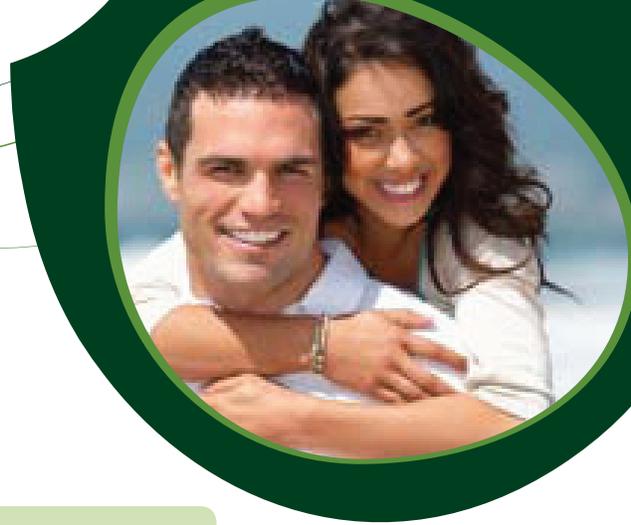


Sage ACT! | Customer Success



Challenge

Choice Hotels International needed to provide sales representatives with convenient access to leads and opportunities and ensure that information is not lost when a representative leaves the company.

Solution

Outside sales representatives run ACT! Premium on their laptop computers and handheld devices, giving them access to data even when on the road.

Results

Sales reps have data with them all the time, and managers can access reports to see how each rep is doing. List data is easily imported, creating new leads. Hotel conference room booking information is easily kept up-to-date.

Customer
Choice Hotels International

Industry
Hospitality

Location
Silver Spring, Maryland

Number of Employees
1,862

Solution
ACT! Premium
ACT! for Palm OS®
Handheld Contact for BlackBerry®

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 grows with Choice Hotels International

Choice Hotels International offers worldwide franchise opportunities with ten well-known and respected hotel brands, including Quality®, Comfort Inn®, and Cambria Suites®. The company succeeds by helping its franchisees succeed, investing heavily in marketing and brand awareness and providing its franchisees and hotel guests alike with exceptional service. For nearly 15 years, Choice Hotels has relied on the ACT! by Sage family of products to allow it to communicate its message and win new franchisees.

“We have about 115 people in several departments who rely on ACT! Premium,” says Kym Bridgers, manager of sales research for Choice Hotels. “Although each department uses it a little differently, we’re really making use of all the components of ACT! Premium—reporting, Opportunities, Groups, Companies, and Notes. Our largest database has over 100,000 contacts; another has 1,400 companies and hundreds of opportunities.”

Check Out the Competition

Before choosing ACT! Premium, Bridgers says the company looked at several other customer relationship and contact management solutions. “ACT! Premium is very user friendly and configurable to our needs,” she says. “We also like that we can maintain the database ourselves, without added cost and overhead.”

Take Sales Tools With You

Choice Hotels outside sales representatives use ACT! Premium on their laptop computers, synchronizing with the home office server over the Internet. Rather than take the full database with them, each representative’s laptop houses just the accounts and prospects in their territory. By taking just the records they need with them, space required on the laptops’ hard drives is minimized.

The ability to take the details of their contacts, opportunities, and associated notes with them on the road proves invaluable to Choice Hotels representatives. "Before ACT! Premium, our reps kept their own notes, so management had no visibility into the sales process," recalls Bridgers. "If they left the company, their leads and opportunities went with them."

Recently, several of the representatives began using ACT! Premium on their Palm OS and BlackBerry handheld devices, enabling them to be productive wherever they are.

Make the Sales Cycle Visible

To track the weekly activities of its sales representatives, management previously asked the representatives to prepare a spreadsheet of the number of calls they made that week and the results. The sales representatives saw it as busy work and resisted.

Now, as the sales representatives schedule and complete activities and record their notes in ACT! Premium, that activity is summarized automatically in a Weekly Activity Report printed from within ACT! Premium. No extra steps are required by the sales representatives and it provides management with a clear idea of what each representative has accomplished during the week and what new opportunities are in the pipeline.

Import Leads

Choice Hotels subscribes to a report offering detailed information concerning thousands of hotels across the country. Bridgers imports that file into ACT! Premium, updating existing records and creating new ones as needed. The company's sales representatives use this list as a lead database, pursuing potential franchise opportunities with hotels in their territories.

Customize to Track Specifics

An important service, and growing revenue stream, for Choice Hotels is the hosting of meetings and events at its hotels. In order to effectively provide the service, the company must track the details concerning each hotel's facilities.

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.

"Throughout the years we've looked at other packages, but quickly realized we have no reason to change. ACT! Premium does everything we need it to do, and the product keeps getting better every year."

– Kym Bridgers
Manager of Sales Research
Choice Hotels International

Bridgers added a custom tab with added fields to the ACT! Premium database to track details of each hotel's meeting space. When the company recently decided to add the ability for customers to reserve meeting rooms through its website, Bridgers' work paid off. "It is so easy to export the information out of ACT! Premium to our website," she says. "Having the information in the format we needed for our website was such a timesaver. Management was impressed."

Target Marketing Efforts

In addition to its value as a sales tool, ACT! Premium is a well-utilized marketing resource at Choice Hotels. "Our marketing department uses ACT! Premium to send mailings and franchise information to our prospects," explains Bridgers. "It's easy to identify potential prospects by state or by territory and market specific to them."

Stick With a Proven Winner

"We have to have software to track our prospects and our franchisees," concludes Bridgers, "Throughout the years we've looked at other packages, but quickly realized we have no reason to change. ACT! Premium does everything we need it to do and the product keeps getting better every year."

Sage