

Sage SalesLogix | Customer Success



Challenge

This operator of all-inclusive resorts needed a CRM solution that would support communication between multiple locations and sales channels across North and Latin America.

Solution

Sage SalesLogix provides the organization with a more efficient solution for managing customer relationships and a better method for storing and obtaining customer information.

Results

UVI is able to better communicate across multiple sales channels, better manage opportunities in the pipeline, and make better decisions.

Customer

Unique Vacations Inc.,

Industry

Tourism

Location

Miami, Florida

Number of Locations

Two offices, with travel agents and managers across North and Latin America

System

Sage SalesLogix

Unique Vacations, Inc. Improves Travel Agent and Customer Relationships With Sage SalesLogix

Operator of all-inclusive resorts throughout the Caribbean, Unique Vacations Inc. (UVI) resorts are located in Jamaica, Antigua, St. Lucia, the Bahamas, and the Turks and Caicos Islands. Sandals Resorts is the world's only luxury-included® vacation for couples, while the Beaches Resorts brand caters to families, singles, and couples.

With offices in Miami and Toronto, and travel agents all over North America, UVI needed a flexible CRM solution that would allow them to manage travel agent and customer relationships across multiple sales channels.

When choosing a CRM solution, UVI had a number of criteria that candidates needed to meet in order to be considered. Gary Sadler, senior vice president of Sales, recalls, "We looked at Salesforce and a number of other companies, but Sage SalesLogix was most compatible with the things we were trying to achieve."

Sadler adds, "Price certainly was a factor but also efficiency was a factor in choosing Sage SalesLogix. We found that there was a great match between Sage SalesLogix and Sandals Resorts. My experience with Sage SalesLogix has been absolutely phenomenal!"

Building Stronger Customer Relationships

Prior to implementing Sage SalesLogix, UVI had difficulty with department communications. Sadler explains, "Before implementing Sage SalesLogix, we had a challenge with information—with the inside sales department communicating with the outside sales department."

Sage SalesLogix provides UVI with an integrated view of customer interactions across multiple departments and locations—providing the information and insights UVI needs for better planning, managing, and forecasting, and a better method for anticipating customer needs.

“Having one system in place provides the sales managers located across North and Latin America with the information they need while in the field, and helps them communicate with the inside sales department. This has certainly helped us to be more effective in the things that we do on a regular basis,” explains Sadler.

Sage SalesLogix allows UVI to better manage opportunities in their sales pipeline. “With Sage SalesLogix, we have been able to increase productivity and sales,” says Sadler. “We have also been able to manage the business of the travel agencies on a constant basis so now there is some tangible evidence as to what the business development managers are working on a particular field, their work with a particular agency, and their work on a particular project.”

Sadler adds, “We are able to see what those results are—based on information that we are able to put into Sage SalesLogix.”

Improving Reporting and Forecasting

With its robust reporting and analytics, opportunity management, process automation, and consolidated customer data, Sage SalesLogix enables UVI to make profitable decisions.

“A lot of times I think that companies make bad decisions because of incorrect information,” says Sadler. “In terms of forecasting, Sage SalesLogix has been able to provide us with good information to make good decisions.”

Sadler adds, “Sage SalesLogix provides us with history so that we are able to analyze the current situation and move forward with the management of all of our operations.”

UVI is currently running Sage SalesLogix weekly reports and monthly calendars. Sadler explains, “With Sage SalesLogix reporting, we are able to manage the important activities—what the business development managers are planning, how they plan their schedule, what things are being done out in the field that are right, or what challenges we have in the field.”

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 mid-sized 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.

“My experience with Sage SalesLogix has been absolutely phenomenal.”

– Gary Sadler
Sr. VP of Sales
Sandals Resorts

Providing Anywhere Access

“Remote access has certainly helped in demonstrating that no matter where you are, business has to be done,” says Sadler. “The remote access that Sage SalesLogix has helped us to provide is excellent!”

“Sage SalesLogix web access has benefited UVI because we are constantly on the go—somebody in California is making a decision that somebody in Miami needs to look at, but somebody in Toronto needs to be aware of the information,” explains Sadler. “Sage SalesLogix web access has provided this direction to make sure that everybody is on the same page going into the decision making process.”

Sadler adds, “None of our business development managers work out of our corporate office—they are all out in the field. With Sage SalesLogix they can be anywhere across North America at any given time and are able to connect.”