SAGE ACCPAC

Sage Accpac Extended Enterprise Suite
for media and hospitality industries

Whether your business is in the media or hospitality industry, Sage Accpac Extended Enterprise Suite—in conjunction with E-Marketing by CommuniGator, a Sage Software endorsed solution—is the solution for you.

Sage Accpac Extended Enterprise Suite for Hotels and Hospitality

Sage Accpac Extended Enterprise Suite includes a fully integrated customer loyalty and marketing solution that can interact with point-of-sale, reservation, and property management solutions for the hotel and hospitality industries.

SageCRM, part of the Sage Accpac Extended Enterprise Suite, has an additional Event Management module to help coordinate all of your corporate events, from sales to task management and budget analysis.

Sage Accpac Extended Enterprise Suite allows you to:

- Manage your entire loyalty program with integrated Web self-service and inquiry handling for better customer service

- Deliver marketing material by e-mail, fax, or SMS and track click-through rates

- Integrate your direct mail and e-mail marketing material, landing pages, and Web sites

- Build and focus on guest satisfaction and retention through loyalty schemes that directly profile each guest, including their preferences, demographics, and interests

- Access the Web-based SageCRM software from anywhere at anytime on virtually any device—a must-have for remote units

- Ensure consistent delivery of high-quality service through integrated call centers across all units and a central database for all communications

- Increase retention rates and automatically contact all non-visitors or regulars who meet certain criteria

Sage Accpac Extended Enterprise Suite for Media

Media houses and publishers need a solution that gives complete visibility across the organization and integrates existing operational systems for advertising and circulation management with a complete view of the marketing and sales pipelines.

SageCRM delivers a powerful, centralized solution to manage all marketing, profiling, and sales activities, as well as call center contacts and reporting. With SageCRM, media businesses can:

- Boost revenue across publications by understanding spending patterns

- Deliver improved loyalty to reduce customer losses and drive recurring revenues

- Define target demographics in order to increase circulation

- Execute electronic and direct mail campaigns and track them with E-marketing by CommuniGator

- Conduct marketing campaign planning and budgeting to measure every dollar spent

- Set goals for new subscribers, revenue targets, and market share

- Integrate across all publications to better profile and cross-sell publications and data

- Leverage Computer Telephony Integration (CTI) so call center agents can handle and escalate calls quickly and efficiently

- Increase the productivity of mobile sales forces using PDAs or laptops

- Analyze costs per order, costs per campaign, and retention rates

E-Marketing at Its Best

CommuniGator, a Sage Software endorsed solution, is specifically designed for SageCRM. It is the key to dynamic permission-based e-marketing, and a 'must-have' to help you cost-effectively stay in touch with customers, prospects, and partners. Not only does the product manage the delivery of e-marketing, but through the complete integration to the profile of your customers, you will be able to track and trace all the click-throughs and hits to your Web site. This, in turn, updates the profiles in real time in the back office, allowing more personalized and targeted marketing to be driven as designated. True real-time, automated marketing has arrived!

Your business must maintain constant communication with your stakeholders in order to survive. The secret is to know what to send to whom and when. An e-marketing tool that automatically updates your customers' and prospects' preferences and then delivers them personalized content offers the biggest benefits.

If you are currently e-marketing and do not run an integrated solution that understands 'bounce' and 'spam' management, e-profiling, and landing page management, you need this product to help you understand your customer before your competition does!

The six biggest benefits of SageCRM for direct marketing include:

- Lower costs—no printing and mailing fees
- Higher response rates for e-mail campaigns
- Rapid responses—Gartner suggests e-mail responses to be 14 times faster than direct mail
- Campaigns can be created in a matter of days, not weeks
- Communication is more frequent while behaviour and interests are continually surveyed and updated

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