



## **Top Selling Contact Management System Drives Real Estate Business for the past 20 years!**

***North Shore First National utilises ACT!, the number one Customer and Contact Manager, to enhance business efficiency by capturing and managing critical buyer/vendor contact information and simplifying production of their marketing material – the result...greater client satisfaction and increased profitability!***

Backed by one of Australasia's largest real estate networks, with offices New Zealand wide, First National is committed to providing their clients with top quality personal and professional real estate services.

With a team of 20 staff, North Shore First National specialises in providing real estate services to the Shore area, from their office in Mairangi Bay.

To continue delivering the best customer service experience in such a competitive real estate marketplace is as essential as it is challenging. Vital to their business success is the ability to capture, manage and track all client communications/interactions and then to develop and maintain those client relationships long term.

North Shore First National has found the key to do just that via their ACT! Contact Management system, which has become a fundamental business tool over the years.

### **Taking Charge with ACT!**

Mike Pinkney, Director of North Shore First National Mairangi Bay, identified the need for a computerised contact management system some 20 years ago.

Pinkney says "I saw computerised contact management as an opportunity". Mike purchased and installed ACT! in the 1980's and has been enjoying the benefits ever since.

Several business processes have been automated by the implementation of ACT! and the results have been outstanding.

### **ACT! ensures they never lose a contact**

- ACT! makes it easy to manage all their client information. It is very simple for them to add new contacts and stay in contact with buyers and vendors.
- They are able to find all client information in one central location, including emails, letter campaign details, phone call and meeting details, and documents.

### **ACT! saves precious time**

Timing is critical, particularly in real estate and therefore a contact management system needs to be quick and easy to operate, Pinkney says "We have always found the ACT! product very user friendly". ACT! provides them with the ability to:

- Very quickly search and access important information...often the difference between winning or losing a deal!
- Schedule daily activities – particularly useful is the ability to set reminders that automatically notify their users when a particular task is due.
- Enter information quickly, easily and consistently using ACT!'s preformatted field drop downs.

**ACT! provides marketing advantage**

- Mike and his team find the mail merge facility and search and look up capabilities particularly useful in assisting them to create standardised letters and faxes to multiple clients at one time. This provides them with the ability to distribute their marketing material to many clients simultaneously - easily, quickly and very cost effectively.

**The Importance of Choosing the Right Partner**

Mike decided to partner with Xact Software Solutions Ltd as he already had an association with one of their Consultants, and once onboard he found that Xact provided the local and trusted support he required.

Says Pinkney, "I found the Consultants' level of knowledge to be excellent. We use the Xact Consultants predominantly for troubleshooting and find that they are brilliant in terms of their experience and expertise".

"Xact has always been reliable and accessible to us. The ongoing relationship with Xact is very important to our business".

The ACT! Contact Management system has become pivotal to the successful operation of the North Shore First National business. When asked to comment on how ACT! has improved the overall efficiency and productivity of his business, Pinkney puts it concisely by saying "We couldn't run without it".