

ACT! by Sage Premium Audio/Visual Equipment Distribution

CUSTOMER SUCCESS STORY

CUSTOMER

Anew Communications
Technology, Inc.

INDUSTRY

Audio/Visual Equipment

LOCATION

Centennial, CO

Number of Locations

Six

Number of Employees

12

SYSTEM

ACT! by Sage Premium

The CRM Connection Delivers the Ideal Solution for Anew Communications Technology

As audio/visual equipment grows more complex, manufacturers rely on companies like Anew Communications Technology, Inc. to consult with dealers and system designers and demonstrate the power and functionality of their products. Anew Communications Technology is the exclusive manufacturers' representative in its territory for 3M, Samsung, Sony, and other industry leaders. To power its communications with customers, prospects, and vendors, Anew Communications Technology relies on ACT! by Sage Premium and the expert assistance of the ACT! Certified Consulting firm, The CRM Connection.



on the products Anew Communications Technology represents. "I wanted them to have the same tool I was using, so our consultants at The CRM Connection recommended we upgrade to ACT! Premium," he says.

Invest in a Scalable Solution

"I live in ACT! Premium—it's a foundational part of this business," says Nelson Brugh, president and CEO of Anew Communications Technology. "I started using ACT! back in 1999," recalls Brugh. "I was a sole proprietor then, and I used ACT! to store my business contacts and activities." As the business grew, Brugh hired representatives who travel the company's territory educating dealers

ACT! Premium is a powerful and scalable version of ACT! by Sage, designed for companies with larger sales teams like Anew Communications Technology. ACT! Premium provides a centralized database and delivers integration with Microsoft® Outlook®, enabling management to view and schedule activities for the representatives. The CRM Connection performed the entire upgrade remotely, minimizing the cost.

CHALLENGE

As the company grew, it became vital to provide the company's remote representatives with access to current information concerning customers and sales opportunities.

SOLUTION

The CRM Connection upgraded the organization from a single-user license of ACT! to ACT! Premium providing anytime, anywhere data access to the company's traveling sales team.

RESULTS

The centralized database serves as a single source for all sales and marketing activities. Through efficient synchronization routines, management and staff have access to current information.

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Nelson Brugh
President and CEO
Anew Communications Technology

Communicate Anywhere—Anytime

As representatives of Anew Communications Technology travel throughout their territories, it is essential that they have access to their customer and prospect data. ACT! Premium is installed on each representative’s laptop computer, enabling them to review and maintain customer notes, schedule new appointments, and send e-mail messages anywhere, anytime.

The CRM Connection configured a synchronization environment where the laptops connect and synchronize with the main ACT! Premium database hourly. When Internet access is unavailable, the representatives can still be fully productive as their data resides on the laptop. The frequent synchronization ensures that the representatives’ data remains current and that management has up-to-date details about each representative’s activities.

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Fit Your Workflow

Consultants from The CRM Connection customized ACT! Premium, modifying the screen layouts and adding new data fields to track information unique to Anew Communications Technology. “The CRM Connection has been our go-to partner for years. They were a great help during our upgrade, and continue to show us new ways we can use the software,” notes Brugh.

Staff appreciates the fast and easy queries that they can perform in ACT!

Premium—to quickly locate all the Samsung dealers in a certain state, for example. “It helps us all be more efficient because we have the information so easily available,” says Brugh.

A directory on the company’s server holds white papers and other technical documentation, making it easy for staff to find and e-mail the correct document to customers and dealers, while ensuring a record of the communication is stored within ACT! Premium.

Target Your Communications

“We use the ID/Status field in ACT! Premium to distinguish between manufacturers and dealers. We use that distinction in combination with other attributes such as location to create mailing lists to reach a specific target group,” explains Brugh. “The mail merge function is great. We create templates for a letter or an e-mail message and personalize it with mail merge fields that fill in with the Contact’s name, address and other information to personalize the communication.”

Anew Communications Technology uses e-mail to communicate offers and industry news to its dealers. The CRM Connection introduced Brugh to an add-on solution for ACT! Premium that makes creating and sending e-mail marketing campaigns simple. With hundreds of available HTML templates, Anew Communications Technology can select one or more to use as-is or to customize to suit a specific need.

“We use ACT! Premium all day long,” concludes Brugh, “It’s how we do business.”