

Kwikot sharpens customer service edge with Sage CRM



Kwikot, South Africa's largest geyser manufacturer, has improved its responsiveness to customer needs as well as its ability to track its performance around customer service by implementing the Sage Customer Relationship Management Solution (CRM). The manufacturer appointed Sage business partner, Astech, as the consulting, implementation and integration partner for the project.

Kwikot makes and supplies water heating systems for domestic and industrial customers in South Africa, Africa and other international markets. It decided to migrate to a new CRM solution because its legacy software was no longer meeting its business requirements, especially its need for a robust and modern workflow engine.

Because the company was already running the Sage X3 business management software, Kwikot decided that the Sage CRM software would be a natural fit for its needs. With the help of Astech, Kwikot was able to implement the new system with an aggressive six-week deadline that could not be moved because the old software's licences were set to expire.

"As a world-class manufacturer, we wanted to put in place world-class software to accommodate our workflows," says Wietz van Lelyveld, General Manager at Kwikot. "Implementing Sage CRM allowed us to move our business forward and enhance our competitiveness. It has also strengthened our business by giving us functionality that we did not have before, such as features that streamline and automate business processes in our call centre."

Customer

Kwikot

Industry

Manufacturing

Location

South Africa

System

Sage CRM

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The new system has improved the company's ability to provide exceptional customer service and rapidly resolve customer queries and issues, he adds.

Case management features mean that service reps never lose sight of customer issues and can assist customers faster. The powerful reporting tools in Sage CRM also enable Kwikot to benchmark and continuously improve performance. "Team members love the system and it has simplified our processes," says Van Lelyveld.

Van Lelyveld adds that Astech delivered a well-managed implementation and training process that ensured Kwikot could meet its deadline. "Astech was able to give us exactly what we wanted," he says. "Its after-sales service has also been impeccable. Following our initial success with Sage CRM, we are ready to expand our market share and to look at the next phase of the project."

"There are three key elements to creating a successful CRM implementation: the people within the company; the company's business processes; and the technology to drive these processes forward. We worked closely with Kwikot to help it get these three elements aligned so that it could drive better customer service and ensure its competitiveness into the future," says Anthony Lipshitz, Astech's managing director.

According to Jeremy Waterman, Managing Director, Sage Northern Africa & Middle East: "In a time of seismic technological change and digital invention, we help companies to reinvent and simplify their business processes. Using Sage CRM, our customers save time, increase productivity and gain greater visibility across the business. Additionally, thousands of Sage CRM customers have enjoyed increased sales and bigger business growth."

About Sage

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