

The Sydney-based Bag People has been making environmentally friendly reusable carrier bags since 1993, with a firm emphasis on good value, high quality product. The company has wholly owned operations in Australia, the United Kingdom and the United States meaning customers in those key territories are always guaranteed local support. Bag People's clients include small family-run operations as well as major corporations. The group also supplies government, educational institutions, charities and not-for-profit organisations.

Capturing communications

Bag People needed a simple but effective means of managing its proliferating number of customer contacts. The system had to be able to automatically capture all customer communications and hold them on one central database where they could be easily accessed by all staff, who, the group stresses, do not want to get bogged down with IT.

Letting the system do the work

Having considered a number of different solutions, Bag People felt that the Really Simple Systems suite ticked all the boxes. "One of the real benefits of Really Simple Systems CRM has been its seamless integration into how staff actually work," says Bag People CEO Rod Tanks. "With other systems we looked at it felt like staff were going to be working for the system rather than the other way around. They were needlessly complicated and overloaded with features."



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Crossing continents

With Bag People operating across three continents, ease of use and speed was vital, which is why the Really Simple Systems web-based system was perfect. "Users get information and knowledge about customers much faster," says Rod. "It allows for much better operational communications, and each job function can now get on with what they do. Really Simple Systems has given us a brilliant flow of information, data, and customer management."

Surpassing best practice

The icing on the cake, says Rod, has been Really Simple Systems exemplary customer care. "Really Simple Systems are consummate professionals. They consistently demonstrate total integrity in their work and are always there to answer questions – no matter how big or small. Their customer service is second to none. They helped us understand how to get the system to work for us, and are always really responsive by email and phone. They totally surpass industry best practice."

For more information on visit:

Bag People at www.bagpeople.com



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"In a refreshing contrast, the Really Simple Systems product has a very user-friendly interface, it's really fast, and the information is exactly what we need, meaning we can get on with the job of looking after our customers.

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 people who want a straightforward hosted CRM sales, marketing and support system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK, North America, and Australia. Users include the Royal Academy of Arts, the British Library, Citicorp and the Department of Health as well as many small and medium sized companies.

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