

LEARN TO FLY HIGHER WITH SAGE

MAY 26, 2015

SESSION SUMMARIES



CRM

How to Compete with Best-in-Class Companies and Deliver the Ultimate Customer Experience with *Sage CRM*

Staying ahead of the competition can be intense. Today, you need more than just great sales, marketing and customer service to win over new customers and retain your current clients. Attend this session to learn how small and medium sized businesses like yours doing to obtain a holistic view into their businesses and improve customer engagement and satisfaction.

Using *Sage CRM* to Manage your Members

This session will showcase the Member Relationship Manager, a CRM solution designed to effectively manage a membership using a fully integrated, customizable software solution for automating your association management organization, and enhancing the member experience. The Member Relationship Manager connects your website to the web-based infrastructure of Sage CRM seamlessly integrated to Sage 300 ERP.

Customer Service in the 21st Century using *Sage CRM*

Customer service is no longer solely being delivered through a call center during normal business hours. Today's customers expect multiple avenues through which to receive assistance 24/7 and 365 days a year. Attend this session to better understand the industry trends for delivering customer service and how you can meet the changing needs of your customers.