

# Sage CRM

## Social CRM Solutions

### Unlock Value in Every Customer Conversation

Businesses everywhere are using popular social media networks such as Twitter, LinkedIn and Facebook to make their business more accessible, more personable, and maintain long term connections.

Social CRM provides new ways for businesses to interact with and get closer to customers. Integrating social media activity with CRM can further harness the power of communication with your customers and prospects, creating a meaningful community and building strong mutually-rewarding relationships.

Sage CRM integrates with key social media applications to enable users to engage with prospects and customers in a collaborative manner in order to generate leads, foster loyalty, build customer retention and increase revenue.

### Team Collaboration with Internal Social Networks

Business collaboration across teams using Sage CRM is made possible through social-style collaboration powered by Yammer. Employees can now collaborate with Yammer Groups and across records and discuss and collaborate on these records. This makes business conversations concerning opportunities, leads and support cases more social and transparent, providing greater visibility for all employees.



### Benefits Snapshot

- Enables sales teams to better target prospects and prepare for sales calls
- Uncovers leads and networking opportunities quickly and easily
- Enables users to update and read Twitter timeline and feeds directly from within Sage CRM
- Extends conversations and collaboration with prospects and customers to social media channels
- Enables users to identify how online conversations are affecting their brand
- Drive productivity through better team collaboration
- Increase employee engagement through shared information

Sage CRM Business Collaboration powered by Yammer brings together people, conversations, content, and business data. It enables employees to get information and collaborate to get work done.



Sage CRM integrates with key social media applications such as Twitter, LinkedIn & Facebook providing new ways to connect and interact with customers and prospects.

## Unlock Sales Opportunities with LinkedIn

By engaging with LinkedIn members through Sage CRM for LinkedIn, companies can achieve a wide range of sales and marketing objectives.

Thanks to the professional characteristics of the LinkedIn membership base and the content of online member profiles, Sage CRM and LinkedIn can be used effectively to identify qualified prospects and generate leads, research prospects prior to sales calls, establish company and employee LinkedIn presence and much more.

## Manage your Tweets from within Sage CRM

Sage CRM for Twitter enables users to post or reply directly to a Tweet from within Sage CRM. Users can view Twitter feeds for specific companies and people and can then save the contents of the Tweet to a note within Sage CRM.

Not only is Twitter a great way to find people talking about things you're interested in (keyword searches) or to find people who live nearby (geographic searches), but it can also be used to track brand names, user mentions and company mentions, all from within Sage CRM.

## Instant Information about Customers and Prospects with Facebook for Sage CRM

Enable users to gain customer insights from Facebook and provide them with a complete picture of customer and prospect interactions, without leaving Sage CRM.

Sage CRM for Facebook brings customers' Facebook profiles inside the customer CRM account allowing users to view company and individual Facebook details. This gives users instant information about customers and prospects, enabling them to better understand and know their customers for better relationship management.

Visit  
[www.me.sage.com](http://www.me.sage.com)  
 or  
 e-mail us at  
[Meinfo@sage.com](mailto:Meinfo@sage.com)  
 for more information today!

**800** SAGE  
(4237)

## About Sage CRM

Sage CRM is used by over 12,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day. Award-winning Sage CRM equips businesses with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, 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.

See for yourself the difference that Sage CRM could make to your business. Visit [www.sagecrm.com](http://www.sagecrm.com) and start your free 30 day trial of Sage CRM now.

## Sage Middle East

Suite 118-120, Building No.11  
 PO Box 500198, Dubai Internet City,  
 Dubai, UAE.

Tel: +9714 3900180  
 Fax: +9714 3908506

**Sage CRM**