ACT!
by Sage

CUSTOMER

Design North, Inc.

CORPORATE PROFILE

Headquarters

Racine, Wisconsin

Type of Business

Brand Strategy & Design

Number of Employees

13

APPLICATION Software

ACT! Premium for Workgroups

Number of ACT! Premium for Workgroups Users

7

Database Information

8171 records

ACT! by Sage Premium for Workgroups Helps Design North Deliver On Their Promises

Design North, Inc. creates inspiring design that delivers powerful results for companies marketing brands in the retail environment. This second generation family-run firm has some impressive names in its portfolio. Market leaders such as Abbott Laboratories, Birds Eye Foods, Briggs & Stratton, and Snap-on all turn to Design North.

Expect Great Things

The company's success depends on skillful communication between its external and its internal customers. ACT! by Sage is the communication solution Design North has relied on for more than five years. "Our customers expect great things from us," explains Lee Sucharda III, president of Design North, "and ACT! helps ensure we remain responsive to their needs."

Sucharda says the company originally chose ACT! for its ease of use and intuitive interface. "We wanted a reliable contact management system that had the marketing and communication functionality, without the overhead of the features we didn't need—ACT! was affordable and included just what we needed."

Recently, the company upgraded to ACT! Premium for Workgroups

to take advantage of the advanced workgroup functionality and centralized administration features. "ACT! Premium for Workgroups keeps improving," explains Sucharda. "The latest release of the product added a feature that allows us to create a new Group from a Lookup. We can search for clients or prospects that meet certain criteria, and instantly create a new Group from that list." Another new feature Sucharda appreciates is the ability to click on the company name within a Contact Record and see a listing of all the contacts associated with that company.

Targeted Marketing

Direct mail is a fundamental component of Design North's marketing strategy. ACT! Premium for Workgroups allows

CHALLENGE	SOLUTION	RESULTS
Ensuring a busy design firm stays organized and responsive to high-profile clients' needs.	ACT! Premium for Workgroups delivers organization, communication, and marketing tools to Design North.	Direct mail and telemarketing campaigns are launched and tracked with ease; central database eases turnover transitions; and task reminders ensure timely follow up with clients.

sage
software

Your business in mind.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.6 million small and midsized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products support 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. Sage Software is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software solutions and related products and services for small to midsized businesses. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has 5.0 million customers and employs over 10,500 people worldwide. For more information, please visit the Web site at www.sagesoftware.com/moreinfo or call (866) 308-2378.

the company to administer all aspects of its direct mail campaigns: targeting its audience, generating mailing labels, tracking the communication, and recording the results. The company uses a custom field within ACT! Premium for Workgroups, labeled *Industry*, allowing them to target prospects within a certain business sector to receive a particular mailing. Telemarketing campaigns are similarly managed; Design North's staff can create a group of prospects in ACT! Premium for Workgroups, and work from that list making phone calls. Results are recorded and follow up actions are scheduled within ACT! Premium for Workgroups.

Organized By Design

Sucharda relies on his ACT! Premium for Workgroups calendar to keep his busy days organized. "I can click on a telephone appointment on my calendar, and ACT! Premium for Workgroups opens the Contact Record so I have all the background information for my call right there."

The group scheduling feature in ACT! Premium for Workgroups allows staff to schedule meetings while viewing the availability of other team members. The ability to schedule recurring events—a Wednesday staff meeting or the first-of-the-month follow-up phone call—is a favorite time-saver among staff.

As tasks are scheduled, pop-up reminders help ensure appointments, telephone calls, or meetings are not forgotten. As a task is completed, staff can record the resulting notes and append them to the contact's history record.

"We're all busy people, yet we don't want important tasks to get overlooked," says Sucharda. "When we say we're going to do something—we do it. ACT! Premium for Workgroups helps ensure we follow through on our promises."

Using ACT! Premium for Workgroups as the receptacle for all customer-related communication means that valuable information about customer relationships is not lost when there is turnover of Design North's staff. "Having that information in a secure, shared location helps ease any turnover transitions," explains Sucharda.

Value For The Long Term

Design North's ACT! Certified Consultant configured ACT! Premium for Workgroups, adding and relabeling fields to tailor the solution to the company's needs. Sucharda says their consultant added tremendous value to the implementation, allowing Design North to take advantage of all the functionality within ACT! Premium for Workgroups. During the upgrade to ACT! Premium for Workgroups, the consultant helped ensure a smooth transition with no down-time.

With their ACT! Certified Consultant's assistance, Design North has configured ACT! Premium for Workgroups to allow remote access through the company's Citrix server. Now staff who are traveling or working from home can easily access the ACT! Premium for Workgroups database. "It's a real benefit to have that anytime, anywhere access to our customer database," says Sucharda.

Sucharda notes that one measure of the success of ACT! Premium for Workgroups at Design North is how little feedback he receives about it, "If it wasn't working—I'd hear about it. Because we find it easy to use, reliable, and so much a part of what we do each day, we rarely give it much thought.

"There's an intrinsic value to ACT! Premium for Workgroups for our organization. Being efficient with our time, being organized, and being consistent in our follow through is fundamental to the way we work."

07-0430