# *Here are 4 reasons that Sage ranks high with customers*

## Sage pays close attention to what your business demands

For nearly 40 years, Sage has followed through on its founding commitment: Making sure we deliver what our customers need. That dedication has helped us become one of the world's largest suppliers of enterprise management solutions, used by more than 3 million businesses of all types and sizes around the world.

Sage helps drive today's business builders with a new generation of solutions to manage everything from money to people wherever they're needed, offering the freedom to work with mobility. Above all else, we're driven to satisfy our customers and keep them coming back.
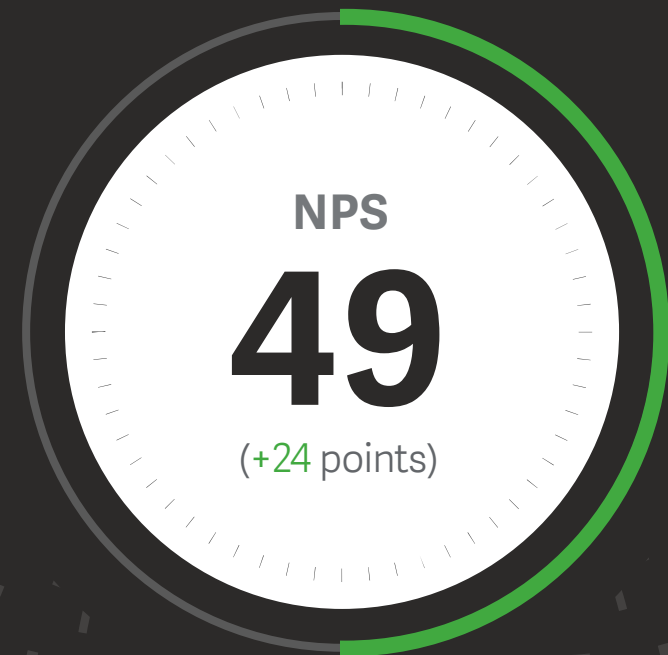
That commitment has paid off. We beat SAP (19), Oracle (25) and Microsoft (34) with our Net Promoter Score (NPS)—a respected customer-satisfaction, customer-experience, and loyalty indicator widely used by Fortune 500 companies.

The industry NPS average is 31.75, meaning we are 58% better than the average, and 88% above our closest competition. It shows that customers have a high level of loyalty with us, thanks to our continuous focus in improving product and services.

Your peers have also given us four reasons why they continue to partner with us, and it all has to do with giving customers what they want.

> *Everything we do starts and finishes with building customers for life by offering them choice, support, expertise, and innovation. That means championing their causes. It means offering them choice rather than forcing change upon them, and letting them know we'll be ready to go when they are.*

## Sage NPS Score

NPS

# 49

(+24 points)

Score Updated June 2018

**1**

## Staff, call centres, and local customer support

Customer support is a big selling point for customers of enterprise management solutions. In fact, 72% of 407 respondents[2] throughout the UK agree that customer service is more important than price and 82% agree that customer service plays an important role in how they rate their software.

**Customers cited the following reasons for working with Sage:**

- Knowledge/competence
- Attitude and professionalism
- Helpfulness

*"They are partners of excellence. Problems are always solved with competence and in a fast way."*[3]

*"Good advice, responsiveness, competent teams, proximity, dynamism."*

# 2

## Product features

More than 9 out of 10 survey respondents (91%) agreed that a solution needs to deliver "all the functionality" their organisation demands. That means your next enterprise management solution should be flexible enough to match your processes and not force you to change the way you run your business to fit the way the system operates.

This category contributed directly to Sage's NPS ranking. That's because Sage Business Cloud Enterprise Management offers industry-specific solutions in manufacturing, distribution, and services that integrate every significant process within one system and database, including:

- Financials
- Sales
- Supply-chain management
- Customer relationship management (CRM)
- Purchasing
- Warehousing
- Inventory
- Marketing

Additionally, Sage received plaudits for offering advanced business intelligence, reporting, and analytics functionality, flexible and easy-to-use UI, and responsiveness in offering enhancements and improvements to meet customer demands.

*"It covers the functions we need, it is reliable, we can get our data out of it easily, and we can customise it ourselves."*

**3**

## Brand satisfaction

Brand matters, and it matters especially to Sage customers. In the NPS survey, confidence in the brand was the third highest-ranking category that led to Sage's high NPS score. Why?

**Reputation:** "Sage is a company with a DNA of great confidence and seriousness."

**High-quality:** "We consider it a great product and the value for money is excellent."

**Ease of doing business:** "At Sage, there are very knowledgeable and very responsive staff as soon as you ask a question or we approach a new subject."

Our customers range from business owners to bookkeepers and finance directors, all of whom have different requirements. While they're all unique, they all share common challenges and goals: A desire for simple, secure and smart solutions that reduce complexity and risk. And when they have problems that need resolving, they want to speak to a real person—someone they can trust. So we make sure we're always there to listen and help.

## Sage credibility adds up

+ Sage has been in business for nearly **four decades**.

+ Sage is the world's **third-largest** supplier of enterprise management solutions.

+ Sage has offices in **24 countries**.

+ Sage serves more than **3 million** customers around the globe.

+ **53%** of the UK private sector companies pay their employees using Sage software.

+ **25%** of Enterprise Management customers use Sage Payroll.

# 4

## Product usability

Customers called out "ease of use," "meets customer requirements," and "reliability" when answering usability questions.

There's a good reason for that.

Sage's goal from the start has been to help users get more done in less time, allowing customers to focus on the highest-value tasks. Our solutions are aligned with the results of an Aberdeen Group study[4] that revealed the following improvements by percentage in a solution's accessibility and usability:

**73** User productivity, by 73%.

**75** Customer response, by 75%.

**75** Process cycle times, by 75%, leading to faster sales and increased profits

Sage Enterprise Management customers have realised these improvements:

**50** 50% faster production cycles—10 Rajeb, Casablanca, Morocco

**40** 40% reduction in order processing costs—Firwood Paints, Bolton, Lancashire

**65** 65% faster customer response time and 20% increase of online orders—Guru Labels, New South Wales, Australia

Collaboration between Sage's users and its solutions is inherent in our DNA. It runs through the user interface, system design, navigation, and data reporting outputs.

> *"Sage is a good company and makes good programs. They have worked well for us in the 27 years that we have been using them."*

# How does your current solution measure up to your needs?

Now that you're aware of the categories that remain essential to today's organisations, it's time to reaffirm what matters most to your business. Simply rank your answers to the following questions on a scale of 1-5 (5 being exceeds expectations/ extremely satisfied and 1 being does not meet expectations/not satisfied). Your answers will be instrumental in determining whether or not your current enterprise management solution is up to the task.

| Question | Circle ranking 1 to 5 (5 being exceeds expectations) | | | | |
|---|---|---|---|---|---|
| How likely are you to recommend your current provider to a colleague? | 1 | 2 | 3 | 4 | 5 |
| How satisfied are you with the reliability of your current product? | 1 | 2 | 3 | 4 | 5 |
| How satisfied are you with your provider's product innovation? | 1 | 2 | 3 | 4 | 5 |
| How important is customer service to you? | 1 | 2 | 3 | 4 | 5 |
| How easy is it to do business with your provider? | 1 | 2 | 3 | 4 | 5 |
| How responsive is your provider to urgent issues? | 1 | 2 | 3 | 4 | 5 |
| How well does your current ERP support your business needs? | 1 | 2 | 3 | 4 | 5 |
| How do you rank your current level of satisfaction with – Online self help? | 1 | 2 | 3 | 4 | 5 |
| How do you rank your current level of satisfaction with – Online communities? | 1 | 2 | 3 | 4 | 5 |
| How do you rank your current level of satisfaction with – Online support for delivering the right solution? | 1 | 2 | 3 | 4 | 5 |

## Get more from your solution, learn more about Sage

Based on the answers above, if you circled a 1 or 2 for 2 or more questions it might be time to switch solutions. Take the next step and get a complimentary business review from the experts at Sage.

> *"It's important to have fast and accurate information for us to make key business decisions to support our growth. Sage products are flexible and scalable, and have allowed us to support the expansion of the business."*
>
> *—Tom Hidder, CFO, Brooke Furniture Rental*

[1] NPS measures the likelihood of customers to recommend a company, product, or service to a friend or colleague.

[2] Enterprise Resource Planning Software Research, conducted for Sage Enterprise by Arlington Research, March 2018

[3] All unattributed quotations were culled from responses in the NPS survey.

[4] Blog, Usability in ERP, Sage City, April 2014