

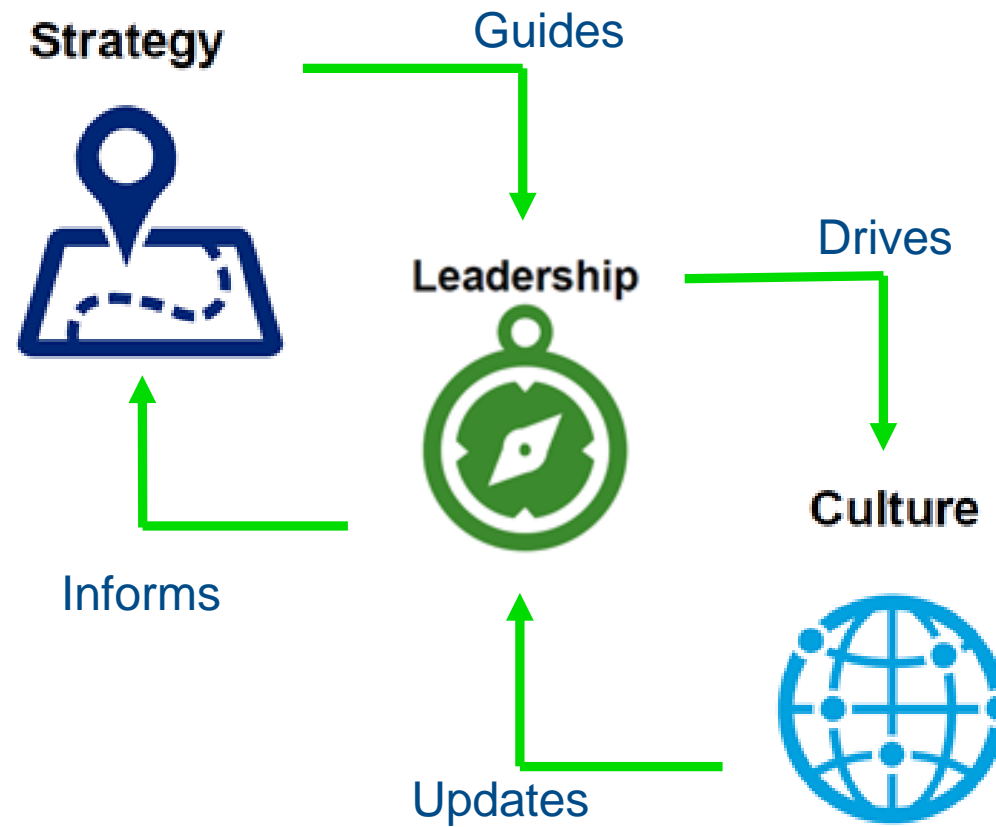
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THE BRITISH CONTRACT FURNISHING ASSOCIATION

A woman with long, wavy red hair is smiling warmly at the camera. She is wearing a dark grey long-sleeved top and a silver bracelet on her left wrist. She is holding a pair of orange-handled scissors in her right hand, cutting a green stem. In her left hand, she holds a single white rose. The background is a blurred floral shop filled with various flowers and greenery.

**Are you truly working 'end-to-end'
in your business?**

My first 40 minutes with you

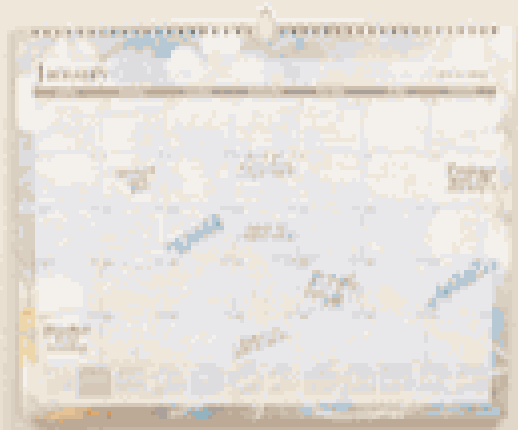


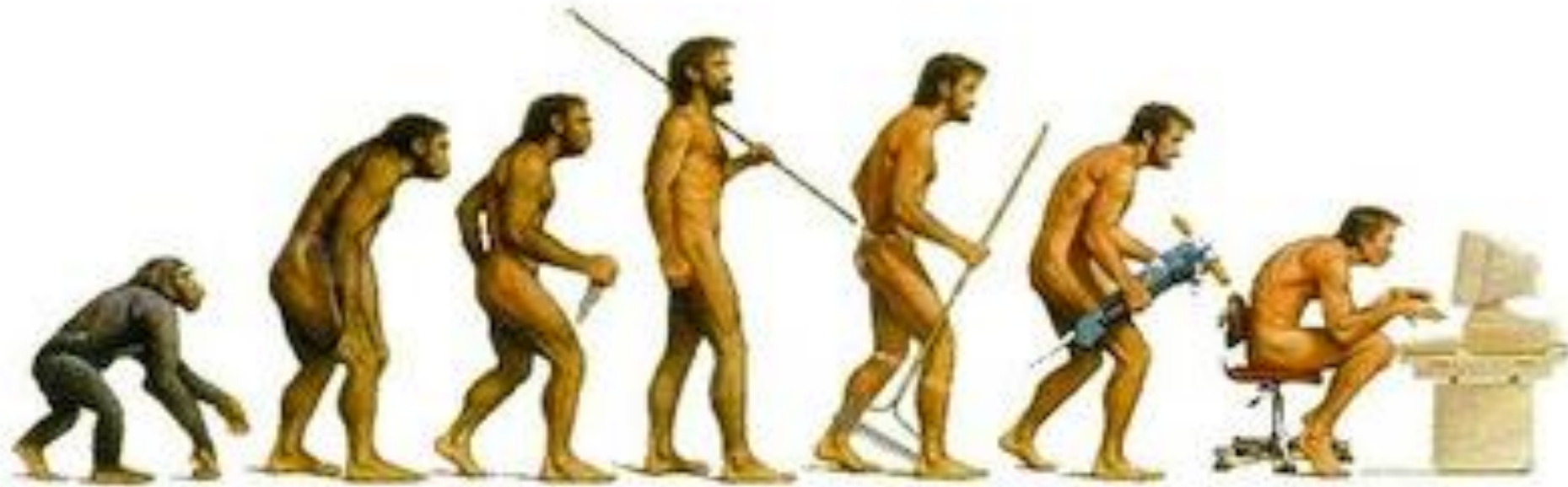
Telephone
Diary
Filing cabinet
Typewriter
Radio
Fax Machine
Noticeboard
Encyclopaedia

Dictionary
Newspaper
Calendar
Map

Post tray

Camera





sage

2

The reality of technology in use



“... digital transformation isn't really about
the technologies”

MIT Sloan Management Review / Deloitte Digital

The strength of digital technologies – social,
mobile, analytics & CRM ...

... stems from how companies **integrate them**
to transform their business & how they work



What separates digital leaders from the rest is a clear **digital strategy** combined with a **culture** and **leadership** poised to drive transformation.



sage

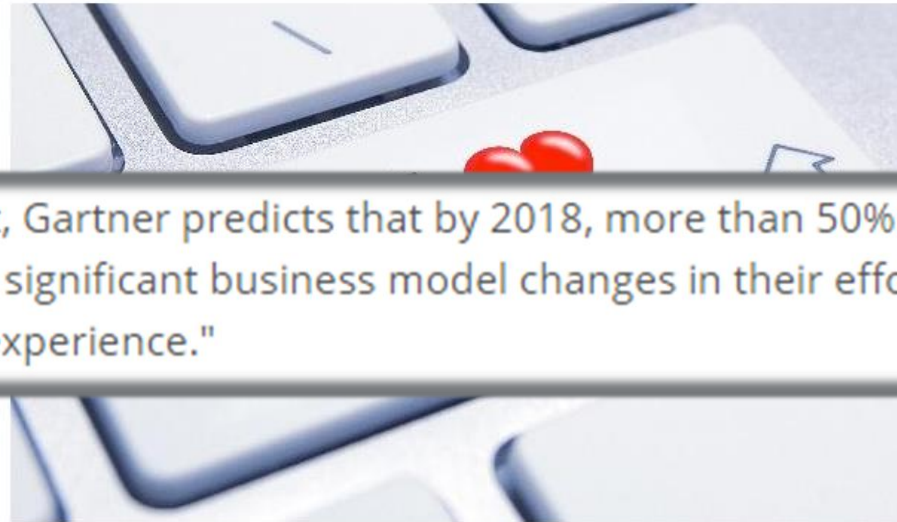
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Making it work
- “survey says”

Meaningful Experiences Accelerating business success



Customer experience set to lead to “significant business model changes”



"As a result, Gartner predicts that by 2018, more than 50% of organisations will implement significant business model changes in their efforts to improve customer experience."

Gartner's [Customer Strategies and Technology summit](#) is in full-swing this week, and as part of the festivities the research firm has released its latest study into customer experience strategies among leading global businesses.

It found that the top three 'customer experience' (CX) projects planned for 2015 were related to self-service solution development, multichannel orchestration activities, and, as in 2014, collecting and analysing customer feedback.

Does your organization
differentiate on
customer experience?

Or do you think this
doesn't matter to you?

Strategy



Culture



Leadership



Survey Looks to The Firms of the Future



Survey Looks to The Firms of the Future



Performance metrics that define business excellence

- Aberdeen Group researched 104 companies, studying overall sales effectiveness and, specifically:
 - How they organise customer-centric data
 - Provide access to data to customer-facing personnel
 - Streamline the holistic management of accounts

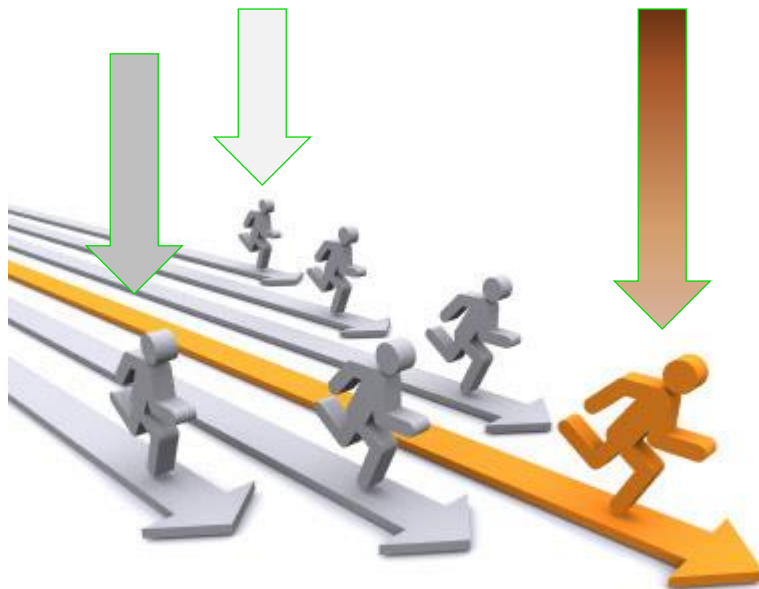


The Firms of the Future

Defining the Group

Performance metrics from 104 companies

- Segmented according to sales capabilities
 - Best-in-Class – the top 20%
 - Industry Average – the middle 50%
 - Laggards – the bottom 30%



The Firms of the Future Looking at Outcomes

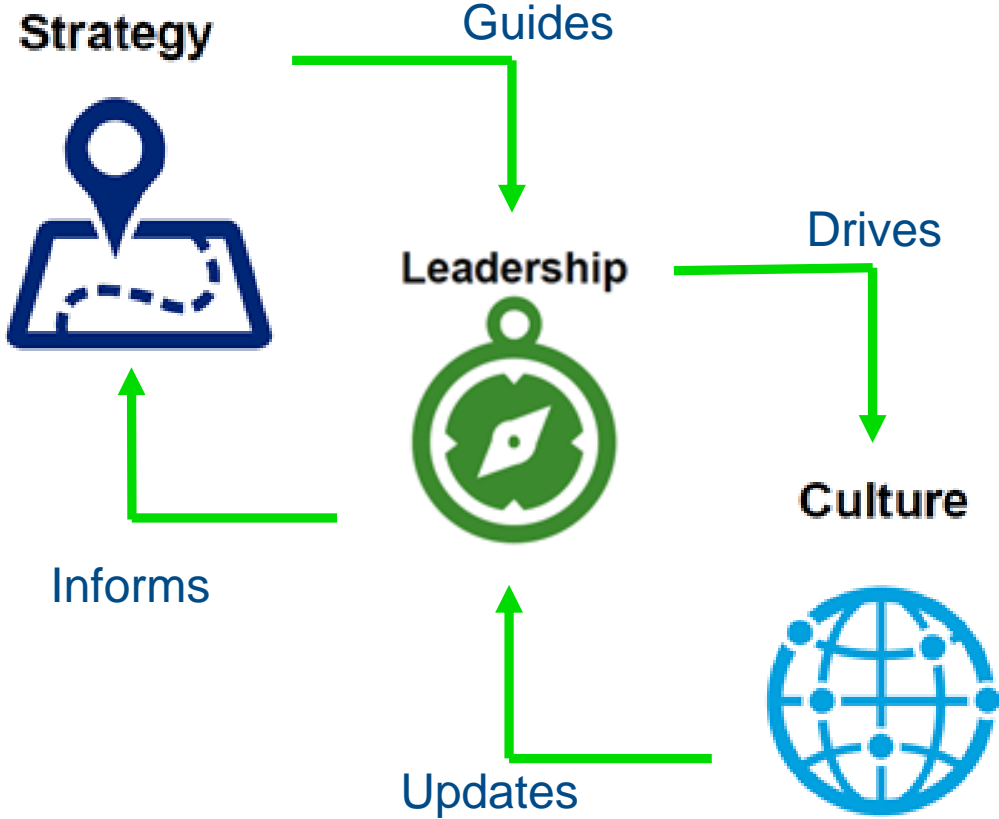


Performance metrics from these companies

- The top 20% - “Best in Class”
 - Customer retention - **94%**
(vs. 81% Average and 19% Laggards)
 - Year-on-year increase in Net Client Value - **13.2%**
(vs. 1.0% Average and 1.9% ↓ Laggards)
 - Year-on-year overall sales target achievement - **11.6%**
(0.3% Average and 0.7% ↓ Laggards)

Accelerating business success

Deriving value from IT projects



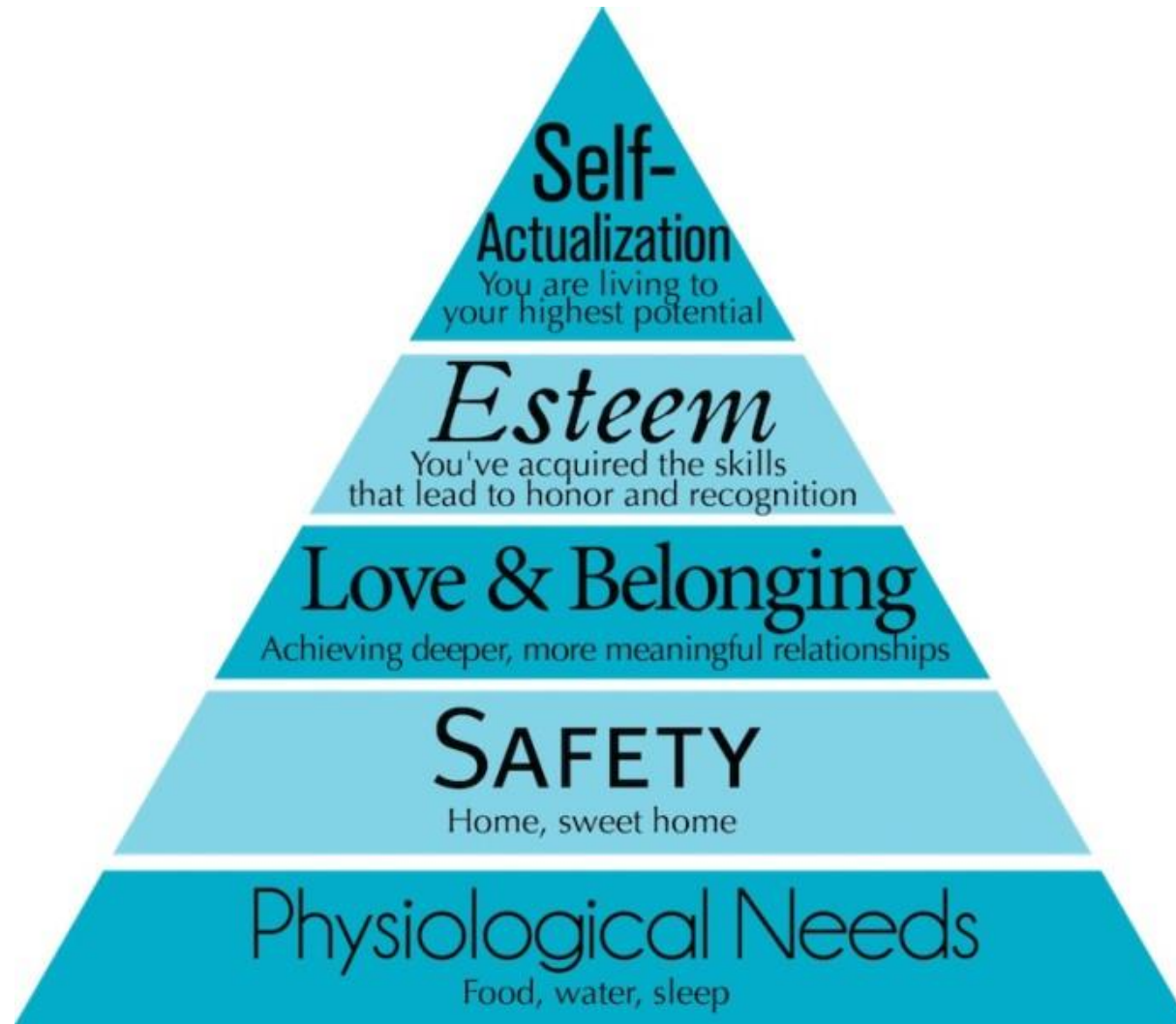
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**Making it work
– being theoretical**

A theory of human motivation

Where is your business at?

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Where is your business at? In a world of customer experience

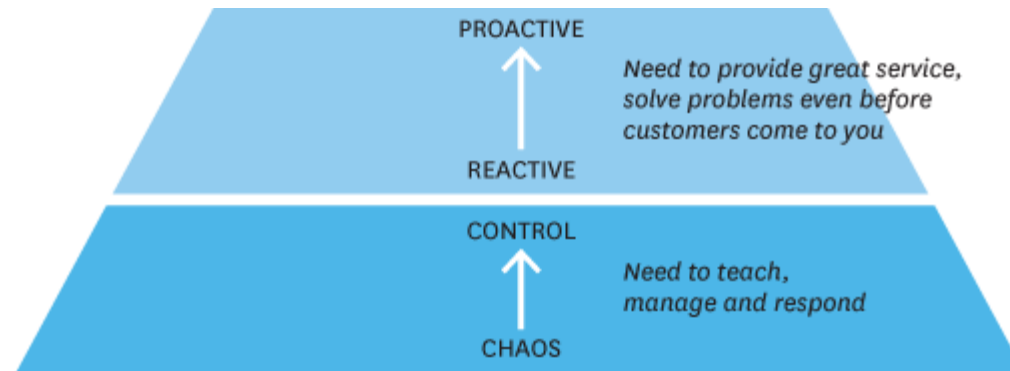
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SOURCE FRESHDESK

HBR.ORG

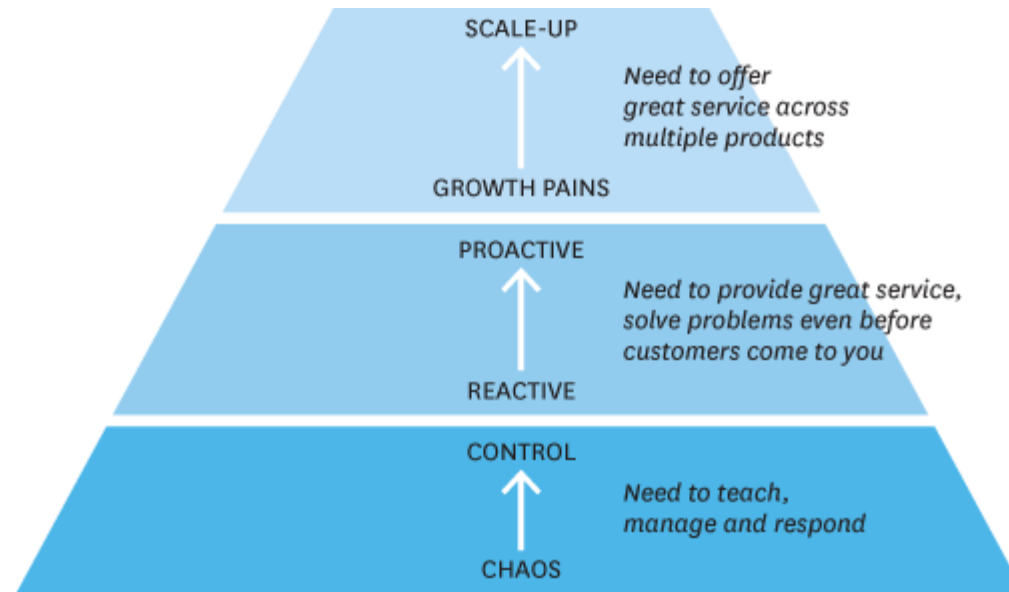
In a world of experience Helping your customers



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Helping your customers So they can become a better business



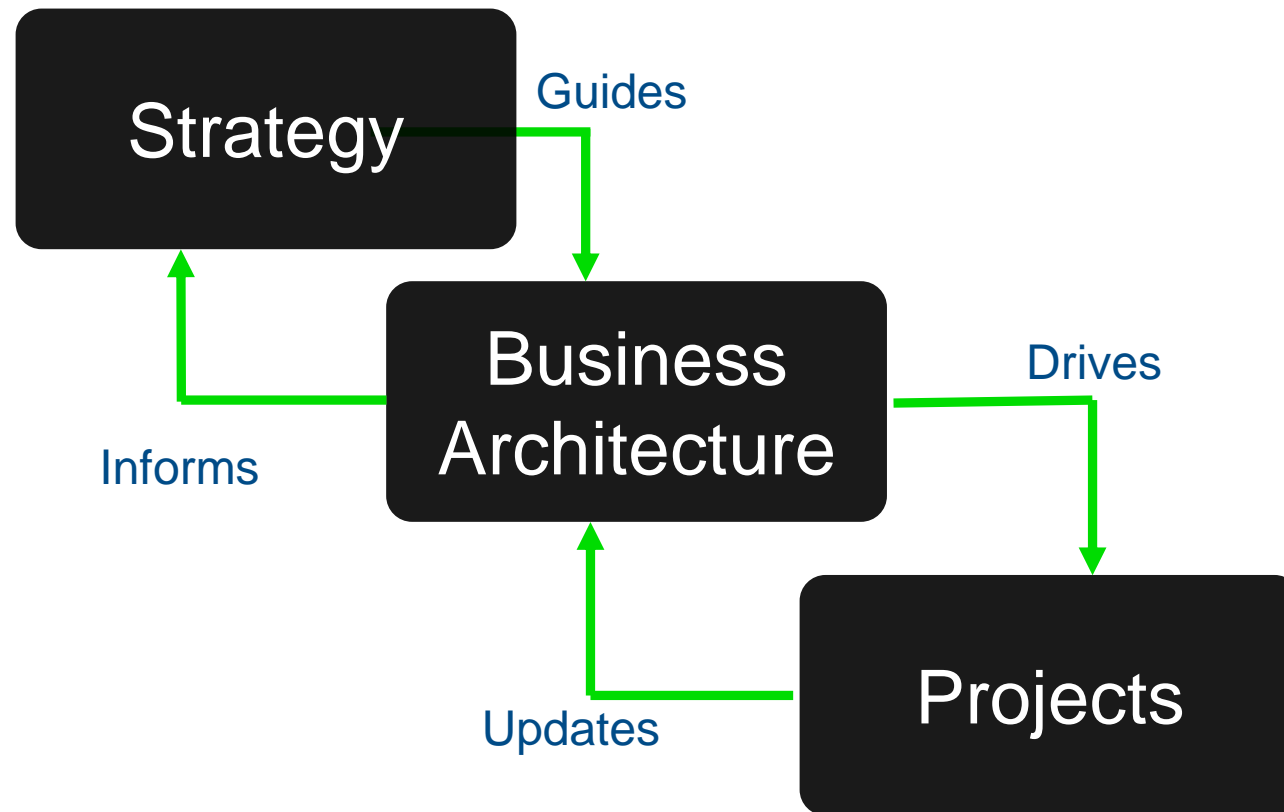
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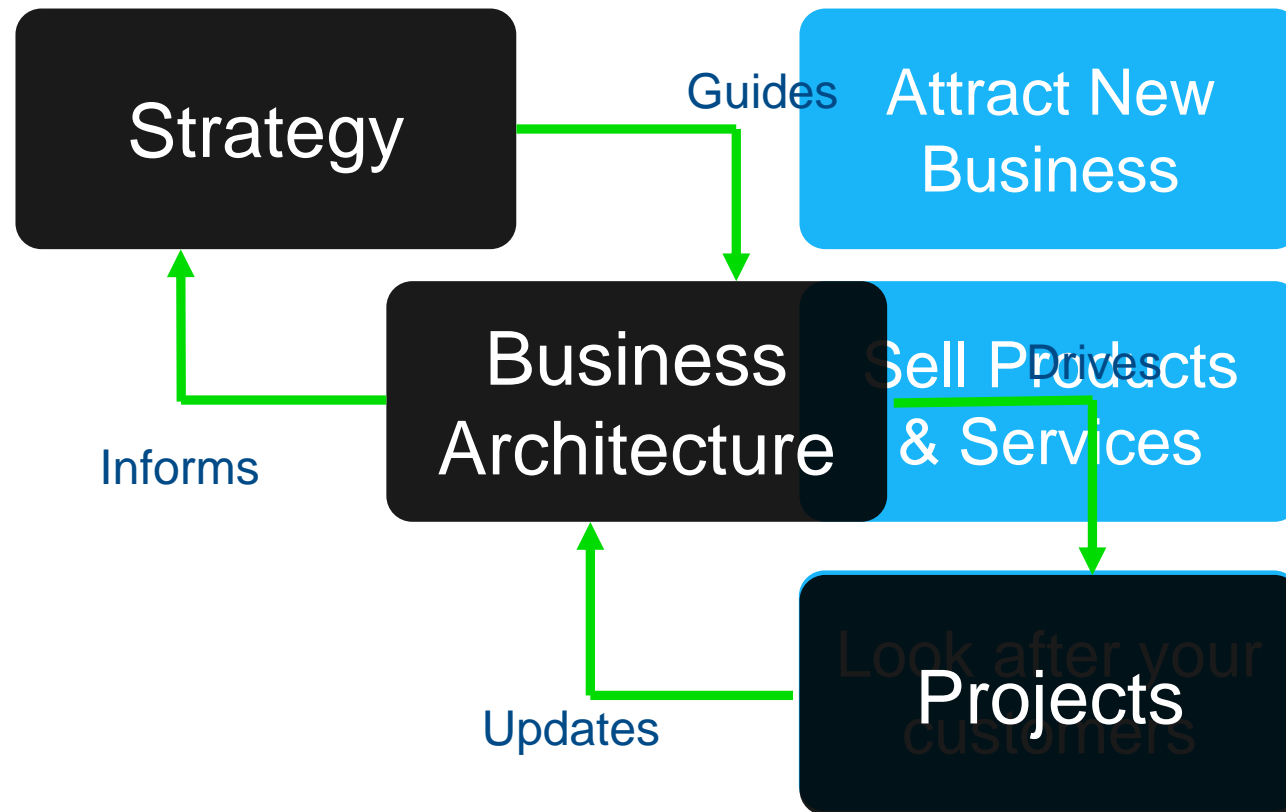
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**Making it work
– in practice, for you**

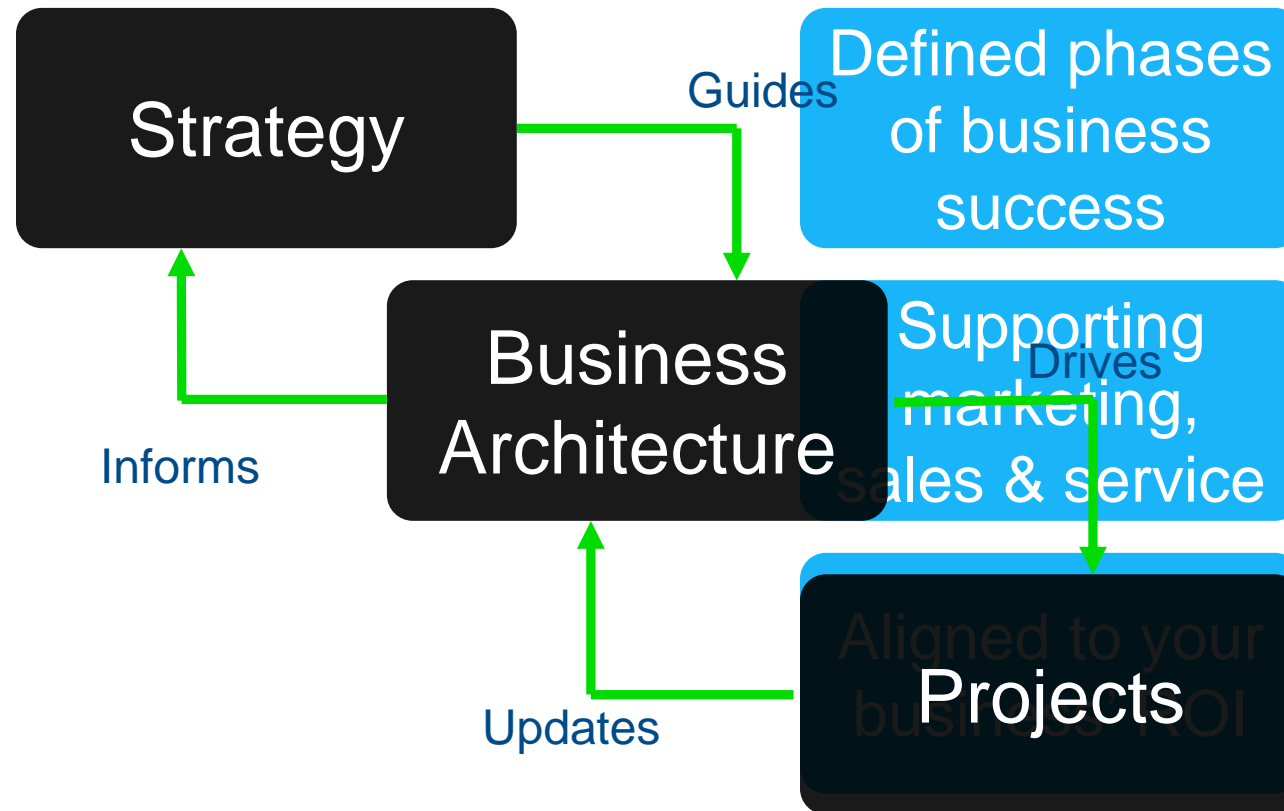
How you can Become a better business



How you can Become a better business



How you can Become a better business



How you can Become a better business



Building your Business Case

For SALES -

X% increase in the leads
managed by sales

X% increase in the number of
cross/up sells to existing
customers

X% increase in sales
productivity

How you can Become a better business



Defined phases
of business
success

Supporting
marketing,
sales & service

Aligned to your
business' ROI

Building your Business Case

For SERVICE-

X% increase in the number
contracts renewed each year

X% increase in the average
contract value

X% increase in customer service
productivity?

How you can Become a better business



Defined phases
of business
success

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Building your
Business Case

For MARKETING -

X% increase in the number of
responses generated by
marketing campaigns

X% improvement in the lead-to-
opportunity conversion rate

X% reduction in avoidable
marketing spend

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About Sage CRM

Sage CRM solution footprint



Sales

Simplify the sales process and make the most of every sales opportunity

Work on the right deals, at the right time.

See what stage your sales opportunities are at and make more informed decisions today



Marketing

Create highly targeted marketing campaigns and get more from marketing resources

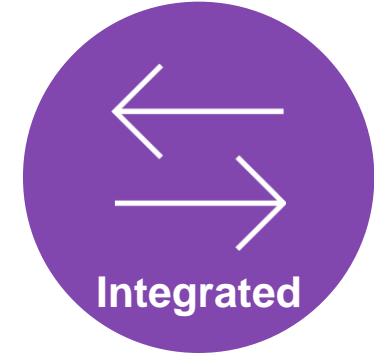
Track the leads generated by your campaigns and ensure a follow up always happens



Service

Nurturing customers them and providing them with an excellent experience will improve your retention rate and drive growth

Customer service to delight and keep your customers for life



Integrated


Integrated CRM delivers complete visibility of your customer relationship, allowing an informed conversation with your customers at any time

Sage CRM core product functionality



SALES		Sales force automation	Opportunity pipeline management	Sales forecasting and reporting	Sales user and sales team dashboards	Territory Management	Mobile access / sales app for mobile devices
MARKETING		Lead Management	Integrated Email Marketing	Campaign monitoring	List building and segmentation	Reporting and analysis	Integrated tele-sales follow-up
CUSTOMER SERVICE		Case Management	Automatic escalation and notifications	Integrated Knowledgebase	Case workflow and tracking	User and Team Dashboards	Service Level Agreements
INTEGRATED		View accounting data from within CRM	Promote leads to customers in accounts system	Access order and invoice history	Seed your CRM system with customer data	Sage delivered integration at no charge	Build CRM quotes using accounts pricing

Are you truly working end-to-end?

A blue rectangular graphic containing white icons. The top part shows a line graph with an upward arrow, a cloud with an upward arrow, and a hand pointing at a screen. The bottom part shows a hand pointing at a screen.

“... digital transformation isn't really about the technologies”

MIT Sloan Management Review / Deloitte Digital



Are you truly working end-to-end?



Defined phases
of business
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Supporting
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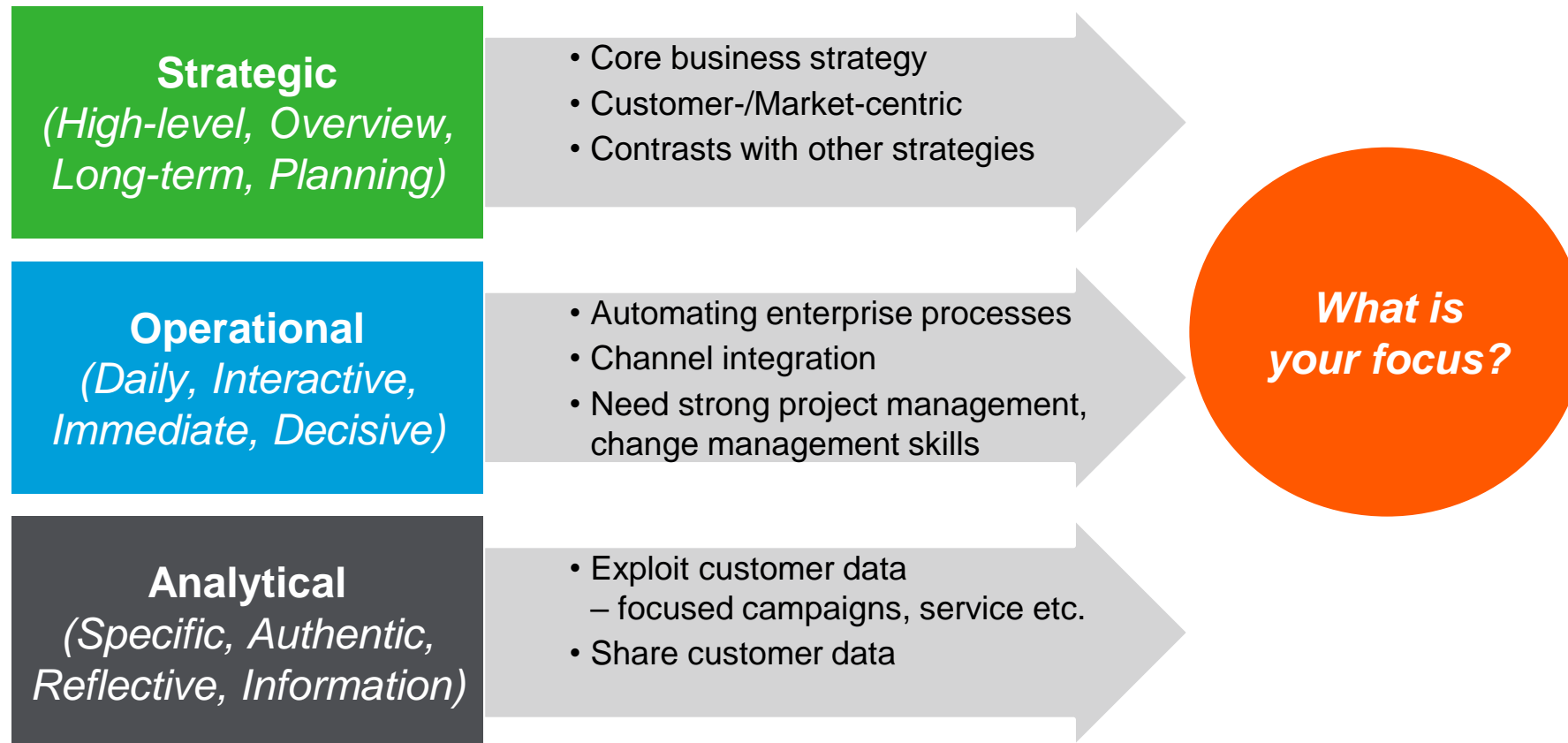
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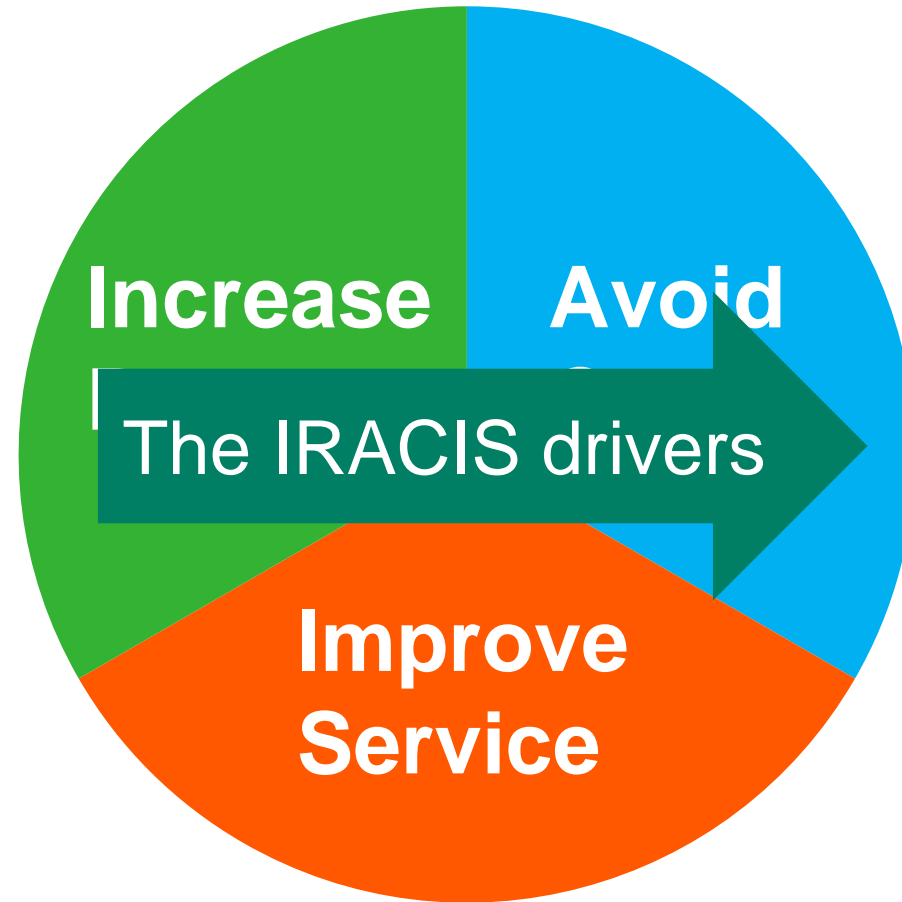
**How this works for others &
how you can make it work for you**

What's the specific purpose for you?



And a good CRM partner will /3





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A woman with long, wavy red hair is smiling warmly at the camera. She is wearing a dark-colored top and a silver bracelet on her left wrist. She is holding a pair of orange-handled scissors in her right hand, positioned as if she is about to trim a white rose. The background is a soft-focus floral shop filled with various flowers and greenery.

**Are you truly working 'end-to-end'
in your business?**