

Musgrave Retail Partners delivering exceptional customer experience with Sage CRM



Customer

The Musgrave Group

Industry

Retail

Location

Ireland

Solution

Sage CRM

The Musgrave Group is partner to entrepreneurial food retailers and food service professionals in Ireland, the UK and Spain. The company was founded in Cork in 1876 by brothers Thomas and Stuart Musgrave, and is today one of the largest and most successful companies in Ireland. The Musgrave Group deliver the sourcing, sales, marketing and supply chain expertise that enable local retail businesses to go head-to-head with the international supermarket chains.

The group also operate a network of Cash & Carry outlets across Ireland and Spain that has been specifically developed to meet the changing needs of the independent food retail and food service professional.

The business challenge

Musgrave Retail Partners required a CRM solution to assist them in providing the best business support to their retail partners. "We operate in a highly competitive and fast paced industry," explains Michael O'Neill, IT Service Desk Manager at Musgrave Retail Partners.

"We need tools that can help us to efficiently operate our business whilst also providing excellent customer care. We are committed to innovation so that our brands stay competitive in the market place." Musgrave decided on Sage CRM as the solution that would move with their business.

'The key to all of this is using the information within Sage CRM to help us to strengthen our business operations.'

Michael O'Neill,
IT Service Desk Manager, Musgrave Retail
Partners

Challenge

Working in a highly competitive and fast paced industry, The Musgrave Group required a solution that allowed them to provide the best business support for their retail partners. In addition to this they needed a system that could allow them deliver high levels of customer service.

Solution

The Musgrave Group selected Sage CRM as a solution that could grow with their business. It was initially installed to function solely as a relationship management tool within the business. It now acts as the core provider of customer information within the business.

Results

Sage CRM enabled The Musgrave Group to provide a quality customer service experience which helps differentiate them from their competitors and allows them to respond quickly to customers' needs.

‘It is important for Musgrave Retail Partners Ireland to deliver a high quality customer service. This is not possible to do effectively in the absence of a good CRM solution. In turn quality customer service helps to differentiate us from our competitors and allows us to respond quickly to our customers’ needs. This frequently happens in advance of our customers identifying the requirement.’

Michael O’Neill,
IT Service Desk Manager,
Musgrave Retail Partners

The Solution

Sage Business Partner, Enbu Consulting worked closely with The Musgrave Group throughout the various stages of the process from exploring what the solution could do for the company through to going live. Enbu worked with the customer through the design and implementation phases including the migration from The Musgrave Group previous CRM solution. Initially Sage CRM functioned solely as a relationship management tool within the business. As time progressed and the company utilized more of the solution, a decision was made to put Sage CRM in a central position.

“It is now the core provider of customer information within the business – not just the day to day business of managing our contact with our retail partners,” continues Michael O’Neill. “In addition, we are now utilizing the solution to capture more information from other parties, such as suppliers and internal business customers. The key to all of this is using the information within Sage CRM to help us to strengthen our business operations.”

There are a number of areas that Musgrave Retail Partners find useful with Sage CRM. The flexibility in tailoring the user interfaces to suit different business functions and roles allows for the solution to be absorbed quickly and used effectively by Musgrave’s staff. Also, the built-in controls for alerts and service level monitoring saves time and facilitates quality customer care. Multiple reporting options provide swift and accurate reporting for use in a variety of ways.

There are other IT management tools used in the wider Musgrave business to which the company has integrated Sage CRM successfully, which facilitates different areas of the business in matching its systems to its needs. In addition, there are many different feeds from Sage CRM to other solutions utilized within Musgrave such as data warehouse, customer loyalty and financial solutions.

Results

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“In turn, quality customer service helps to differentiate us from our competitors and allows us to respond quickly to our customers’ needs. This frequently happens in advance of our customers identifying the requirement.”

“We do this by analysing information, identifying trends and implementing root cause solutions. This benefits our customers and ultimately saves money. Also by having a single source of core customer information within Sage, this allows our different business solutions to utilize a consistent and timely data set.”

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

