

Sage ACT! | Customer Success

Challenge

Sales people maintained separate files for tracking customer, prospect, and opportunity data. As a result, there was no visibility into the company's sales pipeline.

Solution

Easy-to-learn, easyto-use ACT! Premium for Workgroups gives Transcontinental a centralized database and a comprehensive contact management tool set.

Results

ACT! Premium for Workgroups helped Transcontinental increase sales, win an industry award for its direct marketing campaign, and drive new sales with the increased visibility into the opportunity pipeline.

ACT! by Sage Premium for Workgroups— A Published Success

Transcontinental Printing has grown steadily to become the largest printer in Canada and the seventh largest in North America. The company is active in several key markets including books, magazines, catalogs, and newspapers. In business since 1976, Transcontinental is Canada's leading publisher of consumer magazines and its second largest community newspaper publisher. Today, the Catalog & Magazine Group of Transcontinental Printing relies on ACT! Premium for Workgroups to help it successfully pursue opportunities and communicate with customers, but it was not always this way.

Disjointed Contact Management

When Bruce Jensen joined Transcontinental as vice president of U.S. sales for the catalog and magazine division, he found an organization committed to its customer relationships, but with no means of sharing the details of those relationships among the staff. "The company had tried implementing contact management a decade before," explains Jensen, "but had done so without a full understanding of what was expected of the software." As a result, the initiative failed.

"Everyone was doing their own thing; working on their own activities and tracking customer details and opportunities in their own way," Jensen recalls. He had seen the ability of a well implemented contact management system to track opportunities, drive sales, and direct marketing activities—and wanted that for Transcontinental.

Selecting a Winning Solution

Transcontinental evaluated GoldMine® and several other contact management solutions before selecting ACT! Premium for Workgroups. Transcontinental chose ACT! Premium for Workgroups because of the product's easy-to-learn, intuitive interface, and the robust marketing capabilities that would enable Transcontinental to communicate more effectively with its customers and prospects.

Transcontinental worked with an ACT! Certified Consultant* to install and configure the software, as well as train the staff to use it. To tailor ACT! Premium for Workgroups to work the way Transcontinental works, the consultant also customized screens and reports. "Our consultant continues to be a great asset to us," says Jensen.

Customer

Transcontinental Printing

Industry

Printing and Publishing

Location

Montreal, Quebec

Number of Employees

14,000

System

ACT! Premium for Workgroups

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

Customer Success | Transcontinental Printing

ACT! Premium for Workgroups is delivering on Transcontinental's expectations. "ACT! Premium for Workgroups has been a tremendous success for us," Jensen says. "It enabled us to introduce contact management to our staff easily and affordably. Other groups within Transcontinental have witnessed the success we've experienced and want that same success."

Award-Winning Marketing

This year, Transcontinental won a coveted Echo Award from the Direct Marketing Association for excellence in direct marketing strategy, design, and results. Using ACT! Premium for Workgroups, the company designed and executed an extremely effective direct marketing campaign and sent it to a targeted segment of its database. The campaign involved sending a lock-box with combination lock to a select group of prospects. A tag on the box read, "Get The Right Combination" and encouraged recipients to go online and complete a survey. Upon completion of the survey, they would receive the combination required to open the box. The campaign yielded an extraordinarily high response rate of 75%, and invaluable feedback on what prospects want in a printing vendor. That feedback is stored within ACT! Premium for Workgroups. "Two years ago, we couldn't even have pulled together the mailing list," says Jensen. "Today, our direct marketing effectiveness has won us an award!"

Tracking Opportunities

Transcontinental's salespeople use ACT! Premium for Workgroups to record and manage new opportunities. By scheduling tasks and follow-up activities, there is little chance of a lead falling through the cracks.

Weekly, Jensen reviews the Opportunity Pipeline Report within ACT! Premium for Workgroups, a report that graphically represents the department's open opportunities and the corresponding close probabilities. His business manager uses the Opportunity List and can quickly update the status of each opportunity or adjust the estimated close date.

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—Bruce Jensen Vice President, U.S. Sales Transcontinental Printing

"Prior to implementing ACT! Premium for Workgroups, we had no visibility into our sales pipeline," explains Jensen. "Now our department is viewed as a leader within the organization—a model of an effective sales and marketing workforce. With ACT! Premium for Workgroups, we are light years ahead."

Broad Acceptance

Jensen is pleased with how readily ACT! Premium for Workgroups has been accepted by the staff. With the ability to efficiently track opportunities and easily communicate with customers, Transcontinental is winning more sales.

The department's most successful salesperson was initially resistant to the change, but the power of ACT! Premium for Workgroups has turned this individual into the product's biggest supporter. Using email templates, he is able to connect with more prospects in less time. Jensen reports, "He began closing more sales as a result—the rest of the staff sees his success with the product and it encourages them to increase their marketing efforts. Our salespeople see that ACT! Premium for Workgroups is not just a management tool, but it's a real sales tool that helps them sell more—and earn more."

* 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. Note: Customer is a participant in the Sage Customer Reference Program and may be eligible for participation-based incentives.

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 midsized 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.

