



Customer Experience

Your feedback helps...

The companies you want to use again and again are the ones that not only provide you with the products you need but that are hassle-free and great to work with.

Think of your own experiences with other companies and organisations you deal with, both at work and at home. The companies you want to use again and again are the ones that not only provide you with the products you need but that are hassle-free and great to work with. We've all had experiences that make us want to avoid contact with certain companies at all costs!

At Sage, we want to go that extra mile to make sure that we remain your first choice when it comes to business software and that we're the one you talk about for all the right reasons!

My name's Sue Worth and I'm the new Customer Experience Manager for our Business Partner and Corporate Division based at our Winnersh offices, near Reading. I'm delighted to be able to write in this newsletter and to have this opportunity to introduce myself. I've had a fairly varied career history within Customer Service both in the UK and overseas in various customer-facing roles, most recently working for a subsidiary of the Royal Bank of Scotland Group.

We're really proud of Sage's great reputation and it's really important that our customers rate us highly. This'll only happen if we consistently deliver excellent service and look for ways to keep on improving.

I believe that feedback's one of the most valuable resources a business can have. If feedback's positive, then great, but if it's not, we need to fix the problem. We also need to listen to your suggestions to make things better so that we create a business that truly exceeds our customers' needs. Customer expectations are higher now than ever and companies that fail to listen to their clients' views and feedback do so at their peril!

If we're doing things wrong we need to know so that we can put things right and so we want to hear from you. Similarly, we'd like to know about the things that we are doing well so that we can do more of them! To that end, I'd like to invite you to share your views and suggestions with myself and my team, whether this is through one of the customer questionnaires that we send out to our customers or via email: feedbackmmd@sage.com

We want you to have a truly great business!

