

ACT! | Industry Brief

Professional Services

Top Recruiting, Consulting, and Design Firms Get Results using ACT! by Sage

ACT! helps professional services firms be successful by keeping the lines of communication flowing with their customers. With ACT!, firms can track specific customer details, group contacts according to those details (such as industry), and target communications and marketing campaigns to those groups.

ACT! can help firms succeed with little to no customizations—or, if necessary, custom fields can be added to fit specific needs. The following ACT! customers in recruiting, consulting, and design businesses use ACT! uniquely to help them better connect with their customers and gain more results with less effort.

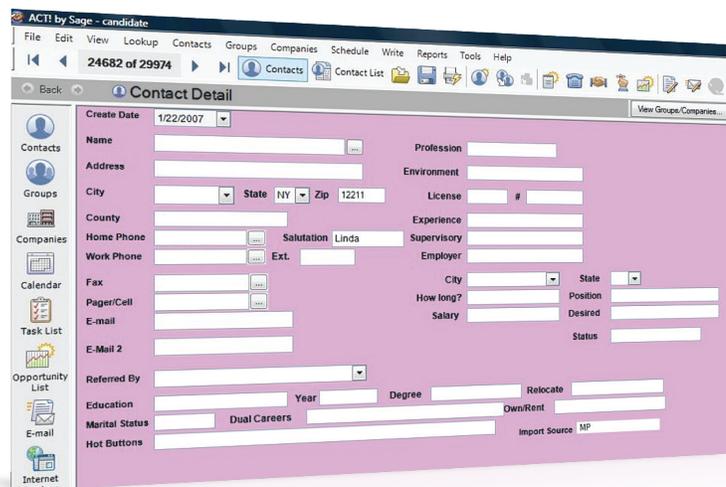
Ethan Allen Medical Search Leverages the Flexibility of ACT! Premium to Connect Employers and Job Seekers

The New York medical recruiting firm, Ethan Allen Medical Search, relies on ACT! as an integral part of its business. Using different databases to track candidates and clients separately, ACT! helps Ethan Allen build relationships with both employers and job seekers.

In the client database, easy-to-create custom fields record details like the number of hospital beds, number of staff, and various affiliations—all information that helps the staff make a successful match between candidate and client. In the candidate database, recruiters can record professional and personal details about each candidate such as marital and family status, lead source, and professional education and experience, and even attach resumes to their profile. This provides a complete picture of the candidate that can be searched to find job matches and build relationships.

The firm has been using ACT! for 13 years and finds it essential in managing day-to-day responsibilities. Each recruiter logs on first thing in the morning and works in ACT! until close of business. “ACT! cuts down on work time and improves efficiency, productivity, and communication—and it’s user-friendly so it was easy to pick up,” says Linda Rennie, VP of Operations for Ethan Allen.

Custom fields added to the Contact Detail view allow Ethan Allen Medical Search to record details about each candidate, which helps them search for and match candidates to open positions.



BENEFITS SNAPSHOT

Enable relationship-building by tracking details about each client; easily add custom fields to track specific details.

Target marketing efforts using ACT! Groups to segment clients by industry, interest, or other category.

Find the right client or candidate quickly with powerful searching capabilities.

Track different types of contacts—like clients or candidates—in different databases and make different customizations for each.

“Using the lookup feature, we can zero in on candidates in a certain state or county, those with a specific license, or those with a certain number of years of experience.”

— Linda Rennie, VP of Operations,
Ethan Allen Medical Search

CALL 1-866-903-0006

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“ACT! Premium helps keep my firm top-of-mind with my customers. The strong scheduling and task management features free up my time so I have more time to invest in my business.”

— Mike Ament, managing member of Ament Resources

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for use in Professional Services

Ament Resources Group Extends Use of ACT! Premium to Market its Services to Targeted Customer Groups

Ament Resources Group, a professional consulting firm serving small and mid-sized businesses in Seattle, relies on ACT! as part of its successful business strategy. After adopting ACT! to track appointments and to record what was said, when it was said, and to whom, Mike Ament extended the use of ACT! to market his company's services.

Ament extensively uses the Groups feature to assign customers to one or more groups depending on their interests, prior services provided, or by industry. This enables the firm to easily create marketing campaigns targeted at each of these groups.

Design North's Success Depends on ACT! Premium to Facilitate Skillful Communications with Customers

Design North, a retail marketing design firm in Racine, Wis., depends on skillful communication between its external and internal customers for success. They've relied on ACT! to enable this communication for over 7 years. "Our customers expect great things from us," explains Lee Sucharda III, President of Design North, "and ACT! helps ensure we remain responsive to those needs."

ACT! is particularly instrumental in administering marketing campaigns. The company uses a custom field labeled "Industry," allowing them to target prospects within a certain business sector to receive a particular mailing. Call lists for telemarketing campaigns are handled similarly using Groups in ACT! to categorize specific prospects for a phone call. For both direct mail and telemarketing campaigns, results are recorded and follow-up actions are scheduled within ACT!.

The marketing and communications capabilities in ACT! have helped these professional services businesses stay connected with their customers and see more results with less effort, and ACT! can help your business do the same.

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

— Lee Sucharda III, President, Design North

Customizations may require the assistance of certified consultants, for an additional fee. Certified Consultants are third party vendors. Sage and its affiliates are in no way liable or responsible for claims made related to the services provided by third party vendors.

Sage does not provide technical support for customizations.

Important Note: Review ACT! system requirements at www.act.com/2009systreq. You must purchase one license of ACT! per user. Scalability varies based on hardware, size, and usage of your database. Check with your add-on product provider to determine compatibility.

About ACT!

The #1 selling contact and customer management solution for over 20 years, ACT! by Sage continues to bring the latest, most intuitive technology to businesses across the globe. ACT! solutions have more than 2.8 million individual users and 48,000 corporate customers in 25 countries, including individuals, small businesses, selling professionals, and corporate teams. Because ACT! solutions support an "anywhere" workforce with seamless online, offline, and mobile access solutions, they work for any business environment. With ACT!, you can achieve maximum productivity so you have time to focus your attention on business-critical activities, provide a better customer experience because you understand the intricate needs of your contacts, and make informed decisions to advance your business.

About Sage CRM Solutions

Sage CRM Solutions is a portfolio of market-leading applications consisting of ACT! by Sage, SageCRM, and Sage SalesLogix. Over 63,500 organizations and 3.1 million users worldwide rely on Sage CRM Solutions to develop profitable, long-term business relationships.