



## Sage CRM puts customer relations at the heart of Aqua Detox's growth strategy

### The Client Profile

Aqua Detox International was established in 2003 when founder and managing director, Neil Bevan, started selling detoxifying foot spas and accessories from his home in the Channel Islands, where the company is still registered.

The organisation has since grown to employ nine other staff members at a call centre and distribution office in Surbiton, Surrey. It sells its products on a direct basis in the UK, but uses distributors elsewhere to sell into about 50 other countries around the world.

### The Challenge

When Aqua Detox first opened its doors for business, it was able to keep all of its customer data in a spreadsheet format. But after about a year as the company's client base grew, it became evident that this method was no longer adequate and so the information was migrated to an Access database built by Dave Rogers, the then newly appointed IT and web site manager.

Within the space of another year, however, the database was also no longer up to the job. "Growth had outstripped that too and so we started thinking about alternative means of managing our customer information", says Rogers. "We wanted to have all of the relevant information at our fingertips using a single, easy-to-use piece of software rather than keeping customers on hold for 10 minutes, while we tried to sift through 500 pieces of paper. That's just frustrating for staff and it's also annoying for the client."

### The Solution

As a result, in July 2005, Aqua Detox went for advice to its trusted partner, Technology Farm, which was already supporting its corporate network. The IT services provider, which specialises in catering to the needs of small to medium businesses, advised that the organisation would benefit from a fully-fledged CRM system and suggested various top brands.

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Dave Rogers, IT Manager, Aqua Detox

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After having evaluated Microsoft's Navision, FrontRange Solutions' Goldmine as well as Sage's MME and Act!, the decision was taken to go with Sage's MME Advanced application suite.

This includes all of the regular Sage MME functionality to help improve customer satisfaction, boost sales performance and enhance the management of marketing campaigns. But it also incorporates a module for after-sales support so that staff can log any problems or product faults into the system and a web interface to enable online customer interaction.

Rogers explains the rationale behind Aqua Detox's decision: "The main feature that won us over was Sage MME's usability. I found it very user-friendly compared to the other products and when I demonstrated it to key colleagues, they thought Sage was the easiest to navigate too."

Moreover, features such as stock control and marketing were "more fully-functional and more tailored to what we wanted so we didn't have to spend a lot of money on having them specially customised", he adds.

Once the company had made its choice, Technology Farm brought in Sage to help with the further planning and scoping of the project, before starting on the necessary customisation work. Customisation was expected to take three months, but was, in fact, completed in half this time.

In line with budget demands, Aqua Detox also asked its partner to provide a one-day basic training course for a second staff member to provide technical back-up should Rogers be away. As a result of all this, its new CRM system went live at the start of March 2006.

## The Benefits

According to Rogers, Sage MME Advanced has already had an impact on all parts of the business, with the biggest overall benefit relating to "the smoothness in the way everything works".

In customer service terms, this means that: "We're no longer relying on bits of paper so when customers 'phone up, all of their information is in front of the user who can see which colleague they spoke to last and where their order is in the system. The whole process is much smoother and customer satisfaction has risen on the back of that," he says.

Moreover, although it is still only early days, sales have already increased because personnel are able to act on potential leads more quickly. "Staff are now entering every single lead into the system, which reminds them to follow it up when appropriate. It's a key feature of the Sage MME product and I feel it's an important one for growing the business," Rogers explains.

As for its impact on the marketing department, the offering is already a hit. "The marketing department are in love with it. With every new lead, customers tell us where they heard about us, so marketing can see what response it's getting to adverts and what works and what doesn't so it can target resources more effectively," says Rogers.

## The Future

Into the future, however, Aqua Detox intends to introduce several more Sage MME Advanced modules such as forecasting and a self-service portal for use by customers and distributors.

The forecasting application will enable the company to plan stock levels more accurately based on historical sales trends and peaks and troughs in demand, which will save money on inventory costs.

Access to a self-service portal, meanwhile, will enable customers to update their personal information and track orders to see where they are in the supply chain. Aqua Detox is also evaluating whether to use the portal as a new channel for taking customer orders.

Distributors, on the other hand, will use the portal to in-put and access information about customers in their own territories and in their local language. The system will also enable them to view what stock is currently available, what it costs and any relevant sales trends.

"Sage MME is helping us to improve the running of all key areas of the business, from marketing to stock administration and customer service. It's early days, but we already feel that it's enhanced the business," Rogers concludes.

## Key Features:

- System has enabled customer service, sales, after-sales support and marketing to operate more efficiently and effectively
- As all customer information is stored in a central database, query handling has improved and customer satisfaction has increased
- Staff are able to follow up on leads more quickly, which has boosted company sales
- Marketing is able to target campaigns more closely so as to use resources more effectively
- System is easy-to-navigate, which means that staff have learnt how to use it swiftly and easily

## About Sage

Sage is a global provider of end-to-end business management applications for mid-size businesses. Look to Sage for fully integrated software that delivers high performance, advanced functionality, cross-product integration and unmatched freedom of choice. Integrating powerful front-office Web and wireless capabilities with back-office accounting and operations, Sage provides companies with the solutions they need to enhance competitive advantage and increase profitability. For more information, visit [www.sage.co.uk](http://www.sage.co.uk) or contact us at [crm@sage.com](mailto:crm@sage.com)