improve their communications and keep customers and prospects engaged.

With Sage E-marketing for Sage CRM, you can edit your templates, manage your campaigns, track your campaigns and share best practice with colleagues, all from within Sage CRM.

About Sage CRM

Sage CRM is used by over 10,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day. Award-winning Sage CRM equips businesses with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

Visit the Sage CRM Ecosystem at www.sagecrm.com to join the conversation on our user and partner communities and to access the full range of Sage CRM apps and extras.

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Sage E-marketing for Sage CRM

E-marketing Results Analysis
Select Report
Open & Clicks
Unique Opens By Time
Unique Opens By E-mail
Opens By E-mail
Opens By Time
Unique Clicks By Link
Unique Clicks By E-mail
Clicks By Link
Unopened
Bounced
Unsent

- Open, click and bounce rates are automatically tracked and calculated

The Sage Difference

- The leading supplier of CRM solutions to SMB organisations worldwide
- Over 6.3 million customers
- Over 3.1 million Sage CRM Solutions users worldwide
- Over 13,400 employees
- Over 30,000 Sage-certified partners specializing in business applications
- Direct presence in 24 countries
- Relationships with over 40,000 accountancy practices
- 30 years experience

*Source: AMR Research, 2009, The Global Enterprise Application Market

