

Property developer uses CRM

Bradford McCormack & Associates (BMA), one of the top corporate property service providers South Africa, has installed Sage CRM from Softline Accpac business partner, AccTech Systems.

Mark Bradford, MD of BMA says that from an IT perspective, the local property market is relatively underdeveloped, providing significant opportunities for software developers. To fulfil this gap, the company approached AccTech Systems to upgrade its service delivery operation.

"The answer lay in our customer relationship management (CRM) solution and ensuring we were able to meet the unique property driven requirements and service level expectations of our high-level customers."

Out-of-the-box features

Tertius Zitzke, CEO AccTech Systems, says Sage CRM provides out-of-the-box features and is rich with functionality, easy to use and has the ability to be maintained in-house. "The product will strengthen the company's already successful value proposition, enabling it to meet international property standards."

Bradford adds that the implementation will ensure that the company is able to take the customer experience to the next level. One way to do this is by ensuring that all information regarding critical lease triggers are sent via an alert to clients and internal staff. "The solution will also capture specific information relevant to the company and the database of client's and property stock will be easily accessible by management and employees."

The company's agents will have a system that enables them to capture and manage opportunities effectively. "The property database will help develop a better picture of a customer's property portfolio ensuring rental renewal opportunities are not missed. It will also assist with time management and ensure that our services are processed efficiently using its workflow engine. This helps businesses capture the required information successfully and execute business processes correctly."