



Sage Software Helps Digitell Maximize Sales Opportunities

Since 1986, Digitell Inc., headquartered in Jamestown, New York, has led the industry with advanced conference recording and CD-ROM/Web product development. The company's innovative "No Cost – No Risk" programs have made it an attractive partner for associations and organizations with limited budgets. However, the inefficient, paper-intensive system at Digitell threatened its growth, prompting it to search for a more powerful, integrated customer relationship management (CRM) solution that could more effectively manage sales, marketing, and customer care.

Manual Systems Unable to Keep Pace with Rapidly Growing Customer Database

The company's widespread, labor-intensive processes made coordinating activities and customer follow-up difficult. "Business had grown quickly after we introduced the CD-ROM format and we didn't possess the right tools to manage our rapidly expanding customer database," says Steve Parker, vice president at Digitell. "When we contract to record a conference, we have up to 50 logistical issues to track, all of which are very time-sensitive, and at any given time, we might be involved with as many as 20 conferences. Thus, for us to get the job done right, we have to be on top of every detail or we could face a logistical nightmare."

Free Hosted CRM Trial Offers Complete Solution

The company began exploring Web-based, hosted CRM systems that offered rapid deployment and minimal upfront investment costs. Specifically, Parker wanted a solution that allowed quick and easy customization of screens and fields to fit Digitell's business requirements. During his search, Parker contacted Sage Software partner Computer Control Corporation (CCC), a highly acclaimed authority on CRM solutions, to provide input.

"On CCC's recommendation, we signed up for the free 30-day trial for SageCRM.com, the comprehensive hosted Sage Software CRM solution, and we quickly discovered that this solution could do everything we wanted and more," says Parker. "The Sage Software hosted CRM solution offered many exciting features and incredible flexibility, making our decision to go forward an easy one."

Customer:

Digitell Inc.

Industry:

Multimedia conference education, recording, and marketing

Location:

Jamestown, New York

System:

- SageCRM.com

CHALLENGE

Burdened by an inefficient, manual system, Digitell struggled to manage a rapidly expanding customer database and a burgeoning sales/marketing pipeline.

SOLUTION

SageCRM.com with customized screens and fields, data imported from spreadsheets, sophisticated calendar and tickler features, and complete sales, marketing, and service automation.

RESULTS

Digitell can now better manage its pipeline, provide enhanced customer service, optimize sales opportunities, and manage marketing activities with confidence.

“With SageCRM.com, users can be up and running almost instantly,” says Joel Scott, president at CCC. “The application creates the impression of a virtual IT staff. You have immediate access to the entire application with all of its sales automation, marketing, and customer service functionality, plus a host of powerful security features.”

When it came time to transition from the 30-day trial period to the live version, Digitell customized the system extensively. For example, it imported data from Microsoft Excel spreadsheets, modified screens by adding fields for various business functions, and more. Digitell also took advantage of a sophisticated calendar feature within SageCRM.com, which can be used for tracking sales and marketing processes as well as for providing tickler files that help Digitell staff deliver improved customer service.

Optimizing Sales Opportunities and Improving Customer Service

“CRM enables us to manage our pipeline with confidence, ensuring that we no longer lose any sales opportunities,” says Parker.

“Timely contact with prospects and clients has helped us land new accounts. If we were still relying on our old manual processes, we would risk losing business to someone else. Even though we invested in SageCRM.com primarily to manage our sales and marketing efforts, it has served as a great overall CRM solution for Digitell.”

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ABOUT SAGE SOFTWARE

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Your business in mind.

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