



## SAGE CRM SALESLOGIX

## Customer Service

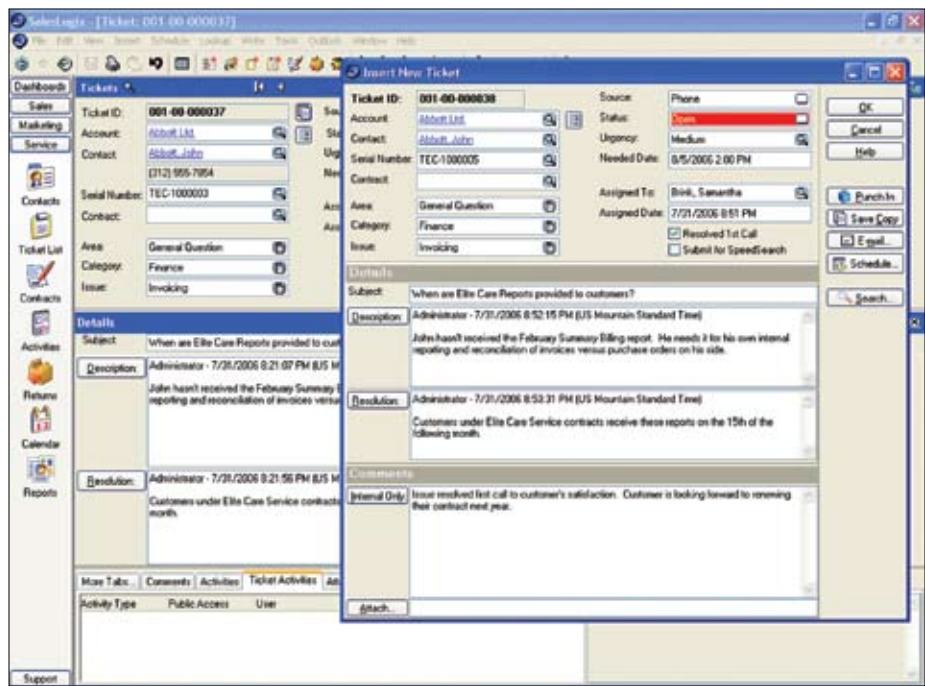
- SALES
- MARKETING
- CUSTOMER SERVICE
- SUPPORT
- MOBILE

Sage CRM SalesLogix Customer Service is a component of the integrated Sage CRM SalesLogix customer relationship management (CRM) suite, which also includes Sales, Marketing, Support, and Mobile solutions.

### FEATURES

Sage CRM SalesLogix Customer Service delivers powerful issue tracking and resolution tools to maximize customer satisfaction and loyalty.

- Ticket Management
- Service Contract Management
- SpeedSearch/Knowledge Base
- Advanced Outlook Integration
- Lookups and Groups
- Activities and Communications
- Reporting
- Notification and Alerts
- Web Customer Portal
- Back-Office Integration
- Integrated CRM Benefits
- Configuration and Workflow



Create service tickets quickly and automatically assign them to the appropriate resource based on area and level of expertise.

### Track and Resolve Customer Questions, Issues, and Requests

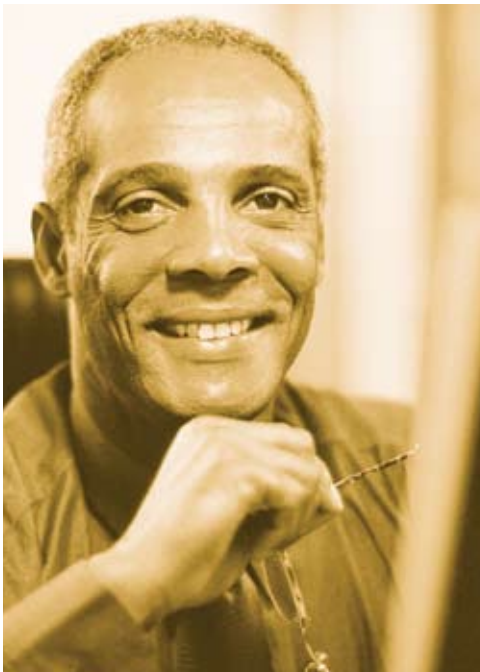
Sage CRM SalesLogix Customer Service provides the advanced issue tracking and resolution tools needed to quickly resolve customer questions, issues, and requests and deliver a high-quality customer experience. Each service ticket created contains detailed information including a unique ticket ID number, contact info, type, status, urgency, assignment, date required, and service contract details.

From within a ticket, employees can search for solutions or schedule activities (phone calls, meetings, or to-dos) to follow-up on open issues. Service reps can also easily communicate with customers by sending e-mail with attachments such as white papers, quotes or product info. Tickets are associated with Accounts and Contacts, so a record of all service interactions, past and pending, is maintained in Sage CRM SalesLogix and can be viewed by employees from across your organization.

### Find Critical Information and Resources Quickly

SpeedSearch, the powerful knowledge base search engine in Sage CRM SalesLogix, helps service professionals quickly locate resolutions to customer issues. Service reps can search prior tickets, attachments, procedures, activities, and notes, as well as reference materials such as online manuals, FAQs, and white papers. In fact, an advanced keyword search can be run against any information in Sage CRM SalesLogix or on a shared network directory.

With SpeedSearch, service reps can scan search results rapidly and efficiently, due to advanced filtering, scoring, sorting, and preview capabilities. When the desired resolution is identified, service reps can populate it into the ticket, communicate it to the customer, and record it in the account history with only a few clicks. When successful new resolutions are identified, employees can easily input and submit them to the knowledge base for future reference.



## PRODUCT BENEFITS

- Resolve customer questions, issues, and requests quickly for a high quality customer experience.
- Retain critical intelligence to increase departmental effectiveness and customer satisfaction.
- Provide convenient self-service solutions to customers.
- Share information captured at all points of interaction for a holistic customer view.
- Leverage integrated customer information for new selling opportunities.

## Manage for Maximum Productivity

The reporting capabilities in Sage CRM SalesLogix Customer Service help managers capture and analyze customer service metrics to assess team effectiveness. Managers can view call turn-around time, first-call resolution percentage, issue totals by category, escalation history, unresolved issues, and a weekly recap.

Sage CRM SalesLogix automatically tracks time spent resolving individual issues, based on when users “punch-in” and “punch-out” of individual tickets. Sage CRM SalesLogix can also monitor tickets proactively based on business criteria you define, and send automatic alerts when service conditions occur such as overdue tickets, expiring service contracts, or issue escalations.

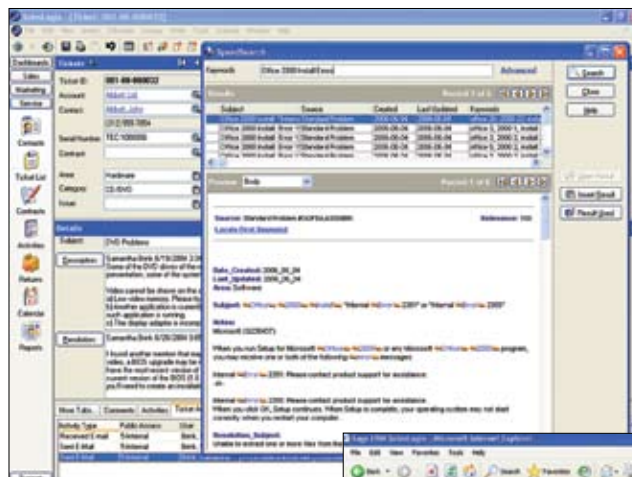
## Help Customers Help Themselves

Sage CRM SalesLogix helps reduce costs while empowering customers to find the answers they need—online, at their convenience. With the Sage CRM SalesLogix Web Customer Portal, customers can view, add or edit tickets, and submit comments or attachments. The Web Customer Portal puts the same resource and intelligence used by your service professionals on your Web site, along with powerful search technology that simplifies the self-service experience.

## Integration for a Complete Customer View

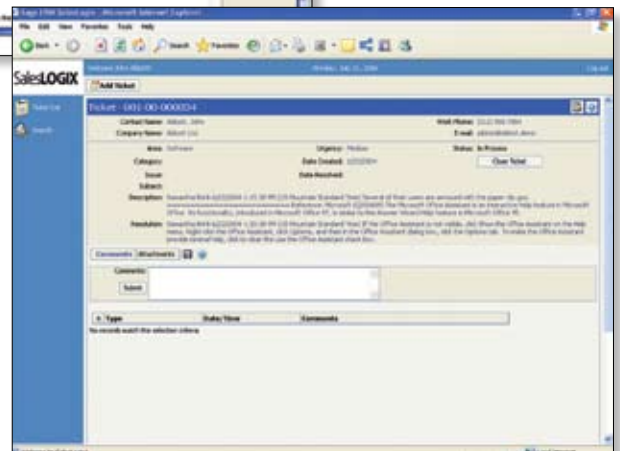
Sage CRM SalesLogix integrates with leading back-office applications so service reps can access key customer information such as credit status, balance, and terms, as well as reference prior orders, invoices, payments, and shipping info. Service professionals can also view current product information, pricing, and discounts to capitalize on potential cross-sell and up-sell opportunities when interacting with customers.

Sage CRM SalesLogix Customer Service is highly flexible and can be tailored to work in concert with your existing business processes. And because Sage CRM SalesLogix captures information from all points of customer interaction, employees from Sales and Marketing to Service and Support benefit from a holistic view of every customer.



Search multiple resources, locate information, and communicate resolutions to customers quickly and efficiently with SpeedSearch.

The Sage CRM SalesLogix Web Customer Portal enables customers to create and track support tickets and search for solutions online, anytime.



## Features

### Ticket Management

- Track ticket ID, contact info, type, status, urgency, assignment, and date needed.
- Schedule phone calls, meetings, or to-dos to follow up on open issues.
- Automatically assign tickets to the appropriate resource based on area, skill, etc.
- Submit issue descriptions and resolutions for archival in the knowledge base.

### Service Contract Management

- Track contract details such as service level, price, and time or dollars remaining.
- Validate authorizations for specific services and log issues against a contract.
- Associate tickets with contracts to automatically update remaining balances.
- "Punch-in" and "Punch-out" automatically to track time spent on individual tickets.

### SpeedSearch/Knowledge Base

- Perform an advanced keyword search of any Sage CRM SalesLogix table or shared network directory.
- Reference prior tickets, attachments, standard problems and resolutions, activities, and notes/history.
- Search reference materials such as online manuals, FAQs, or white papers.
- Scan search results efficiently with advanced filtering, scoring, sorting, and preview capabilities.
- Populate resolutions automatically into service tickets with one click.
- Archive approved resolutions in the knowledge base for future reference.

### Advanced Outlook Integration

- Manage contacts, e-mail, and calendars using Microsoft Outlook within Sage CRM SalesLogix.
- Send e-mail and attachments using Outlook and record to Sage CRM SalesLogix activity history.

### Lookups and Groups

- Organize data sets by grouping similar records using advanced query tools.
- Perform temporary lookups or create groups for repeat access to groups of records.

### Activities and Communication

- Schedule and track phone calls, meetings, to-dos, events, and literature requests.
- Send e-mail and attachments using Microsoft Outlook and record to customer activity history.
- Attach white papers, quotes, product info, and other resources from the library.

### Reporting

- Measure call turn-around time, first-call resolution percentage, and more.
- View issue totals by category, escalation history, unresolved issues, and a weekly recap.

### Notification and Alerts

- Monitor data proactively and receive alerts when service conditions are triggered.
- Notify service managers of overdue tickets or escalated issues requiring attention.
- Alert customer service and support staff of expiring service contracts.
- Receive alerts instantly via e-mail, fax, pager, PDA, phone, or Web browser.

### Web Customer Portal

- Empower customers to view, add, or edit tickets, and submit comments or attachments.
- Enable search capability of the same knowledge base that service reps use.

### Back-Office Integration

- View accounting data such as credit status, activity, A/R balance, aging, and terms.
- Access current product information, inventory, pricing, and discounts.
- Reference orders, invoices, payments, and shipping info within customer records.

### Integrated CRM Benefits

- Arm sales reps with a history of their customers' service issues and details.
- Enable managers to view problem descriptions and follow-up with a call or letter.

### Configuration and Workflow

- Define user workflow options or grant ability to modify at user level.
- Automate user/date time stamps, ticket punch-in/out, ticket number, and assignment.
- Configure e-mail workflow, escalation conditions, and notification routing.



*"The Sage CRM SalesLogix Customer Service functionality enables our employees to quickly resolve customer issues and requests, resulting in increased productivity and a high level of customer satisfaction."*

Ben Holcombe  
Concurrent Computer Corporation



# Sage CRM SalesLogix

## Customer Service

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### About Sage CRM SalesLogix

Sage CRM SalesLogix is the customer relationship management solution that enables small to midsize businesses to cultivate profitable customer relationships by increasing sales and marketing performance and maximizing customer satisfaction and loyalty.

Designed to meet the distinct needs of small to midsize businesses, Sage CRM SalesLogix delivers integrated Sales, Marketing, Customer Service, and Support, and Mobile automation solutions that adapt to your unique customer acquisition, retention, and development processes.

Sage CRM SalesLogix provides a complete CRM solution with low cost of ownership, rapid time to productivity, and high return on investment. Flexible and easy to use, Sage CRM SalesLogix readily accommodates growth and changing business requirements.

Sage CRM SalesLogix, the SMB CRM leader with more than 7,300 customers worldwide, is part of the Sage Software family of integrated business management solutions.

For more information, go to:

**[www.saleslogix.com](http://www.saleslogix.com)**

Or contact your certified Sage CRM SalesLogix Business Partner. To find a Business Partner in your area, call **800-643-6400**.

To register for an online demonstration to see how Sage CRM SalesLogix can help your business, go to:

**[www.saleslogix.com/demo](http://www.saleslogix.com/demo)**

### About Sage Software

Sage Software offers leading business management software and services that support the needs, challenges, and dreams of more than 2.6 million small and midsize business customers in North America. Its parent company, The Sage Group plc (London: SGE.L), supports 5 million customers worldwide. For more than 25 years, Sage Software has delivered easy-to-use, scalable and customizable software for accounting, customer relationship management, human resources, time tracking, and the specialized needs of accounting practices and the construction, distribution, manufacturing, nonprofit, and real estate industries.

For more information, please visit the Web site at **[www.sagesoftware.com/moreinfo](http://www.sagesoftware.com/moreinfo)** or call **866-308-2378**.