

Sage CRM Proving a Popular Choice with Medium and Larger Sized Businesses

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Press release from: [Concentrix](#)

Concentrix, the leading independent UK business management software specialist, is finding medium sized businesses are increasingly choosing Sage CRM as their preferred CRM software solution.

James Nightingale, one of a team of CRM experts at Concentrix commented “Although we have implemented Sage CRM for customers with only a few users, a typical Sage CRM customer will have around 20 or more, and one of our major clients has well over 300 end-users”.

Sage CRM is a web-based solution which brings a variety of benefits to organisations. It’s easy to use, intuitive, affordable and is has a range of powerful features which make it attractive to medium and large businesses.

Nightingale continues “There’s a fairly common misconception that Sage software is just for smaller businesses, but for the past few years Concentrix has successfully deployed Sage CRM in many medium and larger sized organisations.”

Concentrix believes that Sage CRM is ideal for mid-market businesses for a number of reasons. For example, it brings information from all areas of a business together and provides a complete view of customers, has strong sales and marketing management functionality and powerful reporting capabilities.

Concentrix has successfully deployed Sage CRM in a wide range of organisations throughout the UK. The company provides comprehensive implementation services, including configuration, customisation, project management, training and after sales support. Concentrix has also created a number of CRM case studies which provide real life examples of successful implementations of Sage CRM in different industry sectors.

For more information about Sage CRM, or to arrange a demonstration, please contact Concentrix on 01509 410500 or email info@concentrix.co.uk.

Founded in 1999, Concentrix is a leading business management software, customer relationship management (CRM) software and IT solutions provider. Concentrix helps companies increase competitiveness, profitability and customer satisfaction by improving business processes, systems and IT. The Concentrix product portfolio includes software, hardware and a full range of supporting services.

Concentrix has always had a strong working relationship with Sage and has been an Accredited Business Partner since 2004. In November 2009 Concentrix was awarded Sage CRM Business Partner of the year, and also achieved a place in the Sage Circle of Excellence. This award was based on consistent and high-quality service and excellent feedback from customers.

As well as Sage CRM, Concentrix also supplies Microsoft Dynamics CRM and FrontRange Solutions’ CRM product GoldMine. The company also supplies business management software including Sage 200 and Microsoft Dynamics NAV.

Concentrix is a UK company with its head office in Loughborough, Leicestershire. Concentrix also has a regional office in Bristol and a satellite office in central London.

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