

Sage ACT! | Customer Success



Challenge

Zyvax was using the contact management features within its accounting software, which offered only the most basic functionality and did not support the company's remote-access needs.

Solution

ACT! Premium and ACT! Premium for Web provide a robust and flexible solution that fits Zyvax's needs precisely.

Results

The company has doubled its sales and obtained AS9100 certification since implementing ACT! Premium Solutions. Web access delivers fast, secure access to remote sales representatives.

Customer

Zyvax, Inc.

Industry

Industrial Coatings
Manufacturing

Location

Boca Raton, Florida

Number of Locations

Four

Number of Employees

50

System

ACT! Premium
ACT! Premium for Web

Note: Beginning with the 2011 version, ACT! by Sage is now called Sage ACT!. ACT! by Sage Premium and ACT! by Sage Premium for Web are now called Sage ACT! Premium (including access via Windows® and web).

ACT! by Sage Premium Solutions Are an Industrial-Strength Solution for Zyvax

Zyvax, Inc. is an industry-leading manufacturer of mold-release chemicals used by the military, marine, aerospace, transportation, and windpower industries. With almost 50 years of experience, Zyvax continually exercises scientific expertise and leading-edge manufacturing process knowledge to deliver high-quality products and consistent results. To back its products with exceptional service and support, the company depends on ACT! by Sage Premium and ACT! by Sage Premium for Web.

Invest in a Powerful, Customizable Solution

Zyvax began using ACT! Premium Solutions several years ago when it sought a user-friendly, feature-rich contact management solution to help its sales and customer service teams communicate effectively with customers.

"Many of our staff members used ACT! in previous positions, so they were familiar with it and liked its functionality," says Tannis Layman, North American sales director for Zyvax. "I liked that our remote team can access it through the web and the great customization capabilities that allow us to tailor it to address our unique requirements."

Improve Service Levels

The company required the ability to track and monitor service calls to its support center. Zyvax engaged an ACT! Certified Consultant* to help implement powerful new functionality that enables it to create a service ticket in ACT! Premium Solutions and record the details of that call, including notes, status, and date and time of resolution.

"It's an ingenious solution that works very well for us," says Layman. "We produce a report that draws from this data to detail our call volume and resolution times." Zyvax uses these metrics to obtain and retain

AS9100 certification. "Our service department won special recognition by the governing body for our rapid support call resolution times," Layman adds.

Zyxax also added a new Last Follow-Up Date field to ACT! Premium Solutions and uses this field to deliver better customer service. "It's our goal to contact every customer at least once per quarter to offer our services. Using the Lookup functionality in ACT! Premium Solutions, we create a lookup that sorts our contacts by this date. We can use the lookup as a call list, or even schedule calls automatically for every contact on the list who is due for a call," Layman explains.

Enjoy Easy Web Access

Outside sales representatives connect to the database using ACT! Premium for Web to track opportunities and schedule tasks and appointments. "It is important for us to have a system that gives our representatives access, but doesn't require installation on their computers," explains Layman. "This way, they have access to the ACT! Premium Solutions database anytime and anywhere they have Internet access without an excessive IT burden."

Zyxax used the security controls within ACT! Premium Solutions to limit the representatives' access to only their own accounts and contacts.

Double Your Sales

The easy access and rich functionality of the software delivers generous results. "Since we've implemented ACT! Premium Solutions, our sales have doubled," says Layman. "It's due to a number of factors, but we credit the tools and efficiencies of the software for making it possible."

Sales managers use the software to monitor the activities of their sales teams. Zyxax developed a Trip Report used by the company's outside sales representatives. The representatives enter notes of their meetings and activities within ACT!

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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 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.

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– Tannis Layman
North American sales director
Zyxax

Premium Solutions, and the report, sorted by date and user, details those activities. "The representatives use it as a summary of their week's work, and managers can see who the representatives are visiting and the results of the visits," says Layman.

Track the Source of Your Deals

ACT! Premium Solutions also plays a big role in the company's marketing activities. "We use a Referred By field to track the source of our opportunities," Layman says. "And we create a Group to include all the contacts from a particular trade show." Layman says tracking this information and the resulting sales activity helps the company better target its marketing efforts to those activities with the most promise.

"ACT! Premium Solutions brings real value to this organization," Layman concludes. "It's a terrific product that we've customized and made our own. I would recommend it to any company with up to \$100 million in revenue."