

POWER TO RUN YOUR BUSINESS

sage

CRM Mid-Market Edition

Marketing

Sage CRM MME provides powerful tools for managing, tracking and analysing targeted marketing campaigns. It is an easy-to-use application that provides hundreds of marketing users with the tools to target the right customer at the right time, eliminate guesswork and put your company's marketing resources to their best use. Assign, schedule and track marketing activities and view every detail of each campaign at a glance.

Features

- Campaign Management
- Segmentation & Groups
- Outbound call management
- e-mail Management

Build a Detailed Profile of Your Audience

Sage CRM MME enables you to build up a detailed profile of your customers and prospects over the course of the relationship. Lists can be assembled based on multiple criteria from your database, responses to campaigns can trigger sub-lists for the next stage of the campaign with successful responses moved to sales and non-responses kept on a reminder list or removed if so requested. This information can be stored, reported, and segmented for future campaigns.

Manage Your Marketing Mix

Sage CRM MME enables you to manage and track every element of your campaign. View activities, objectives, leads generated and lead follow-up. You can drill down to specific activities within a campaign including communications, opportunities, responses, budget, actual cost and lists of prospects. This in-depth view of your campaigns allows you to eliminate the guesswork and put your company's marketing resources to their best use.

With Sage CRM MME you can track every phase of your marketing campaigns and provide meaningful analysis

- Campaign Reporting
- Lead Management
- List Management
- CTI Connector

Marketing Evaluation Tools

With Sage CRM MME you can view your campaign status at any time and evaluate return on investment (ROI). Analyse marketing campaigns by lead source or evaluate other important campaign details by using sophisticated, user-friendly tools and reports. Sage CRM MME not only tracks response rates, it also lets you match sales revenues to specific campaigns, providing immediate cost vs sales analysis data.

Control Your Telemarketing Campaigns

Sage CRM MME provides telemarketers with the tools they need for effective telemarketing. Calls can be automatically scheduled for the telemarketers and the outcome of the calls can trigger the development of the next stage of the campaign. Details of calls can be saved and shared throughout all departments for future reference. Call length and outcome recording capabilities are built-in, plus a connector to CTI allows all the call automation and recognition tools that your company has to be integrated into your CRM solution.

Get powerful and flexible profiling of your customers and prospects based on your criteria and direct integration to mass e-mail and marketing functionality

Sage CRM MME Marketing Feature List

Campaign Management

- Assign, schedule and track marketing activities within a campaign and view every detail of each campaign at a glance
- Drill down to specific activities within a campaign including communications, opportunities, responses, budget, actual cost and lists of prospects
- Segment your audience (based on product interest, demographics etc)
- Retain successful data for future campaigns

Segmentation & Groups

- Segment customer and prospect lists using user-friendly tools
- Deliver targeted messages to select target audience
- Export marketing lists to Microsoft Excel for external agencies

Outbound Call Management

- Easily integrated into any marketing campaign
- Target lists and calls can be allocated and scheduled
- Schedule follow-up calls at times convenient for prospects and customers
- Details of calls can be saved and shared throughout the company

E-mail Management

- Make it easy to distribute mass e-mail by providing the ability to send HTML e-mail, create e-mail templates and send attachments
- Store all communications about a particular campaign, so that employees can easily look up the exact e-mail message received by a specific customer or prospect

Campaign Reporting

- Get real time information into the success of individual and ongoing campaigns by tracking them from initial lead generation right through to close
- Match sales revenues to specific campaigns, providing immediate cost vs sales analysis data
- Analyse marketing campaigns by lead source using user-friendly tools and reports

Lead Management

- Qualify leads into your chosen criteria for follow-up
- Prioritise leads ensuring a lead never gets lost or goes cold
- Lead tracking enables you to view the lead at every stage

List Management

- Create target lists from selected criteria, re-use successful campaign lists or import mail house lists
- Merge documents with target lists for mass mailouts
- Create interactions, record marketing pieces sent for future reference

Call Sage on **0845 111 9988** for further information



About Sage (UK) Ltd, CRM Solutions

Sage's CRM Solutions business unit is part of the Sage Mid Market Division and provides a portfolio of Contact Management and CRM Solutions to mid market sized companies. Sage has 16 years' experience in the development of products that provide businesses with the ability to manage and report on all customer-centred activity. There are over four million users of our CRM solutions, which can either stand-alone or be fully integrated into existing systems, to give a single view of all customer and contact activity.

Sage CRM MME

Sage CRM MME is an easy-to-use, fast to deploy, feature rich, low cost of ownership CRM solution designed to introduce the real benefits of CRM to middle-sized companies.

Sage CRM MME aggregates individual and group efforts across sales, marketing and support teams making people and companies more efficient at their roles.

Sage CRM MME delivers the tools entirely through a browser to take advantage of the huge efficiencies that the Internet offers in delivering business applications.

Sage CRM MME, formerly known as ACCPAC CRM, is deployed in hundreds of sites worldwide and is used by thousands of users each day helping them to work more effectively.

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