

Sage ACT! | Customer Success



Challenge

The company's GoldMine contact management software did not integrate with Empire Safety's accounting software.

Solution

ACT! offers powerful marketing and communication tools as well as integration with the company's Sage MAS 200 ERP solution.

Results

Using the ACT! database, Empire Safety tracks the company's events and effectively communicates with its prospects. A recent \$30,000 sale is directly attributed to the consistent communication and follow through facilitated by ACT!.

Customer

Empire Safety & Supply Co.

Industry

Industrial Equipment and Supply

Location

Roseville, California

Number of Locations

One

Number of Employees

20

System

**ACT!
Sage MAS 200 ERP**

Note: Beginning with the 2011 version, ACT! by Sage is now called Sage ACT! and ACT! by Sage Premium is now called Sage ACT! Premium.

Empire Safety & Supply Secures a Winning Solution in ACT! by Sage

For more than 20 years, Empire Safety & Supply Co. has been supplying industrial safety equipment to government agencies, utility companies, and private contractors. The company has earned the distinction of serving as the primary safety supplier for the state of California. To manage and track its customer relationships to its best advantage, Empire Safety relies on ACT!.

See an Integrated Picture

Several years ago, the company was using GoldMine® as its contact management system and Sage BusinessWorks Accounting for its back office accounting functions. "There was a link between the two systems, but when that link was discontinued we decided to replace GoldMine," says Tony Smith, eCommerce coordinator for Empire Safety. "It's important to us to have integration between our front and back office systems."

Empire Safety was impressed by the powerful marketing and communication tools included with ACT! and selected it as its new contact and customer management solution, in large part because of the integration between ACT! and Sage Businessworks.

More recently, the company upgraded its accounting software from Sage BusinessWorks to Sage MAS 200 ERP, which also integrates with ACT!. Empire Safety and the company's Sage business partner configured the ACT! Link, the component that facilitates the integration between ACT! and Sage MAS 200. "We're excited about the integration," Smith says. "That is a big reason we prefer to stick with Sage products."

Strategic Marketing Pays Dividends

At its customer conferences throughout the year, Empire Safety invites customers and prospects to explore new product offerings, meet various safety product vendors, and attend training seminars. ACT! is the primary tool Empire Safety uses to promote these conferences and track attendees. "Last year we had 200 attendees at each event," Smith says. "ACT! is the tool we used to coordinate the marketing and registration."

Smith created a custom tab within ACT! to enter and track the registration details, such as the classes individuals have signed up for, their T-shirt sizes, and event location. "I added custom fields and built drop-down boxes for the responses," he adds. "It keeps the data consistent and speeds entry."

Prior to the event, Empire Safety prints name badges for attendees using the ACT! mail merge function. "We distribute goody bags at the event, so I'll print a list of attendees sorted by location and T-shirt size to help us stock those bags." Another report shows which attendees have signed up for which sessions, so that staff can place targeted literature related to those sessions in the correct bags.

The company's strategic and consistent marketing with ACT! is paying off. A first-time attendee at last year's event recently placed a \$30,000 order. "ACT! helps us keep in contact with prospects, eventually turning them into customers," Smith says.

Build an Email Marketing Engine

Empire Safety utilizes Swiftpage, an email marketing service integrated with ACT!, to track the email marketing messages it sends. Smith selects a target list from ACT! and uploads it to Swiftpage.

"Swiftpage writes information back to ACT! telling us which messages were delivered, who opened the email, and who clicked on a link within the email. We can then produce a list of contacts who didn't receive the email invitation and send an invitation by mail to that group," Smith explains. "We can also follow up with those who did receive the email invitation but have not responded."

Smith appreciates that the email messages are sent from the Swiftpage server, not his own company's server, because it allows him to send a large volume of messages quickly and track opt-outs and bad email addresses.

Develop an Efficient Workflow

The company's sales director refers to ACT! to review the sales team's performance—helping them stay on track with company expectations. Reports and inquiries show which customers have been recently contacted and which have not.

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— Tony Smith
eCommerce Coordinator
Empire Safety & Supply Co.

Staff records the notes about each customer and prospect communication in ACT!. "It helps us provide a continuity of service," Smith says. "The next time they call us, we know what they asked about and what they were quoted."

Staff also utilizes ACT! to schedule reminders for phone calls or appointments, ensuring important tasks are not forgotten.

The company has set up the Dialer function within ACT!, so staff needs only to mouse-click on a contact's phone number to dial that number using the company's phone system.

Smith notes that the backup function in ACT! is quick and easy and helps ensure that Empire Safety's valuable customer data remains secure. "We rely heavily on the ACT! database and understand the importance of maintaining a backup. The backup process in ACT! makes it easy and effortless," he says.

Stay Connected

Smith is a frequent visitor to the ACT! online community (<http://community.act.com>) where he can join discussions with other users, find product news and tips, and request new features. He praises the customer service and support services he receives from Sage. "It really keeps us on track," he says. "ACT! is a solid product that works very well for us."

About Sage ACT!

Sage ACT! makes it easy for you to have meaningful conversations with customers by giving you an organized view of the people you do business with. Like the millions of individuals in small businesses and sales teams who use Sage ACT!, you'll always be prepared with recent emails, meeting notes, task reminders, and social media profiles, because all of these details live in one place. You can even use Sage ACT! like a sales and marketing assistant to get the right leads, send striking marketing campaigns, and track your overall performance. The bottom line, Sage ACT! takes care of the administrative stuff so you can focus on building long-lasting, profitable business relationships.

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.