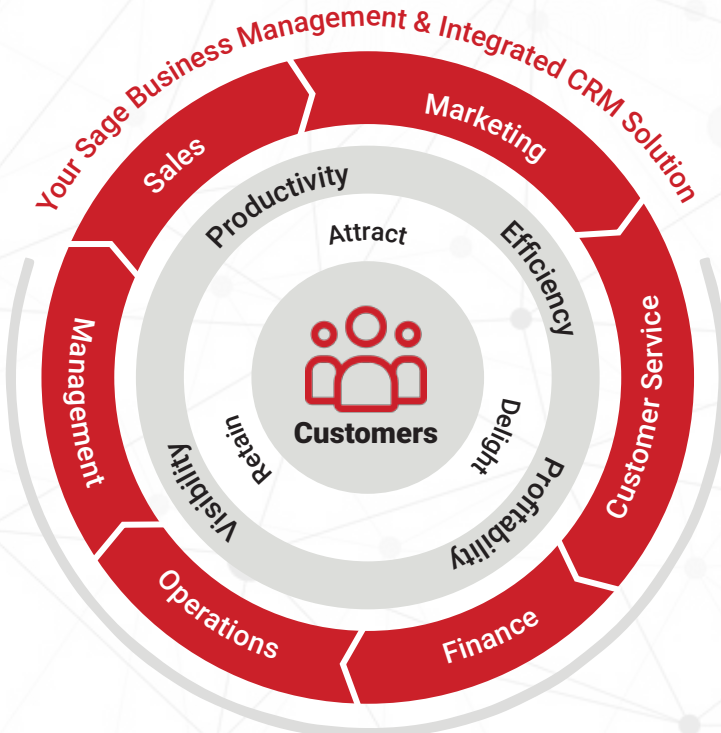# Sage CRM

Enabling Businesses With Insightful Data

Sage CRM brings together three core business aspects – Marketing, Sales and Customer Service. As these processes are interrelated, data integration improves information access, transparency and thus productivity. In addition, Sage CRM also integrates with Accounts and Finance systems enabling efficient communications, processes and business growth.

| Reliable Insights | Easy Collaboration | Enhanced Customer Experience |

Your Sage Business Management & Integrated CRM Solution

Sales • Marketing • Customer Service • Finance • Operations • Management

Productivity • Efficiency • Profitability • Visibility

Attract • Delight • Retain

Customers

Pillars of sage CRM:

CRM For Marketing	CRM For Sales	CRM For Service
■ Manage campaigns across channels	■ Customer data on the go	■ Central data repository
■ Track results & run reports	■ End-to-end lead management	■ Monitor metrics like case volume, history & resolution
■ Track leads & sales opportunities	■ Integrated workflow engine	■ Automate & manage customer service cases
Data collection & analysis	■ Track performance & revenue	
	■ Automated quotes, orders & sales proposals	

CRM Integration with Accounting System

Manage supplier information

Streamline processes

Consolidate accounts information into one reliable source

Maintain control & data integrity

> " *Sage has given us a stable and well supported platform to continue developing and evolving our business both internally and externally.* "

James McKinnon
IT & Operations Specialist,
Flags Unlimited

Greytrix Africa offers consultation services to SMEs and large enterprises throughout East Africa for Sage X3, Sage 300, Sage CRM services and other unique needs. With a presence in around 20+ vertical industries, they have developed an expertise in understanding their customer needs thoroughly. Sage CRM helps enterprises eliminate data silos and bring together sales, marketing and customer service.

For more information on Sage CRM People, *write to us on sales@greytrix.com*
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