



# CRM Mid-Market Edition

Customer Care

Sage CRM MME gives customer service staff the tools to develop real, lasting and beneficial relationships with customers. There is no better example of a department where the right technology and approach can transform a cost to the business into a potential profit centre than in customer service. It is with this in mind that Sage CRM MME was built to deliver the functionality, the cost of ownership and the ease of use to the middle market so that service excellence can be at the heart of everything.

## Features

- Case Management
- Activities & Communications
- Reporting
- Knowledge Management

- Corporate Knowledge & Best Practice Retention
- Customer Portals
- Escalation & Notification
- Ticket Tracking

## Resolve Customer Issues Efficiently

Sage CRM MME provides customer service professionals with the tools they need to make their job simpler and more effective. With Sage CRM MME you can keep track of every customer interaction allowing your customer service teams to have the most up-to-date and complete customer information at their fingertips – information which helps them effectively and efficiently resolve service issues and creates cross-sell or up-sell opportunities.

## Empower Your Customer - Offer Multiple Channels

Sage CRM MME lets your customers help themselves by providing them with web access to their own 'customer portals' which can be accessed at their convenience 24/7. These password protected self-service areas on your website allow customers to log queries, make service requests, view the status of existing or past requests – anything that they would find useful. This customer self-service area on your website can be easily customised to incorporate the look and feel of your company website, ensuring that your company's brand remains consistent through all customer touch points.

## Find the Right Information Quickly

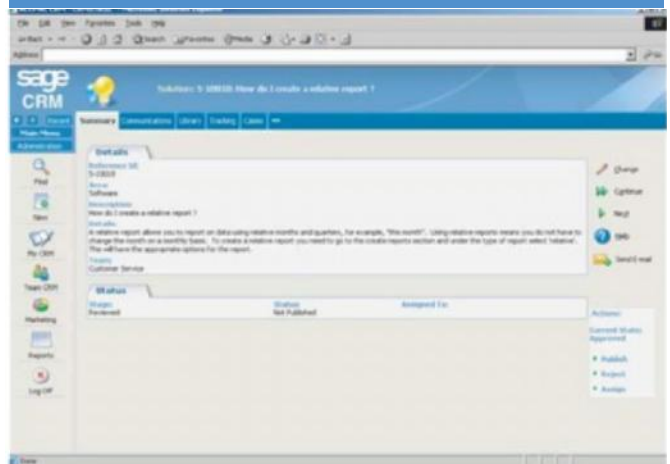
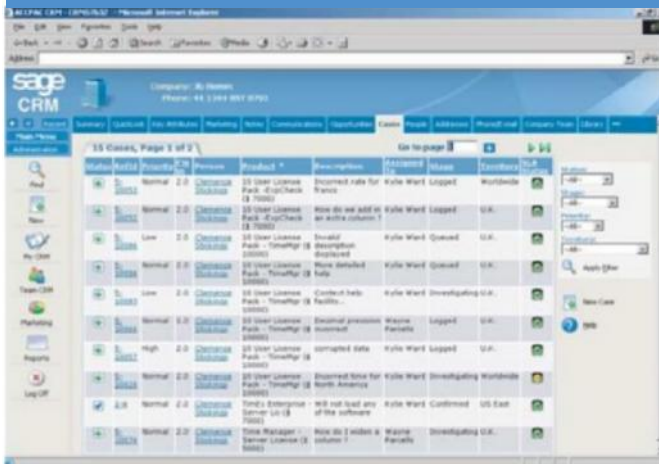
Sage CRM MME allows for the pooling of all transactions and communication history into a single screen. Sage CRM MME gives customer service professionals a 360 degree view of customers. With user-friendly tools they can access relevant customer data including purchases, call and escalation histories, interactions, e-mails and documents sent and received. All this customer information is stored in one central location allowing customer service professionals from any office location to access and share vital customer information. Armed with this customer knowledge they can handle customer queries more efficiently, which in turn enhances and strengthens the customer experience.

## Integrate with Back-End Solutions for Deeper Knowledge

Sage CRM MME integrates with leading back office applications so Account Managers can access key customer information such as credit status. Account Managers can view current product information, pricing and discounts to capitalise on potential cross-sell and up-sell opportunities when interacting with customers.

Sage CRM MME enables you to effectively manage, analyse and respond to support issues at all levels of your organisation

Intelligent e-mail and workflow integration builds your knowledge base



## Sage CRM MME Customer Care Feature List

### Case Management

Capture and track every interaction with every customer regardless of customer touch point or channel of communication  
Maintain a complete case history with instant access to all previous issues and customer interactions

### Activities & Communications

Assign, schedule and track phone calls and meetings and view records of previous meetings  
Send e-mails (plain text or HTML) and attachments and record communication for future reference  
Attach documents – white papers, quotes, literature from the document library

### Reporting

View and measure call turn around time and understand what is taking longer to resolve and why  
View issues by category, outstanding and unresolved issues  
Pull graphical reports for weekly, monthly and quarterly management meetings

### Knowledge Management

Share customer information internally or externally to allow customers and partners to resolve their own issues  
Build a library of solutions to common customer issues to help the customer service team resolve issues faster

### Customer Self Service Portal

Provide your customers with web access to their own 'customer portals' which they can access at their convenience 24/7  
Empower customers to log queries, make service requests, view the status of existing or past requests  
Customise your self-service portal to match the look and feel of your corporate identity, ensuring your corporate brand is kept consistent through all customer touch points

### Escalation & Notification

Set up rules to automatically escalate cases if not closed within a certain time period  
Receive notifications automatically when cases are not resolved within a certain amount of time  
Receive notification instantly through e-mail, web browser, phone etc

### Ticket Tracking

Never lose an issue/service request in the organisation through tracking and recording of all requests through all stages of response  
All issues are date-stamped at time of resolution or escalation for internal management and for external auditing of service success rates  
The representative working on the ticket is always visible as are any later representatives or managers as the request is moved through the organisation ensuring the ownership and accountability over requests as they progress



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