

Contact Management Boosts Productivity and Profitability in Real Estate!

ACT!, the number one Customer and Contact Manager in the world, assists the Glennie/Christoffersen team of Bayleys Real Estate, Mairangi Bay to drive performance, profitability and delivery to clients by managing all client and property information and by automating their marketing function.

Specialising predominantly in residential Real Estate covering the North Shore and East Coast Bays areas, the Glennie/Christoffersen team is highly focused on delivering quality customer service; in fact their continued success, in such a competitive real estate marketplace, depends on it.

Critical to the Real Estate industry as a whole are the relationships the sales force develop and foster with their clients, therefore having a system that allows them to manage those intricate relationships is absolutely key. They must have the ability to keep track of all communications and interactions with vendors and buyers and to store all associated property information – and the ability to access this information quickly at the push of a button.

ACT! in Action

When Stephanie Glennie rejoined Real Estate in 2000 she recognised the relevance of the contact management system she had been working with for several years in her previous medical sales career. Her partner Peter Christoffersen, an ex-IBM IT industry professional, later joined her in real estate and also recognised the excellent benefits of the ACT! Contact Management product, compared with his previous experience of large corporate contact management versions, hence their decision to implement ACT!

That was six years ago and today Stephanie and Peter's team couldn't operate their business without it!

Christoffersen says "the original objective with the implementation of ACT! was to automate the way we managed our numerous contacts, via one central system, whilst being able to easily keep this information up to date for all of us to access and utilise".

Significant customisation has refined the system to provide Peter and Stephanie's team with quite a different layout from standard, allowing them to quickly and easily run reports and access information specific to their requirements working within the real estate market. The customisation is ongoing as their business requirements evolve and change; the system is designed to adapt with them.

Says Christoffersen, "The product is very user friendly and reliable. Customising reports or contact lists for new situations is a simple process and the flexibility with the searching and sorting functions is also great".

ACT! has automated numerous business processes including managing all of their contacts, scheduling their daily activities along with the ability to set reminder alarms and importantly it has streamlined the marketing function by allowing them to very quickly and effortlessly communicate to their existing and prospective clients via email and post, en mass, using the mail merge function. They frequently send out up to 2000 personalised newsletters to their client base.

Working with the Right Partner

In today's business environment it's critical to partner with the right service provider to ensure you get the best from your contact management investment. The Glennie/Christoffersen team at Bayleys Mairangi Bay recognises this well and has been working with Xact Software Solutions Limited (Xact) for the past three years.

In terms of the strengths that Xact brought to their ACT! project Christoffersen says, "Xact has provided solutions for us every step of the way, continually customising our ACT! system and improving our overall performance". He goes on to say, "The relationship with Xact is key to our business. Xact's consultants are reliable and very knowledgeable; they have understood our objectives and have worked with us supporting our goals to extend ACT! to ensure it evolves with our business along the way. It's been really good, just what we've needed."

ACT! is vitally important to the Glennie/Christoffersen team at Bayleys Mairangi Bay. Christoffersen sums it up succinctly by saying "It's the best tool I have found yet, if we didn't have ACT! we couldn't do our jobs"!

The next step for Peter and Stephanie's team is an upgrade to the latest version of ACT!