

## **Sage CRM integration with Sage Accpac ERP helps Smart Tel improves Customer Service and Staff Communication**

*Most importantly, Smart Tel enjoyed an improved cash flow as a result of timely and accurate billing.*

*“Now, we can be more interactive with the customer, providing better service through immediate solutions at the point of contact,” said Ismail Saidin, General Manager of Smart Tel.*



### **Company**

Singapore Smart Telecommunications Pte Ltd (Smart Tel)

### **Industry**

Telecommunications

### **Geographical Location**

Singapore, Thailand  
Expanding into Australia and India

### **Challenges**

Smart Tel relied on a basic, standalone, feature-limited CRM system, TMC Network, to manage its customer database. It does not integrate with their accounting system (MYOB). Therefore, it was difficult for anyone in the company to get the customer information they needed to succeed to deliver better customer service.

### **Solution**

An End-to-End Business Integration solution between Sage Accpac ERP and Sage CRM.

### **Benefits**

#### **Helps Business Owner in**

- Doing “sanity check” forecast data with full drill-down to underlying details
- Easy insights into revenue/budget variance
- Instant insight into business performance across multiple criteria

## **Success Story** Sage Accpac and Sage CRM

### **Helps the Sales Department in**

- Providing unified view of all key sales information in dashboards
- Reducing opportunity slippage and optimising resources against high potential opportunities

### **Helps the Back Office in**

- Saving time and minimising mistakes by avoiding duplication of data entry
- Efficiency by using a single point of reference for sales orders
- Transparency by giving access to same financial information by credit control and sales teams
- Ensuring fast response to events and routine tasks using alerts

### **Helps the Customer Service in**

- Allowing staff to access key customer information such as buying patterns and communication history
- Giving staff 360 degree view of customers by enabling them to leverage knowledge of colleagues through centralised knowledge base.

### **Helps the Marketing Department in**

- Delivery of highly targeted customer communication
- Getting insight into lifetime value of customers

## **INTRODUCTION**

Smart Tel offers international long distance services (IDD) and Voice-Over-Internet Protocol (VoIP) solutions to individuals and business customers. Established in 2005, Smart Tel is expanding rapidly to meet the increasing demand for its services. Based in Singapore and Thailand, the company is in the process of expanding into Sydney, Melbourne and India. With a wide selection of services available, Smart Tel is able to meet the telecommunication requirements of diverse customer base.

## **UNSOPHISTICATED, STANDALONE SYSTEMS**

TMC application is the CRM system they used to rely on prior to implementing Sage end-to-end business management application. It could not keep track of its customer data efficiently and had problem pulling out relevant data quickly. Smart Tel had to keep two separate databases. And a programmer had to be on hand if any changes had to be made. Also, operating as a standalone system it could not integrate with their old accounting system, MYOB, making Smart Tel spending much time “putting out fire” than spending time to drive strategic business decisions.

One thing for sure - an overhaul of the system is needed if Smart Tel is to grow. And adopting an Enterprise-wide solution is a natural decision to meet their future expansion plan.

## **ADOPTION OF ENTERPRISE-WIDE SOLUTION**

Sage Accpac ERP and Sage CRM are to integrate to provide an enterprise wide solution for Smart Tel. Sage Accpac ERP is an award winning accounting system that integrates an array of end-to-end solutions, like Sage CRM. Sage Accpac ERP was implemented in the first phase and Sage CRM at the last phase. It takes three months to implement Sage CRM across board and get its staff trained and familiarised on the new system

## **A WHOLE NEW WAY OF DOING BUSINESS**

### **Self service system through web**

Smart Tel adopts all modules available, including Marketing, Sales, Customer Service and a new Self-Service system which is accessible through the company's website and allows customers to change their own details, further automating processes for Smart Tel.

### **Single database shared enterprise-wide**

Two separate databases and manual tracking of data no more. Now, a user keys in an entry and the data is automatically stored in a single shared database and made available to all authorised users.

### **Smart marketing**

The marketing arm makes use of Sage CRM to plan and track several campaigns simultaneously such as gathering statistics on demographics and usages and these can be stored for future marketing references.

### **Ease of use & customisable reports**

Customer Service Officers (CSOs) found Sage CRM to be extremely useful for their work processes. For example, they can now easily retrieve, view and key-in a customer's data on screen, thus capturing data instantly, saving time. Because the displayed data / reports are not the same for every user, sensitive information such as financial accounts and managerial reports are kept confidential to intended users.

Most importantly, Smart Tel enjoyed an improved cash flow as a result of timely and accurate billing.

**“Now, we can be more interactive with the customer, providing better service through immediate solutions at the point of contact,” said Ismail Saidin, General Manager of Smart Tel.**

## **MOVING FORWARD**

Smart Tel is fully utilising all aspects of Sage CRM, Sage Accpac ERP and web applications to automate its internal processes as much as possible. It is enthusiastic about the integration benefits and foresees extending the solution to its overseas operations.

### **About Comptrac Systems**

Comptrac Systems, established in 1994, is a Sage Premier Solution Provider as well as a Sage Development Partner. Over the years, the company has built a respectable client base that spans from Singapore to Malaysia, Indonesia, Philippines, Thailand, Hong Kong, Dubai and USA. Comptrac has assisted over 650 corporate clients in automating their business processes through implementing Sage Accpac ERP and CRM. Its growth over the years has been progressive and for the last three years it has continuously make it to the Sage Top Ten Solution Providers in Asia.

### **About Sage Asia**

Sage Software Asia Pte Ltd, a subsidiary of Sage Group plc, provides end-to-end business management applications for small and medium-sized businesses. Sage's portfolio of leading solutions includes Sage Accpac ERP, Sage CRM, Sage Saleslogix, ACT! by Sage, and UBS, among many others. Integrating powerful front-office web and wireless capabilities with back-office accounting and operations, Sage provides companies with systems they need to enhance competitive advantage and increase profitability. Look to Sage for full functionality, cross-product integration and unmatched freedom of choice. For more information, visit [www.sageasiapac.com](http://www.sageasiapac.com).