ACT!
by Sage

American Executive Centers finds suite solution in ACT! by Sage Premium for Workgroups

The process of finding, furnishing, and staffing office space can be an expensive and time consuming effort—especially for a small-business professional. American Executive Centers removes these barriers by leasing beautifully furnished, professionally staffed office space in one of its seven facilities across Pennsylvania and New Jersey. The company is committed to providing its customers with personalized support and services—and for over 15 years, it has relied on the ACT! by Sage product family to help it deliver on its commitment.

"ACT! Premium for Workgroups does a great deal for us," explains G. Michael Howard, vice president of leasing at American Executive Centers. "It serves as a sales tool, a marketing resource, and a customer relationship management solution."

American Executive Centers has routinely upgraded its ACT! software over the past 15 years to take advantage of the new features and functionality. "The latest upgrade, to ACT! Premium for Workgroups, went very smoothly and it provides very fast access for our employees who access to the database remotely," says Howard.

Howard appreciates that ACT! Premium for Workgroups continues to grow in functionality and keeps pace with the needs and requirements of American Executive Centers, allowing the company to maximize its investment.

Supporting the Sales Model

As part of American Executive Centers sales procedure, staff must immediately follow up on every inquiry. ACT! Premium for Workgroups helps make this possible. Every inquiry is logged as an Opportunity within ACT! Premium for Workgroups, and a Task is created for the manager of the desired facility, asking that manager to schedule a tour with the prospect. Results of the tour and all follow up activities are tracked within ACT! Premium for Workgroups. On any day, both Howard and the facility managers know how many tours are scheduled, with whom, and when. "We'll even print out a welcome sign using the prospect's name and company name to display during the tour," says Howard. "Clients appreciate the personalized service, and it's easy for us to do. All the information is entered into ACT! Premium for Workgroups, and each location has access."

Customer:

American Executive Centers

Industry:

Office Facility Leasing

Location:

Philadelphia, Pennsylvania

Number of Locations: 7

Number of Employees: 50+

System:

ACT! Premium for Workgroups

Add-on Products

- Swiftpage for ACT!
- TopLine Dash Manager

CHALLENGE

With 7 locations, American Executive Centers needs a centralized contact management solution allowing information to be shared efficiently by employees in all locations.

SOLUTION

The ACT! family of products have served American Executive Centers well for more than 15 years. Each version brings added capabilities allowing the company to maximize its investment.

RESULTS

Employees in all locations have fast access to a single database containing details of prospects and current customers. Targeted marketing communications are simple to generate. Shared calendar information increases efficiency across locations.

ACT! Premium for Workgroups is providing the strategic information that Howard says helps him increase the company's revenues. "I can look at each office location individually and compare opportunity closing ratios across locations. If I notice that one location has a lower close rate, I can take proactive action to improve the results."

The shared calendar function enables Howard to monitor the schedules of his staff, shifting resources from one facility to another if needed to cover a busy period. "ACT! Premium for Workgroups helps me see what the whole team is up to," he says.

The company is able to both target and personalize its marketing communications thanks to ACT! Premium for Workgroups. One database field holds the contact's profession and another holds the name of the facility closest to the contact's address. American Executive Centers can then send focused e-mail communications to attorneys south of Philadelphia, for example, letting them know of a new service offering that might be of interest to them.

Enhancing Core Functionality

American Executive Center's ACT! Certified Consultant (CC) configured the software to track the specific information the company needed. "She added a number of new fields for us, and really turned it into a customized solution," explains Howard.

American Executive Centers takes advantage of a number of third-party, add-on products that enhance the capabilities of ACT! Premium for Workgroups. One such product is Swiftpage for ACT!. Swiftpage for ACT! makes it easy to generate and send professional e-mail marketing messages, right from within ACT! Premium for Workgroups. It then monitors and tracks the success of those campaigns through detailed graphical reports on who opened the e-mail and what they clicked on. Howard can compare sent, opened, and clicked rates and gauge the effectiveness of the various marketing messages. In addition,

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each sales person can personalize their message to ensure it has the personalized touch American Executive Centers values.

A second add-on solution, TopLine Dash Manager, centralizes key sales information in one view, giving Howard a single place from which to view Activities, Histories, Notes, and Opportunities for all ACT! Premium for Workgroup users. The view Howard sees is customizable, allowing him to select just the data most meaningful to him. "I receive both the high level and the detail information I need to run the business," he says.

Full Occupancy

American Executive Centers' employees rely on ACT! Premium for Workgroups for recording the details of customer conversations, scheduling tours of the company's facilities, following up with prospects, and tracking lease renewals. The staff appreciates the Scheduling, Tasks, and Reminder functions within ACT! Premium for Workgroups as it helps them better manage their time and monitor each opportunity—which in turn leads to a higher close rate. "ACT! Premium for Workgroups is running all day, everyday on everyone's desktops," says Howard, "It's a tool we rely on to run this business."

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and midsized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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Your business in mind.