



CUSTOMER SUCCESS STORY

**CUSTOMER**

NuGenesis Technologies

**INDUSTRY**

Software Products

**LOCATION**

Westborough, Massachusetts

**Number of Employees**

200

**SYSTEM**

Sage CRM SalesLogix

Sage CRM SalesLogix Support

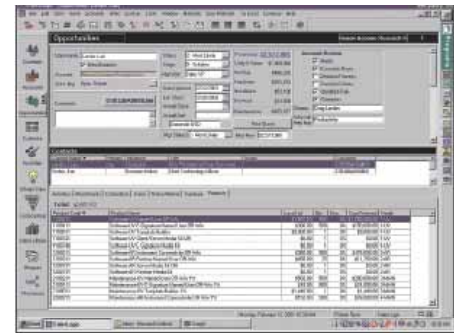
## NuGenesis Technologies Boosts Sales 350 Percent With Sage CRM SalesLogix

The advances made in pharmaceutical drugs and other life sciences have revolutionized our lives. Now, NuGenesis Technologies is revolutionizing how the companies that produce those drugs keep their records through a software product they deliver that ensures all of a company's records are archived in a searchable and retrievable format.

Seeing the market potential for a product like this with organizations such as the U.S. Food and Drug Administration, Bob Flynn, director of worldwide sales and operations, knew his team needed a CRM system to capitalize on that potential.

Flynn had been using ACT! by Sage for years, but knew as the company grew, it would need to better coordinate the efforts of its sales teams and improve its sales forecasting.

The progression from ACT! to Sage CRM SalesLogix, both by Sage Software, was a natural one. The two products share similar interfaces and workflow. And the improvements Sage CRM SalesLogix brought to the company were amazing—sales tripled!



**Initial Rollout in Only Two Weeks**

Peter Saloman, president of THG Sales Automation and Software Consultants, remembers Flynn calling him about implementing Sage CRM SalesLogix at NuGenesis Technologies. "He said, 'You've got to get this in here right away,'" Saloman recalled. Thus, they began customizing and implementing Sage CRM SalesLogix immediately.

"Bob knew what he wanted," Saloman said. "We imported contacts, realigned territories and added some fields and tabs."

"Most of the customizations revolved around opportunity tracking and features that would motivate our salespeople."

**CHALLENGE**

NuGenesis needed a software solution that would help them better coordinate the efforts of its sales team and improve sales forecasting.

**SOLUTION**

Sage CRM SalesLogix offered NuGenesis customized quote development, automated distribution of sales leads, and customer support features to deliver outstanding customer service.

**RESULTS**

Sage CRM SalesLogix Support has allowed NuGenesis to deliver outstanding customer service, while increasing their sales by 350 percent.



Your business in mind.

*"Of all the CRM packages I've looked at, there are very few that actually work, and of those, Sage CRM SalesLogix offers the most for the money. Our sales last year grew 350 percent and we know our customer satisfaction is leading to repeat sales."*

—Bob Flynn  
Director of Sales and  
Worldwide Operations  
NuGenesis Technologies

## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



Saloman continued, "One of those features, a product configurator, reduced the time needed to produce quotes from two hours to a few minutes, all while generating those quotes in different currencies."

Another customization THG created automatically directs leads generated by the company's marketing department to the appropriate salesperson and into a special New Leads group, so the salespeople can immediately follow up on them. Perhaps most remarkable, THG was able to complete this initial implementation in only two weeks!

Since then, NuGenesis Technologies has begun making extensive use of the Sage CRM SalesLogix Library feature, which places the literature, presentations, and other materials salespeople need right at their fingertips.

### **Sage CRM SalesLogix Support Translates into Repeat Business**

As the company's customer base has grown, so has the need for good customer support. That's why the company added Sage CRM SalesLogix Support, which allowed representatives to provide quick, accurate answers to customers' questions.

"Our customers cannot afford for their software to be down," Flynn said. "Customer support has become mission critical to our success."

Sage CRM SalesLogix Support has been customized to store information about customers' computer systems so NuGenesis Technologies support reps don't have to ask many of the basic questions that can slow the process down.

Flynn has heard from NuGenesis Technologies customers firsthand: "One of the top 10 pharmaceutical companies says we are far and away the most responsive software company they've ever worked with." That kind of service translates into repeat sales.

"Of all the CRM packages I've looked at, there are very few that actually work, and of those, Sage CRM SalesLogix offers the most for the money. Our sales last year grew 350 percent and we know our customer satisfaction is leading to repeat sales," concluded Flynn.