ACT!
by Sage

CUSTOMER
Profit-Tell International

CORPORATE PROFILE

Headquarters
Chicago, Illinois

Type of Business
Advertising

Number of Employees
10 (their business model extends coverage with franchises)

APPLICATION

Software
- ACT! for Windows
- ACT! Link for QuickBooks

Number of ACT! Users
30 (including franchise members)

Database Information
Over 3,000 active local accounts and a database of over 150,000 prospects

Profit-Tell Expands into Nationwide Franchising with ACT!

Profit-Tell International, an on-hold messaging and advertising service, uses ACT! to manage 153,000 contacts. With a centralized contact database, remote Web access through a third-party enhancement, efficiency improvements and enhanced reporting capabilities, Profit-Tell added to its business base and launched a highly successful franchise program. Profit-Tell realized a 25% increase in client renewals due to process improvements and productivity gains directly attributed to ACT!.

An Easy-to-Use Solution That's Adaptable and Well-Supported

As a rapidly growing company, Profit-Tell needed a contact management solution that would keep pace with its personnel additions and integrate easily with its existing processes and software programs.

"Our business has doubled in size every year for the past several years, and I wanted to make sure that we invested in a program that would grow with us," said Dave Hearld, president of Profit-Tell. Customer support and flexibility issues forced the company to consider replacing its Maximizer contact management software.

Management decided to go with ACT! after consulting with several friends and business associates. "It made a lot of sense for us," said Hearld. "ACT! is constantly growing and improving, with new features and third-party enhancements being added all the time. The product's reputation and the company's stability made it an easy decision."

CHALLENGE

Profit-Tell needed a solution that would grow with its rapidly expanding business and adapt to its franchise business model.

SOLUTION

ACT! for Windows has improved workflow processes with the internal teams, and, with Web connectivity, remote franchises and mobile users easily access and update customer information.

RESULTS

Profit-Tell client renewals have increased by 25% since implementing ACT!, primarily due to the excellent tracking and follow-up tools that ACT! provides.

sage software
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ACT! Certified Consultant Provides On-Call Solutions

Since support was a key factor in Profit-Tell's decision to switch products, the company arranged for ongoing support from ACT! Certified Consultant, Mark Mondo of Mondo Media. Mondo assisted Profit-Tell by troubleshooting issues, training new users, and designing reporting and workflow processes. "I used to have to go to three different departments to get one report," explained Hearld. "One call to Mark, and he designed a customized report which I access through ACT!."

Franchises Love the Easy Web Access to Client Data

"ACT! helped us tremendously with our franchise business model," said Hearld. "Our franchises access their account information in ACT! anytime, anywhere. We no longer have to provide them extensive phone support. It saves us so much time and our franchises love it."

Profit-Tell's client renewals have increased by 25% netting an additional $50,000 per year in profits, since implementing ACT!. "This is primarily due to the excellent tracking and follow-up tools that ACT! provides," said Hearld. "Customers really appreciate our service efforts and how we consistently keep their productions fresh and updated."

ACT! also improved Profit-Tell workflow processes and shortened the training time for new employees. "We have very little turnover with our sales team, but when someone leaves, their accounts don't fall through the cracks," said Hearld. "And, since ACT! is so easy to use, the franchises get up and running really quickly."

Reps Lock-In Opportunities and Produce More

A number of ACT! features make life easier for Profit-Tell. Reps set alarms to mark the end of terms for their customers so they never miss an opportunity for contract renewals. ACT! Link for QuickBooks integrates their QuickBooks Pro accounting package with ACT!, allowing them to track receivables and remind customers when payments are due.

"We attach scripts right to the notes field in ACT!, which is wonderful," said Hearld. "Sometimes a customer will say, 'I don't have a copy of my last production script.' We can instantaneously e-mail it to them straight out of ACT! without having to leave the program or search through our file folders."

The franchises and Profit-Tell staff are not the only ones to benefit from ACT!. Profit-Tell management executives click the Excel link from within ACT!, and all their crucial reporting information is instantly available. They no longer have to re-enter data or import data from Excel. "I can pull up sales and weekly volume figures, and see which of our programs are utilized in specific areas of he country," explained Hearld.

"Everything is in ACT!. It saves a lot of time, and, with the exception of one legal document, we're paperless."