



act!™

# Group recruits Act! CRM to help it grow

Intuitive, powerful and user-friendly, for the last 20 years Act! CRM has provided the commercial insight needed to grow TSD Management from a single company into a multi-company group.



arbeidsbemiddelaar  
in de techniek  
voor werkplezier  
en werkprestaties

In 1996, Arno Bekkers set up a maintenance service for industrial fleets. Since then, it has grown into TSD Management Groep, a holding company that now includes an engineering recruitment firm that finds staff for the manufacturing, construction and processing sectors.

For much of that time, Act! CRM has proved an invaluable management tool, “because it gives us quick insight into our commercial processes, which are the backbone of our organization,” says Arno, who is now the group’s Managing Director.

“I bought my first copy of Act! CRM on a floppy at about the time I first registered the business, and immediately found it very intuitive and user-friendly, as I still do today.”

“ With Act! CRM everything to do with the sales process, from customer management to the signing of contracts, is connected.”

**Arno Bekkers**

Managing Director, TSD Management Groep

Over the years, much has changed, not least market conditions.

“Finding qualified people has become a lot harder,” says Arno, “but because of our technical expertise and experience, we know exactly what our customers are looking for in their employees. We are constantly responding to customers’ queries. Each becomes an opportunity in Act! CRM and is given a potential success score.”

By reviewing these scores, Arno and his team can predict future sales much more accurately and effectively. “These numbers provide great guidance when it comes to managing the business,” says Arno.

Another big plus for Arno is that with Act! CRM you have a calendar, mail, contacts and PR tools all in one place.

“With Act! CRM,” says Arno, “everything to do with the sales process, from customer management to the signing of contracts, is connected.”

## Arno's mistake

But despite his long-term enthusiasm for Act! CRM, Arno admits to switching for a year to another CRM system written specifically for the sector. That was a mistake.

"It let us track our entire back office, but the system was too shaky in all kinds of ways. Information was omitted or didn't enter properly, which gave us skewed results. Eventually, we couldn't work with it anymore and went back to Act! CRM."

But Arno has total confidence that Act! CRM gives TSD an overview of all its customers, even those that aren't currently active.

"Because we can record everything accurately, nothing relevant is missed," says Arno. "So, if we spoke with someone six months ago, and they said, 'Call me back in September', we will do that because Act! CRM will remind us."

## Email marketing integration

Soon the company will start working directly from the Act! CRM database using an API to connect with an email marketing solution.

"It's important to keep communicating with prospects and customers," Arno explains, "Many of our clients come to us because we are continually letting other businesses know we exist. With Act! CRM it's easy to send out 6,000 specifically sorted emails".

So, would Arno recommend Act! CRM to other recruitment firms?

"Of course not," he says with a laugh, "because then they have all the advantages that I do!"



## Results

- With Act! CRM, every single element of TSD's sales process is connected, from the first interaction through to the signing of contracts.
- By giving every would-be customer a success score in Act! CRM, TSD's leadership team can predict future sales much more effectively.
- Because every contact is accurately recorded, Act! CRM gives TSD a detailed overview of both past and current customers.
- Act! CRM is a vital tool for TSD because it gives managers insights into the company's commercial processes they would not otherwise have.

## Contact

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