# Sage SalesLogix | Customer Success

## Challenge

Several stand-alone versions of a contact management software prevented department-wide data sharing and limited growth potential. The company needed a CRM system with the capability for remote access.

## Solution

Sage SalesLogix was selected for its intuitive navigation, scalability, customization capabilities, and ease of integration with web and ERP applications.

## Results

Automated lead gathering from the company's website puts leads in representatives' hands sooner. Data sharing between departments allows the company to deliver a consistent message to customers. Sales management tools help identify areas for improvement.

## Sage SalesLogix Drives Successful Customer Relationships for Dollar Thrifty Automotive Group

Dollar Thrifty Automotive Group, Inc. is a Fortune 1000 company headquartered in Tulsa, Oklahoma. Driven by the mission, *Value Every Time*, the company's brands, Dollar Rent A Car and Thrifty Car Rental, serve value-conscious travelers in approximately 70 countries. The company has over 1,475 corporate and franchised locations worldwide, including over 836 in the United States and Canada, and operates in virtually all of the top U.S. and Canadian airport markets. To communicate effectively with its corporate customers and win new deals, Dollar Thrifty Automotive Group relies on Sage SalesLogix.

### Create a Centralized Customer Database

Dollar Thrifty Automotive Group employs dozens of field sales representative who operate from home offices across North America. Before the company implemented Sage SalesLogix, each representative had been using ACT! by Sage on their laptop computers. Kristi Benton, manager in the sales support department of Dollar Thrifty Automotive Group, explains the situation the company faced: "Because all of the representatives' information was stored locally, the corporate office had no access to it; nor did the representatives have access to updated customer information from the corporate office."

The situation came to a head when the sales force grew three-fold in just a few months. "The problem instantly multiplied," says Benton. "We needed a more powerful, centralized CRM (Customer Relationship Management) database that our representatives could access anytime and from anywhere."

The company looked at several CRM systems, including ACT! by Sage Premium, Oracle, and JD Edwards EnterpriseOne CRM before selecting Sage SalesLogix as its solution. "Our accounting software is JD Edwards, so there was a strong push to use its CRM system, however the remote access and data synchronization capabilities in Sage SalesLogix are stronger," explains Benton. "Combine that with its intuitive navigation, scalability, and customization flexibility and it came out the winner."

## Customer

**Dollar Thrifty Automotive Group, Inc.**

## Industry

Car Rental

## Location

Tulsa, Oklahoma

## Number of Locations

860

## Number of Employees

7,000

## System

**Sage SalesLogix (Web Client)**

## Integrate With Your Website and ERP

The architecture of Sage SalesLogix lends itself beautifully to integration with other applications, including the Dollar Thrifty Automotive Group website and ERP (Enterprise Resource Planning) software. To facilitate the required data mapping and transfer between applications, Dollar Thrifty Automotive Group uses Scribe Insight, an add-on solution for Sage SalesLogix.

As a visitor completes a form on the company's website to indicate interest, the new opportunity is captured and the data is sent directly to Sage SalesLogix where it is automatically routed, based on geographic location, to the appropriate sales representative.

The Leads database within Sage SalesLogix is used to track the status of the new corporate accounts as they are pursued from initial contact through contract execution. "We added additional fields and altered the processing to suit the way we operate," says Benton. "Now, when we indicate that we have received a signed contract, a notification message is automatically sent to our accounting software for new customer setup and billing."

Before Sage SalesLogix, this process was a manual one, with the representatives sending the signed contract to the office where it was scanned and filed and the customer setup process was completed manually. "We get the deal in motion more quickly now, and with much less overhead," says Benton.

## Improve Cross-Department Communication

The field sales force at Dollar Thrifty Automotive Group relies on Sage SalesLogix to track appointments, tasks, and phone calls. The information they record is available to their sales managers and to the accounting staff in the home office, boosting cross-department communication.

"Previously, we had instances where our credit department might place a customer on hold for slow payment without knowing that the sales representative was already working on the situation, perhaps speaking with a different contact at the company," explains Benton. "Now, both accounting and sales are working from the same database and the result is a more cohesive approach to serving our customers.

> "The remote access and data synchronization capabilities in Sage SalesLogix are very strong. Combine that with its intuitive navigation, scalability, and customization flexibility and it came out the winner."
>
> – Kristi Benton
> Manager
> Dollar Thrifty Automotive Group, Inc.

"The reaction from our staff has been overwhelmingly positive," Benton continues. "They are getting the information they need faster and with less work than before."

## Deliver Sales Management Tools

With accessible, real-time data at their fingertips, the company's management can easily track the status of contract negotiations and analyze the reasons behind both wins and losses. Dashboards within the software provide sales managers with vital information like top performers, number of open opportunities, and the status of those opportunities. This information was impossible to obtain before Sage SalesLogix and it allows the managers to work with their representatives to overcome hurdles in the sales process and win more deals. "Managers will analyze this information to see where a particular representative might need some coaching to help them build their sales volume," Benton explains.

Benton says the department's success with Sage SalesLogix is causing other departments within the company to consider adopting the software too. "They see the success we've achieved by establishing a powerful centralized customer communications tool," she concludes.

*Note: Customer is a participant in the Sage Customer Reference Program and may be eligible for participation-based incentives.*

**About Sage SalesLogix**
Sage SalesLogix offers a complete view of customer interactions across departments—providing information and insights for better planning, managing, and forecasting. Your teams will have the tools to increase sales, reach more profitable customers, enhance the customer experience, and anticipate customer needs. Sage SalesLogix offers flexible access, deployment, and payment options to address business requirements.

**About Sage North America**
Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and midsized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.

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