# Act! for small businesses, retailers and individuals. Accessible customer relationship management for businesses across the board

act!™

A hairdresser for over 40 years in Saint-Eustache near Montreal, Salon Réal Thibault adopted Act! very early on as a way to manage their client address book. Over the years, the tool has become an indispensable part of the business.
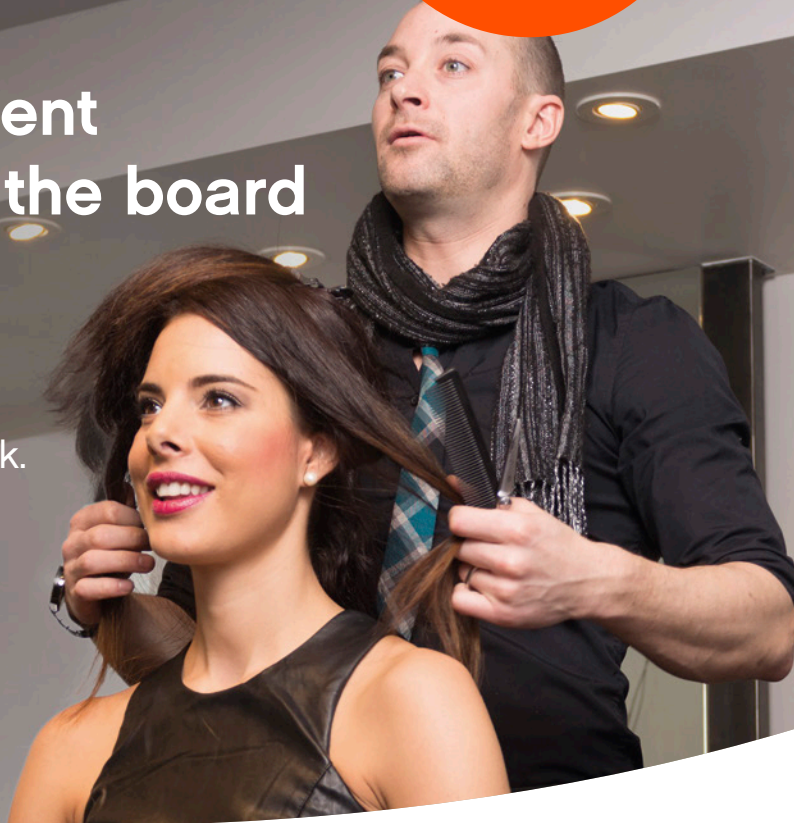
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"When customers bring in images of hairstyles, I scan them and add them to their file to keep a record of their personal style."

Réal Thibault
Hairdresser and Stylist

We all know that being a hairdresser involves technical expertise, creative flair, identifying trends and advising clients, among other skills, but it is also a matter of nurturing business relationships. Recording the details of these relationships is vital to maintaining them, from when a client's last appointment was and the nature of their treatment to what proportions of dye were used. "For years, I recorded these details by hand, either on paper or in books, until I decided to computerize my business," the owner, Réal explains. "I chose Act! because of its flexible features and the fact that it was available in French and is easy to use, which remains true with the current version."

From calendar management to customer relationships

Nowadays, Réal manages his appointments and customer details with Act!. "The calendar's week view allows me to see my calendar at a glance and easily identify available time slots for new customers." From each appointment you can quickly access the corresponding customer profile. "This gives me details of previous appointments and information about treatments, styles and colors," Réal continues. "Before each appointment, I print out the customer's details so that we can discuss them together."

This system saves him time and enables him to better respond to his customer's needs, but it also allows him to build more personal relationships. "Customers place a lot of importance on the amount of interest I show in them, so they really appreciate this approach." And the latest features of Act! can take things even further. "When customers bring in images of hairstyles, I scan them and add them to their file to keep a record of their personal style".

Direct marketing made accessible to small businesses

When you are both the main creative force and the one in charge of managing the business, 'growth' can seem like yet another item on your endless to-do list. But don't despair. The simplicity of Act! allows Réal to organize small, manageable tasks to further his direct marketing. "I regularly send greeting cards, which my customers really appreciate, and they always send a reply. Next, I want to run email campaigns in the run up to holidays and birthdays to keep me in their minds. After all, these are definitely times when they will want a hairdresser!"
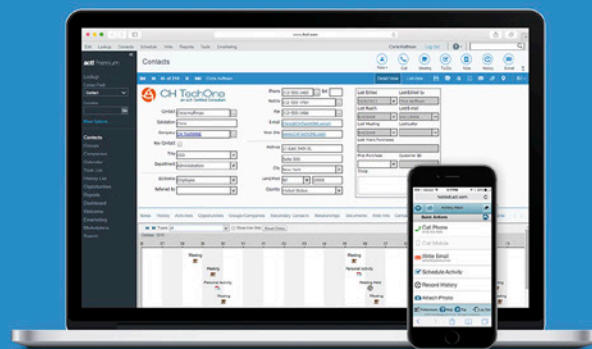
Vital support

When you run your own business and aren't the most confident of IT users, solving technical issues is both stressful and time-consuming, but help is at hand. Act! is easy to install and has been specifically developed for creatives, individuals, solopreneurs and liberal professions. "I have always liked Act!'s ease of use, stability and flexible features," Réal explains. And support is always available when things get tricky. "When I bought a new PC and updated my Windows® version, I wanted to update Act! to. I received remote technical support to convert my old database and install it on my new Act! version. It worked like a charm!"

Results

- Act! is the business' main management tool, with applications spanning **organization, customer relationships and direct marketing.** The objective? Developing a more personalized approach to improve service, increase customer loyalty and encourage word of mouth referrals.

- 1 workstation with the **latest version of Act!**

- **Database back-up** on local disc

- **800 entries** in the Act! database

Contact

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