

SCQuARE International Implement Sage CRM to improve Firm-wide Efficiency

The Customer

SCQuARE is a global consultancy and training organisation that specialises in working with clients to transfer and apply the critical business skill of how to generate an idea, convert it into a workable plan and sell it. SCQuARE's methodology is used everyday by individuals and teams within many of the worlds leading companies to formulate and agree plans that merit a decision. SCQuARE International has headquarters in the UK and offices in Europe, the USA, Asia and Australia. To date, SCQuARE has been taught in over 60 countries and 5 different languages.

Using the Sage CRM solution, SCQuARE International has seen **significant efficiency improvements** across different departments.

CUSTOMER SUMMARY

- Global consultancy and training organisation
- 5 offices worldwide
- Founded in 1993
- Clients in all industries and sectors

The Challenge

Prior to implementing Sage CRM, SCQuARE used a contact database which was designed and built in-house using Microsoft Access. As the company continued to grow, it became apparent that the database was not robust or comprehensive enough to meet the needs of the company. One major flaw was that it wasn't secure with data being overwritten or deleted by users by mistake. It also had limitations when managing related data and accessibility restrictions, which meant that data couldn't always be inputted or accessed when required.

The Solution

Having recognised a need for change, emphasised by the necessity to record more in-depth information electronically for their international training programmes, clients and contacts, SCQuARE selected Sage CRM from e1 Business. Having looked at various other solutions on the market, principle factors in this decision were the cost to implement, maintain and support the solution, ease of use and the ability to customise the system to their exact requirements. Sage CRM's internet browser platform also offered them the accessibility that they required.

SAGE CRM WINS

- Ease of customisation, even though it is an 'off the shelf' product
- Internet browser platform
- Outlook integration
- Cost
- Accessibility

"Sage CRM is very easy to use and has great depth of functionality suited to our business"

Paul Wilkinson, Operations Director at SCQuARE International



e1 Business – For CRM that Works!

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The Results

Having now implemented the system, SCQuARE International are using Sage CRM in their offices in the UK and the US. The majority of their users work remotely which means that they now have access to the information that they need, when they need it.

Sage CRM is being used in different key areas across the firm to **increase efficiency and save time**. The system is instrumental in the co-ordination of SCQuARE's comprehensive training programme through the **Workflow** functionality. This enables all events to be tracked and monitored and ensures that no opportunities are missed. The system is also offering real benefits to the business development and marketing departments. SCQuARE now successfully manage and track every element of a marketing campaign. This ensures that their marketing resources are being put to good use and generating more business for the organisation. For example they now have the ability to send out an email newsletter to alumni delegates to maintain and develop the relationship and encourage future attendance at their events.

Another area that has seen a noticeable improvement is the organisation's contact management. All communications are now tracked within the system largely through the **Outlook integration** capability. More in-depth information on their international training programmes, clients and contacts is also stored within the system. Efficiency improvements have resulted with all users having access to this central data. They also no longer have security issues of data being overwritten or deleted by mistake due to Sage CRM's **secure user profiles** meaning that they have more confidence in the system and strong user buy-in.

SCQuARE are now looking to use the functionality of the system to support the sale of their new business book; *Getting Everyone on the Same Page*. They are also looking to roll-out the system to further users.

"We have been impressed by e1's helpful sales and customer support staff"

Laura Turrall, Marketing Services Manager, SCQuARE International

About e1 Business

e1 Business specialise in Sage Customer Relationship Management (CRM) and Project Management software. e1's customers' installations range from 10 users to over 2000, all requiring highly professional support and industry-recognised expertise.

Working across a range of different industries, e1 has helped deliver measurable business benefits from its solutions. As holders of the SalesLogix Customer Satisfaction Award, e1 is committed to providing a CRM solution that fits your business and meets your on-going business objectives. Visit www.e1business.com for more information.



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