

Sage ACT! | Customer Success



Challenge

News Broadcast Network needed an effective way to share its large volume of data among staff in several departments throughout 10 locations to efficiently communicate with its media and corporate contacts.

Solution

ACT! Premium is scalable and is accessible to more than 50 users across multiple locations. ACT! Premium easily integrates with Microsoft Office tools to boost productivity and capture vital data.

Results

ACT! Premium enables staff members across the company to communicate effectively and efficiently with clients, vendors, and media partners. Powerful query capabilities enable NBN to mine its database for effective marketing.

Customer

News Broadcast Network

Industry

Media Communications

Location

New York, New York

Number of Locations

Ten

Number of Employees

70

System

ACT! Premium

Add-On Product

Swiftpage for ACT!

TopLine Dash Manager

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.

ACT! by Sage Premium makes headlines for News Broadcast Network

News Broadcast Network (NBN) is the nation's largest privately held broadcast PR services company. Hired by public relations firms and major corporations, NBN produces text, audio, and video stories which are released to news organizations around the globe. Its assignments range from a light-hearted televised 50th birthday celebration for Kellogg's Tony the Tiger, to a life-saving public service announcement from the Child Neurology Society. NBN relies on ACT! Premium to communicate with its thousands of media and corporate contacts.

"I've personally used ACT! by Sage for over a decade," says Richard Neuman, vice president of broadcasting and technology at NBN. "When I came to NBN in 1996, I knew it could work for this organization too. It's an ideal communications tool."

Integrate with Microsoft® Outlook®, Excel®, and Access

Before implementing ACT! Premium, NBN relied on Outlook to hold its contact information, and several individual databases to track the details of its relationships. Now, ACT! Premium stands at the center of NBN's corporate communication strategy—in use by more than 50 NBN employees across 10 locations.

The Outlook integration provided with ACT! Premium is a hit with everyone. "We all use Outlook for email and calendar functions," notes Neuman, "so it's ideal that when we make an appointment in ACT! Premium, that appointment is automatically part of our Outlook calendar." Similarly, email messages sent from Outlook are automatically added to the Contact record within ACT! Premium. "It helps keep us all on the same page," he adds.

Neuman and the NBN staff make frequent use of the Export to Excel function within ACT! Premium to quickly send data to a spreadsheet for further analysis. NBN uses an Access database for project tracking, dynamically importing data from the ACT! Premium database for use in that system. "The ACT! Premium database lends itself to these kinds of interfaces," explains Neuman. "We're able to leverage the data from both systems very efficiently."

Mine Data For Best Advantage

The company's media relations department maintains extensive data about its media contacts in its ACT! Premium database. NBN even imports national television and radio audience data directly into the ACT! Premium database to provide details such as market ranking and market coverage. Using the powerful query capabilities within ACT! Premium, NBN staff is able to mine this data, identifying the markets and stations within those markets likely to have interest in its stories, and then contact the right individuals at those stations to make a successful pitch.

"We keep detailed notes on how well each radio and television project is accepted in each market," says Neuman. "That information increases our success rate for pitching future stories."

Segment and Organize Contacts

NBN's production department uses ACT! Premium to keep track of the vendors the company works with as part of its productions. "We often use satellite trucks, for example," explains Neuman, "and we keep the companies' rates and various contract information in ACT! Premium for easy access by everyone."

The Group feature within the software has proven to be valuable to NBN—staff sets up a Group to represent each project, and adds clients, vendors, and the stations being pitched to as members of the Group. "It's an ideal way to associate all the contacts involved in a project together," explains Neuman. "And we can copy an existing group to a new group when a similar project comes up."

Communicate Effectively

Matthew Smith, vice president of sales and marketing at NBN, finds ACT! Premium to be an effective sales tool for his staff and a powerful management tool for himself. "I use it to communicate with my staff. I'll review the notes for a contact and add some of my own ideas or strategies," explains Smith. "The salespeople can then read those notes as they're working."

Smith's goal is to enable his team to manage their time effectively, spending the maximum time talking with clients and potential

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Vice president of broadcasting and technology
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clients and a minimum of time record-keeping. "I call it Outreach Velocity," quips Smith. "We need to find and develop relationships with thousands of individuals and ACT! Premium helps us do that easily and efficiently."

E-fax and email are the preferred communication methods for most of NBN's contacts. Several times a day, staff uses the Mail Merge function within ACT! Premium to generate various lists containing names, company names, fax numbers, and email addresses which are then sent to the company's automated fax and email software. "We send what we call media alerts—teasers or a bit of background information on a story. This kind of communication is central to our outreach program," says Smith.

In ACT! Premium, NBN has found a flexible, reliable, and powerful solution that enables staff members across the company to communicate effectively and efficiently with clients, vendors, and media partners.

"We pride ourselves on the personal relationships we develop with our clients and news organizations. ACT! Premium is an essential tool for helping us maintain those relationships," adds Neuman.

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.