

# Sage 200 CRM

## Sage 200 CRM – Managing your relationships



### Summary

Every business needs customers. But it's how you manage and nurture your relationships with them that makes all the difference between success and failure.

**Sage 200 CRM** is designed for all sizes of companies and built on the award-winning, web based customer relationship management (CRM) solution, **Sage CRM**. Integrated into **Sage 200** it supports you in offering the highest quality of service and support to your customers and allows you to maximise the value in your business relationships.

### Business Benefits

**Sage 200 CRM** enables you to:

- Take care of your new and existing customers by tightly integrating strong financial and commercial information driving deep business process automation right across the organisation
- Automate your customer service functions to ensure that your resources are being used to maximum effect
- Improve the effectiveness of your marketing campaigns, making sure that you spend your budget wisely and get a return on your investment
- Drive online customer collaboration via the web self-service portal, allowing your customers to use the power of the web for their own business
- Empower your sales team by automating workflow and pipeline management meaning that opportunities can be progressed quicker making sales more effective and efficient

As well as taking advantage of all the benefits of stand-alone **Sage CRM**, **Sage 200 CRM** integrates the Sales and Purchase Ledger accounts and Quotes and Orders reducing the need for duplication of data entry whilst allowing CRM users to view financial information on their customers.

### Want to know more?

Contact us to discuss how **Sage 200 CRM** can benefit your business...

Tel: **0870 873 4387**

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Web: [www.fdsystems.co.uk/sage-200-crm](http://www.fdsystems.co.uk/sage-200-crm)



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## Head Office

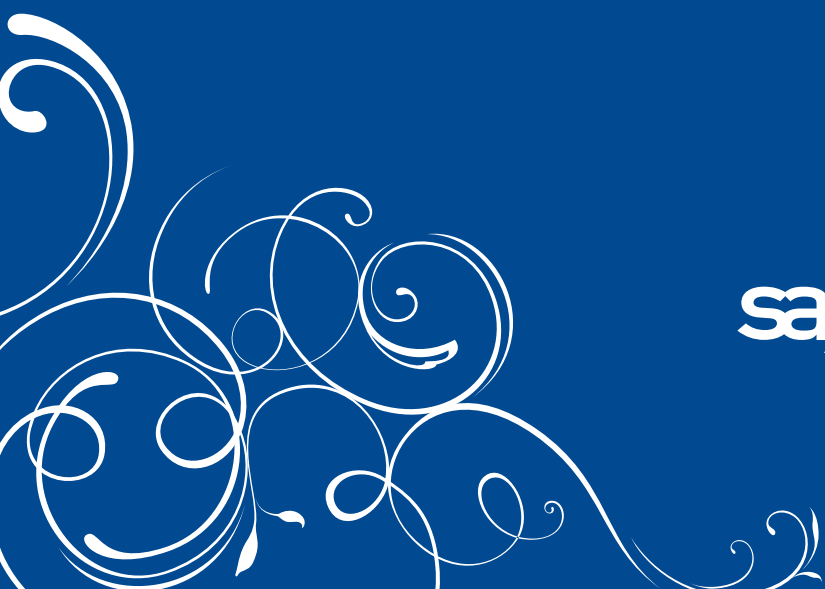
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## Regional Offices

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## Contact Centre

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