

CRM

Customer Relationship Management

More than software
CRM is a philosophy

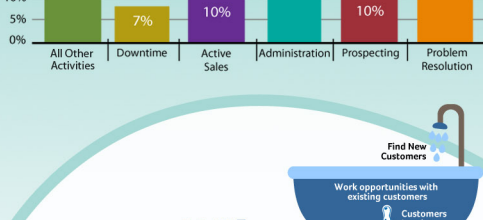
What is CRM?

CRM is way of optimizing your relationship with clients and prospects in order to have a better understanding of their needs and how to satisfy them as best as possible while optimizing the profitability of the relationship.

of putting the customer at the heart of the company

Example of an Enterprise without CRM...

Between 60 and 80% of the business' activities are not focused on sales and marketing (1)



68% of customers change vendors due to lack of consistent contact or follow through

White Paper Sage CRM & IDC - 2005

10% of businesses lose an average of 10% of their client base annually (2)



1 dissatisfied customer speaks to 10 people



1 satisfied customer speaks to 3 people



85% of businesses say that development of their pipeline is their main objective

yet... 68%

of businesses say there is not enough time to prospect

50%

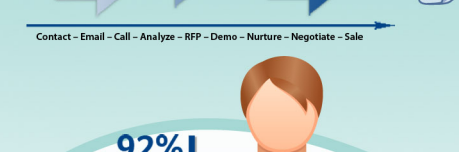
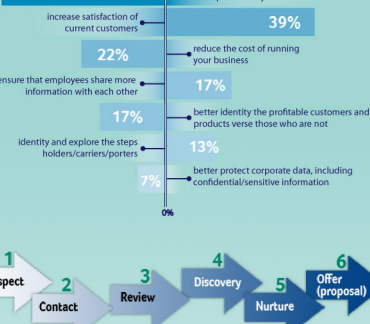
of businesses would relaunch their quote system if only they had time (3)



An economic environment that evolves...

What are the concerns of the business (4) ?

How would your company benefit if it had ideal computer systems?



92% of leaders of SMB cannot operate without the Internet

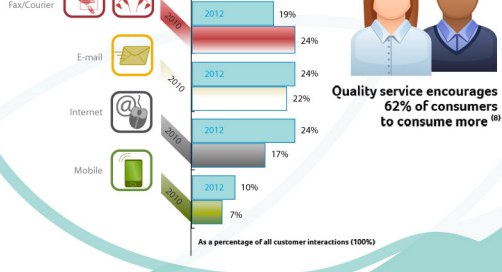


19%

of them utilize social networks for personal or professional purposes

The Internet is very important for SMB leaders/directors as 57% make purchases and 31% sell using it. SMB's also use the Internet as a way to be innovative in their business communication (90%) and marketing (80%) (6)

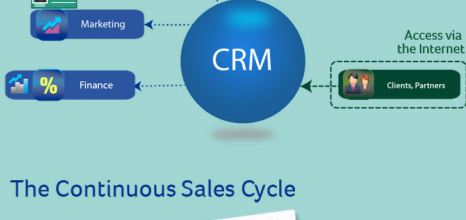
Evolution of direct client communication channels



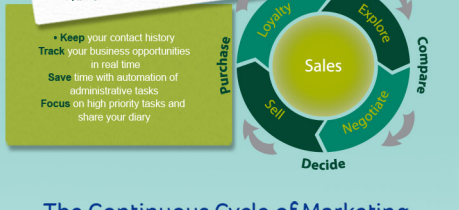
Quality service encourages 62% of consumers to consume more (8)

The customer is at the heart of the company

All employees share information



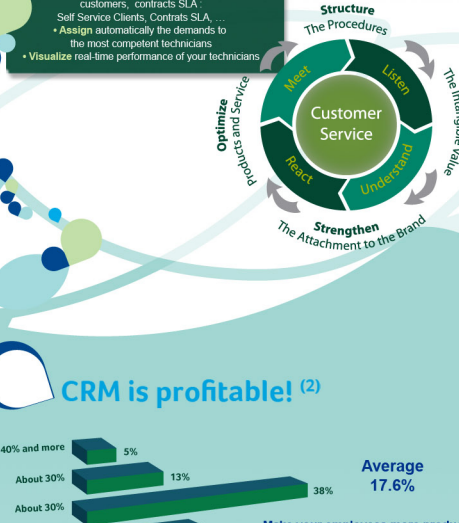
The Continuous Sales Cycle



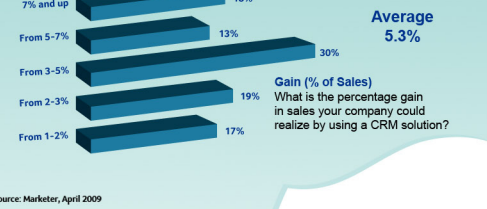
The Continuous Cycle of Marketing



The Continuous Cycle of Customer Service



CRM is profitable! (2)



(1) Source: Marketer, April 2009

(2) IDC - Sage White Paper 2005

(3) Source: SMB Portal - September 2009

(4) Harvard Business Review 2005

(5) Realized by Sage Institute among 200 SMB leaders from November 6 - 12, 2009

(6) MARKESS International Study

(7) Armatis observation of customer service contacts

(8) Microsoft Survey of Entrepreneurs - TechDay January 2011

To learn more go to

www.SageCRM.com

