



CUSTOMER SUCCESS STORY

CUSTOMER

Winged Victory USA

INDUSTRY

Educational Tours

LOCATION

Portsmouth, New Hampshire

Number of Locations

Worldwide

Number of Employees

Total of Seven
(Three USA / 4 Visit Canada)

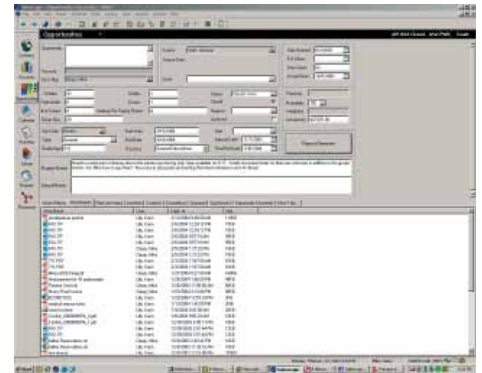
SYSTEM

Sage CRM SalesLogix
Sage CRM SalesLogix
KnowledgeSync

Sage CRM SalesLogix Gives Winged Victory an Educational Tour of CRM

The Winged Victory family of companies has been providing educational tours to students, spanning the rich histories of cities such as Boston, Chicago, Miami, Montreal, New York, Philadelphia, Quebec, Toronto, and Washington DC, since 1986. These tours offer students an exciting learning experience that keeps them and their teachers coming back. When entrepreneur and company president, Mike Cleary, purchased managing interest in Winged Victory USA, he saw great potential to expand the sales of these popular tours and embarked on his own educational tour of customer relationship management (CRM) solutions to help achieve his vision.

Prior to Cleary, Winged Victory’s sales team used Word, Excel, and Access to track customer information. None of this information was linked, making it difficult to keep up with current customers and prospects. Cleary knew that in order for his company to be successful with its customer relationships, it had to streamline its sales processes.



An Affordable Solution

Cleary’s initial foray into CRM was with ACT! by Sage, the best-selling contact manager from Sage Software. As his business continued to grow, Cleary realized that his organization was ready for a robust CRM solution. He considered GoldMine but ultimately selected Sage CRM SalesLogix, a natural migration path because of the similar interface and workflow it shares with ACT!. “GoldMine did not offer the breadth of benefits we saw in Sage CRM SalesLogix. When I looked at Sage CRM SalesLogix, it blew me away! It was affordable, intuitive, and provided us with exactly what we were looking for,” explains Cleary.

CHALLENGE

Winged Victory needed an affordable and easy-to-use CRM solution to streamline its sales processes.

SOLUTION

Sage CRM SalesLogix integrated with Winged Victory’s existing proposal generation software and its QuickBooks accounting solution, allowing sales to view complete customer information within Sage CRM SalesLogix.

RESULTS

With Sage CRM SalesLogix, Winged Victory has been able to efficiently track customer information and follow up with prospects, thus increasing sales by more than 76 percent.

"Our sales have increased 76 percent compared to the same period last year. Sage CRM SalesLogix is certainly a big part of our success."

—Mike Cleary
Winged Victory USA
President

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.



30-Day Implementation, Integrating With Existing Systems

With his selection made, the next hurdle was the new school season rapidly approaching. Cleary wanted to implement Sage CRM SalesLogix quickly so his sales team could take full advantage of its new CRM solution. "Our Sage Software business partner implemented Sage CRM SalesLogix and integrated it with our existing proposal generation software and our QuickBooks accounting software within 30 days—less than 130 total hours—and with plenty of time before the school season began," says Cleary.

Streamlining Sales Processes

Now, Cleary's sales team can create automated proposals within the Sage CRM SalesLogix opportunities tab. What used to take three people and many hours, now takes only one person and a matter of minutes. "Our sales process is much smoother. With Sage CRM SalesLogix, we have increased our customer and account visibility. We can create reports in minutes, which allows us greater insight into our business," states Cleary.

Integrating Sage CRM SalesLogix with QuickBooks provides Winged Victory with a view of updated financial information on customers each day within the account record in Sage CRM SalesLogix. "The attachments tab contains all financial information pertaining to the sale, such as copies of checks, credit card authorizations, and more. Previously, we had to rely on folders with up to 300 student checks in each for just one trip! With Sage CRM SalesLogix, all of the information is right there. It is just beautiful," says Cleary.

Sales Increase by 76 Percent

Since the implementation, Winged Victory has also added Sage CRM SalesLogix KnowledgeSync so the sales team receives automatic notifications about the status of leads. When prospects enter their contact information in Winged Victory's Web site, a record is created in Sage CRM SalesLogix that alerts the sales team to follow up with those leads. "Prior to Sage CRM SalesLogix, we were not able to keep up with our leads, but now with KnowledgeSync we are alerted when a customer requests information from our Web site. Our sales team is able to follow up immediately, and not a single prospect slips away," states Cleary.

Winged Victory USA is continuing to realize the benefits of its new sales process. "Our sales have increased 76 percent compared to the same period last year." Cleary continues, "Sage CRM SalesLogix is certainly a big part of our success."