


The Sage logo is a dark green square with the word "sage" in white lowercase letters.

sage

A large, light green rectangular frame containing the text "Office Life" and "Sharing Information".

Office Life

Sharing Information

‘Detached’ UK businesses risk customer loss

88 per cent believe their company risks losing customers if information is not shared

Sage (UK) Limited today announces the results of its ‘Office Life’ survey, which reveals that 88 per cent of people think that their company risks losing customers if information is not shared across departments. Eighty-two per cent of respondents also commented that not having the right information has a negative impact on their ability to do their job.

Despite these concerns, and the fact that 99 per cent regard sharing information between departments as important to the business, almost half (48 per cent) of the people surveyed admitted that information useful to the business is contained only in their department.

The survey questioned a total of 651 directors/heads of department across five different areas of the business including, finance, IT, human resources, sales and marketing. Companies ranged in size from 100 - 1000+ employees, looking at their attitudes towards sharing information across the company, and the different departments they deal with.

Respondents were also asked which types of information they had most difficulty in accessing within their company. Topping the list, people had the most trouble finding previous customer contact information and customer dialogue (36 per cent). This was followed by marketing plans and activities (30 per cent), details of IT systems and projects (29 per cent) and financial records and history (25 per cent).

David Pinches, Head of Product Management at Sage comments, “It is clear from these survey results that whilst people deem the sharing of information as important, the reality of the situation is that a lot of departments within companies act in a very detached manner to each other. What we find even more worrying is the long term effects that not sharing information can have - losing customers must be a concern, but also the ability of people to do their day-to-day jobs means that companies must address the situation.”

Offering some rationale as to why information is not shared between departments, over a quarter (26 per cent) of individuals report that they either have no formal system for sharing information or that it is done only on an 'ad-hoc' basis. Only 42 per cent of people asked have a dedicated IT system in place that helps departments share and utilise information across different departments.

Nick Voller, Product Manger for Sage 1000 comments, "It is very easy for different company departments to work in a self-contained manner, and this is all too common in today's modern business. Individuals often become so wrapped up in their own work that sometimes they forget about the wider implications across the business. Whilst people are aware of the possible negative outcomes that not sharing information can have, companies are not putting the correct procedures in place such as dedicated IT systems which can give them real long term benefits."

About Sage

Sage (UK) Limited is a subsidiary of The Sage Group plc, a leading international supplier of business management software solutions. Formed in 1981, the Group was floated on the stock exchange in 1989 and now employs 10,500 people worldwide in its market leading companies throughout Europe and the USA. Further press information is available at <http://www.sagepresscentre.co.uk> or at <http://www.sage.co.uk>

About Sage 1000

Sage 1000 enables companies to optimise their resources, by automating processes and removing barriers between departments. It is one of the most complete business software packages aimed at the mid-market, combining CRM, ERP, reporting, workflow, web access and self-service. It has been developed to meet demand from businesses for a single business management software product rather than separate, integrated systems.



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