

Micros SA supports an industry that never sleeps with Sage CRM



Micros South Africa, a specialist provider of point of sale and reservation systems to the hospitality industry, is depending on the Sage CRM business solution from Sage ERP Africa to manage customer service for nearly 3,500 clients. The solution was implemented by Sage ERP business partner, Lorge.

The company counts many of South Africa's leading restaurant and hotel chains among its customers, many of them with operations throughout sub Saharan Africa. For them, Micros solutions are mission-critical business systems and the level of service and support the company can provide to them is of paramount importance.

Micros decided in 2006 to implement a new CRM solution because the system it was using was no longer meeting its needs. It needed a highly scalable and flexible CRM system to help deal effectively with 1,200 weekly customer calls, and especially needed a solution that would be easy to customise to its specific requirements.

Micros integrated their Sage 300 ERP accounting system with Sage CRM and to help manage and track customer support calls. The package now helps the Micros support team to manage customer issues effectively and within agreed timeframes.

Says Michael James Kenney, Service Manager at Micros South Africa: "We needed a solution that we could customise to provide the information we need to help our customers quickly and effectively when there's a support call.

"Now, our consultants can easily pick up with a glance at the screen whether a customer has a support contract with us or not. They can also see which hardware the client is using and whether it is under warranty, and browse the client's support history. This 360-degree view of the customer helps us to quickly resolve any incident so that we can meet our service level agreements (SLAs)."

Customer

Micros SA

Industry

Hospitality systems

Location

South Africa

System

Sage CRM

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**Michael James Kenney, Service
Manager at Micros South Africa**

Using the Sage CRM solution, Micros is able to track support calls as well as email and SMS support requests from when they are logged to when they have been resolved. It is also benefitting from the wealth of rich information it can access through Sage CRM's reporting tools. These reports which are automatically generated – give management the information it needs to understand call centre performance, allocate resources, and identify opportunities to cross or up-sell to clients.

Sage CRM also helps Micros to manage its workflow efficiently so that it can prioritise the older and more important calls as well as track SLAs. "Sage CRM has taken a lot of the manual work out of our process," says Kenney. "Thanks to the reporting tools, we can also provide our customers with a wealth of SLA-related information when they request it."

Says Jeremy Waterman, Managing Director at Sage ERP Africa: "Micros South Africa's success has been built on its dedication to customer service excellence. Sage CRM has helped it to meet its goals by enhancing its customer experience, improving business efficiencies and providing information that helps it make better business decisions."

About Sage

Sage energizes the success of businesses and their communities around the world through the use of smart technology and the imagination of our people. Sage has reimagined business and brings energy, experience, and technology to inspire our customers to fulfill their dreams. We work with a thriving community of entrepreneurs, business owners, tradespeople, accountants, partners, and developers who drive the global economy. Sage is a FTSE 100 company with 14,000 employees in 24 countries.

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