



CUSTOMER SUCCESS STORY

**CUSTOMER**

Big River Telephone

**INDUSTRY**

Telecommunications

**LOCATION**

Cape Girardeau, Missouri

**Number of Locations**

Five

**Number of Employees**

50

**SYSTEM**

Sage CRM SalesLogix

Sage MAS 90

**Additional Solutions**

- Sage CRM SalesLogix KnowledgeSync
- Sage CRM SalesLogix for Pocket PC

## Big River Telephone Uses Sage CRM SalesLogix To Make Clear Connections With Customers

Since its inception more than twenty years ago, Big River Telephone Company has executed several strategic acquisitions to become one of the largest locally owned carriers in the Midwest. Rapid expansion benefited the company financially, but operationally it presented a fair share of obstacles. Big River Telephone had outgrown its manual processes and was struggling to integrate areas of business that had been hastily connected during periods of vigorous growth.

To keep its large customer base loyal (in the notoriously competitive telecommunications industry), Big River Telephone decided that it must integrate its back-office and customer-facing functions, and gain centralized control over both areas.

### A Focused Implementation and Customization Phase

Working side-by-side with its Sage CRM SalesLogix business partner, Big River examined several leading CRM solutions, ultimately selecting Sage CRM SalesLogix.

“We looked at other software, but only Sage CRM SalesLogix met our needs,” said Kevin Cantwell, President, Big River Telephone Company.



Big River’s business partner led the implementation process, installing Sage CRM SalesLogix suite and integrating it with Microsoft Outlook and Sage MAS 90 ERP in only 90 days. After the initial implementation, Big River’s developers were able to take over and further customize the solution, as a result of the partner’s expert guidance.

Now, Sage CRM SalesLogix resides at the core of Big River Telephone’s business. From sales opportunity management to ongoing customer support and targeted retention marketing, Big River utilizes the solution’s broad functionality to handle all stages of customer relationship management.

**CHALLENGE**

Rapid growth caused Big River Telephone to outgrow its manual processes and suffer disconnects between back-office and customer-facing processes.

**SOLUTION**

An integrated Sage CRM SalesLogix and Sage MAS 90 solution that connected sales, customer support, and back-office functions.

**RESULTS**

A 2005 Gartner CRM Excellence Award, a 2005 Technology ROI Award, and expanded service capacity while maintaining a 98.6% rating for excellence in customer service.



Your business in mind.

