



Progressive Panmure Business Association

Progressive Panmure Business Association Boosts Business with ACT! The #1 Selling Contact and Customer Manager Your Organisation Can Be Next To Experience The Numerous Benefits...

THEN...When Chris Sutton from Progressive Panmure Business Association first contacted us at Xact Software Services they were running ACT! 6.0 but had reached a stage where they required improved functionality to enable them to:

- Streamline communication processes such as merging information for paper and email based newsletter distribution
- Create and update records in a more timely manner
- Define appropriate criteria or groups to make specific information easier to search
- Gain easy visibility and quick retrieval of information by grouping information and the automated placement of contact records into groups based on particular criteria
- Easily update records for event management.
- Integrate ACT! with Outlook to save inbound and outbound emails easily against their contacts

Over time ACT! has become an indispensable business tool for the Panmure Business Association. Primarily the organisation uses the system to manage critical contact information for tenant, landlord, service provider and all interest groups in the local business area, to store information on events and maintain a history of communications with contacts.

With our assistance the Panmure Business Association decided to upgrade from ACT! 6.0 to the latest version of ACT!, ACT! 10.0 to reap the benefits of the improved functionality.

NOW...

- The mail merge function has effortlessly streamlined their communications with contacts
- The Lookup function has been customised to suit their specific needs
- Searching functionality is much easier and quicker
- Contact interaction and history is clearly visible and completely up-to-date

All this has led to dramatically improved business efficiency and productivity.

In addition, Xact Software provided policy and procedure documentation and training in the use of the database to ensure consistent data entry processes to enable the Panmure Business Association staff to get the best from ACT!

FUTURE...

Panmure Business Association will implement Web Prospect which will update records more efficiently by allowing contacts to connect with a website self-service form to update their details directly or manage event registration in terms of the Subscribe/Unsubscribe process. The customers and interest groups will assist in keeping the database updated by their direct interaction with website based forms.

Of their ACT! experience Chris Sutton says:

"As for any Business Association, the database is the key component of our day to day work. Upgrading to ACT! 10.0, using the expertise of Xact Software has been an effortless exercise. Both our Office Administrator and I found the initial presentation of what ACT! 10.0 could do for us to be well paced and easy to understand. We could quickly see what benefits we would achieve by upgrading. The installation and training was also relatively painless and the Workbooks have been easy to follow. The huge benefit for us was the customizing of the Lookup to suit our needs. This upgrade has given our business data a huge boost and we are enthusiastically looking at the updating all our Contacts information and establishing Groups that work best for us."