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## **FOR IMMEDIATE RELEASE**

### **SAGE<sup>®</sup> RELEASES NEW CRM CLIENT TEXT MESSAGING SYSTEM**

**Addison, Texas (July 15, 2024)** – SAGE, the leading provider of information, marketing, and business management solutions for the promotional products industry, is proud to announce the introduction of its new comprehensive client text messaging system within the CRM Module of SAGE Online and SAGE Web.

Distributors can now communicate with their clients via text message directly through SAGE's CRM Module. This not only enhances client communication but also greatly improves the overall client experience. SAGE is the first industry CRM solution to offer built-in text messaging capabilities, building on its tradition as the leader of technology solutions for the promotional products industry.

SAGE's client text messaging offers a number of advantages to customers. Because the text message threads are safely stored and easily accessible in the CRM, distributors can take advantage of collaboration and easier access to message threads, particularly for larger distributorships and those with multiple account reps for clients. With all messages automatically tracked and searchable in the contact's history, distributor users can easily reference a clear record of client interactions and retrieve past communications through the robust search function, preventing the loss or misplacement of vital information.

Additionally, because text messages are sent from a system number as opposed to distributor users' individual cell phone numbers and kept in the CRM system as opposed to in personal cell



phones, SAGE's text messaging system ensures continuity in client communications even amid team changes.

SAGE's new text messaging system includes robust notification options. A unified list of new messages is displayed on the CRM overview dashboard, making it easy to see all new messages in one place. Users can access and search complete message threads from the client's profile through the new Messaging tab. Account reps can also receive desktop notifications or push notifications to their mobile devices when new messages arrive from clients.

Best of all, SAGE's new text messaging feature has no additional costs whatsoever. There is no setup required, meaning that text messaging is available now for use by all distributors with a SAGE Total Access subscription.

From the CRM Module, users can access the client text messaging feature through their client's profile. There they will see a new Messages tab, and each contact who is opted-in to receive text messaging, as well as the full text message history. In order to send text messages to a client contact, users will simply check the "Text messaging opt-in" box for the client and confirm that they have the authority to send text messages for the particular client's cell phone number. Client contacts can opt out of text messaging at any time by simply replying STOP and the system will automatically update their preferences in the CRM.

"We all know that effective client communication is a cornerstone of any business success, but particularly for businesses in our industry," said David Natinsky, President of SAGE. "Our new client text messaging feature not only streamlines the communication process but also ensures that our customers have all the tools they need to maintain strong, lasting relationships with their clients."

SAGE is pleased to announce that the client text messaging capability is available now as part of SAGE Online's and SAGE Web's CRM Module at no additional charge and with no additional setup.



To learn more about the client text messaging feature and how it can benefit your business, please visit [www.sageworld.com](http://www.sageworld.com) or contact your Account Advisor today.

### **About SAGE**

SAGE, based in Addison, Texas, is the leading provider of information, marketing, and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™, SAGE Mobile™, and SAGE Web™ research and business management services, SAGE also provides the industry with other research services, order management, website, and email services, e-commerce solutions, end-user catalogs, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.