

## SAGE CRM v7.1

### What is Sage CRM?

Sage CRM is used worldwide to manage critical sales, marketing and customer service activities everyday. Award-winning Sage CRM equips businesses with the tools needed to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front and back-office functions, differentiating it from many other CRM solutions in the market today.

Sage CRM

Accredited

## Communicate, Collaborate & Compete with Sage CRM v7.1

### Communicate

- Manage your Twitter communications directly from within SageCRM with Twitter integration.
- Communicate quickly and easily with customers and prospects with Sage E-marketing for Sage CRM.
- Execute marketing campaigns rapidly for accelerated marketing success.



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NEWSLETTER  
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### Sage CRM v7.1 Benefits Snapshot

#### Sage E-marketing for Sage CRM

- Attention-grabbing templates out-of-the-box
- Smart-sending features
- Automated drip marketing campaigns
- Open, click and bounce rate tracking
- Simple 3-step wizard for rapid execution
- Integrated telesales follow-up

#### Sage CRM Total Campaign Management

- Multi-channel campaign management
- Campaign cloning
- Full campaign workflow
- Document store and share

## Collaborate

- Drive consistency and best practice across marketing teams with out-of-the-box marketing workflow.
- Share e-marketing templates across teams for maximum re-use.
- Clone successful marketing campaigns quickly and easily across teams.

## Compete

- Manage your business and your priorities more effectively from a single screen with the Sage CRM Interactive Dashboard.
- Boost staff productivity in the office and on the road with anytime, anywhere access.
- Analyse KPIs at-a-glance for better business management.

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For further information, please contact  
BTC Business Solutions on:

Stretchgate  
Rookes Lane  
Norwood Green  
Halifax  
West Yorkshire  
HX3 8PU

Tel: 01274 693914  
Fax: 01274 693356  
Email: [office@btcbs.co.uk](mailto:office@btcbs.co.uk)

- Budget over-run alerts
  - In-call data modification
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### Sage CRM Communications Management

- Real-time synchronisation between Sage CRM and MS Exchange for seamless calendar management
  - Bi-directional updates of appointments, tasks and contacts on your smartphone
  - Centralised meeting management
  - Full response management
  - Works with any mobile device
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### Sage CRM Interactive Dashboard

- Multiple information sources-single screen
  - Real-time data drill down
  - Freestyle dashboards with flexible gadget sizing
  - Bespoke company dashboards for key accounts
  - Roles-based dashboards out-of-the-box
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### New Sage CRM Report Charts

- Impactful visual charts
- Enhanced graphical analysis
- Quick and easy to create