

Deledalle improves customer service with Sage CRM



Customer
Deledalle

Industry
Finance

Location
France

Solution
Sage CRM

A consulting broker specializing in Financial Risk management for over 90 years, Deledalle's aim is to provide its customers with a personalized and secure service.

"This desire leads us to remain constantly at the forefront of technological innovations," says Pierre d'Halluin, Head of Development and Communication at Deledalle. "10 years ago the Minitel gave way to the internet, which has revolutionized our business, particularly with regard to transmitting information. We therefore had to stay in step with these developments. We had the same customer relation management system for over 25 years, so we had to consider upgrading and migrating to a solution that was tailored to our needs both functionally and technologically."

With the help of the Sage integrator, NRC, Deledalle adopted Sage CRM as part of this migration project.

A solution in step with the specifications

Beyond traditional customer relationship management functionality, the solution also needed to allow Deledalle to transmit, prioritize and store a large volume of information. "The Sage CRM database amply met this test," adds Pierre d'Halluin.

"This software also meets the technical expectations and standards of our organization. Its secure remote access, via the internet, improves the availability and mobility of our consultants, thereby improving the quality of service we provide to our customers. Finally, the ease of using and configuring Sage CRM allowed us to adapt our business processes and easily interface with modules specific to our business."

'Thanks to Sage CRM, we are now able to filter the information we receive and to sort it properly in order to only transmit what our customers need.'

Pierre d'Halluin,
Head of Development and Communication
Deledalle

Challenge

Having had the same customer relation management system for over 25 years, Deledalle needed to upgrade and migrate to a solution that was tailored to its needs both functionally and technologically.

Solution

Sage CRM allows Deledalle to store a large volume of information and meets the technical expectations and standards of the organization. Its secure remote access improves the availability and mobility of their consultants, improving the quality of service offered to its customers.

Results

Thanks to Sage CRM, Deledalle are now able to effectively filter the information they receive and provide responsive and relevant advice, adding real value to their services. Sage CRM also supports Deledalle in the various sales and marketing operations it conducts with customers, crediting this approach as allowing them to save time and become more reliable with its communications.

‘...we have improved the focus of these operations, whether in terms of content, the recipient companies or the geographical areas of the mailings.’

Pierre d’Halluin,
Head of Development and Communication
Deledalle

Constant and competent assistance from the Sage partner

The CRM project was executed in close collaboration with the Sage integration partner, NRC. “Apart from its various agreements with Sage, which are a testament to its competence and expertise on that software, NRC is also our historical IT partner,” continues Pierre d’Halluin.

“It is therefore natural that we turned to them. We have never had reason to regret this choice given their constant assistance during the project, and also due to the work they did with the Sage solution itself, both to adapt it to our various customer relationship management issues, and to make it interface with our independent business modules.”

Once the choice of Sage CRM was approved on 16th December 2008, four months of consideration in conjunction with NRC were enough to define the roll-out procedures. “Migrating 25 years of data between the old and the new system was then performed on May 7, 2009 in less than thirty minutes.” says Pierre d’Halluin. “Throughout the whole planning, implementation and training process, the NRC team established a relationship of trust and friendliness with our own teams and showed great professionalism and efficiency.”

A solution which benefits Deledalle customers

“Thanks to Sage CRM, we are now able to filter the information we receive and to sort it properly in order to only transmit what our customers need,” explains Pierre d’Halluin. “By providing responsive and relevant advice, we support them in their decisions, thereby adding real value to our services.”

Sage CRM also supports Deledalle in the various sales and marketing operations it conducts with customers. “Thanks to Sage CRM, we have improved the focus of these operations, whether in terms of content, the recipient companies or the geographical areas of the mailings,” says Pierre d’Halluin. “As far as we are concerned, this approach allows us to save time and become more targeted, and also improves the reliability our communications.”

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

