



act!

# Act! helps put space firm into orbit

Spurred on by explosive growth and with plans for further expansion, Color Business Centers turned to Act! for a professional CRM system that would make it future-proof.



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**Sandra Petri**  
Marketing Manager

When it comes to providing flexible workspaces, Color Business Centers are one of the Netherland's biggest and best. Founded some 15 years ago, the company has grown from a single business centre in Arnhem into a major player. With 16 sites across the country, a presence in four major cities, and space that ranges from large city centre properties through to sleek business park offices and sustainable sites with easy motorway access, they are the country's largest Dutch-owned company in the sector.

At a time when many businesses are looking to stay light on their feet by cutting back on the high cost of traditional office space, Color Business Centers have the perfect formula for success.

“In three years' time, we expect to have **thirty sites** across the Netherlands,” says Sandra Petri, the company's marketing manager.

## Solution to back office pressure

But expansion has already put greater pressures on the company's back office functions, which future growth will only add to. As Sandra points out, “When we only had eight or nine sites, an Excel™ sheet was all we needed, but as we grew, we got to a point where we knew we needed a more professional solution. We wanted a system that would grow with the business and would allow us to keep track of and **communicate with clients anywhere in the country**. We looked at a number of software packages, but none seemed up to the job.”

Then the company was introduced to Act! by an Act! Certified Consultant.

What really struck a chord with Sandra and her team was the fact that in Act! they had a sales information

system that can track leads back to their source, helping to direct their marketing.

### Act! triggers great expectations

“We immediately had a long list of things we wanted to use it for,” says Sandra, “such as monitoring leads and extracting management information. And guess what? **Act! can do it all.** You just have to know what you want to get out of it, so you know what information to put into it. Now, whenever we open a new site, it is instantly incorporated into the system.”

The Act! Certified Consultant, who provided Sandra and operations manager Sonja van Duijnhoven with all the support they needed to get Act! up and running, are now helping Color Business Centers **customise and refine the software** so that the end product is exactly what they want.

### An evolving system

“It’s very satisfying to see our very own, customised CRM and sales support system evolving in front of our eyes and giving us exactly the information we need”, says Sandra.

“And the Act! Certified Consultants have been great. What we thought would be a major undertaking, they made seem easy. We enjoyed working with them. You can always get hold of them, they’re approachable, and will go the extra mile to help us find the right solution.”

And the million dollar question: would Color Business Centers recommend Act! to its business partners?

“Without a doubt,” says Sandra.

## Results



- By bringing together a number of information streams, Act! gives **new insights** that enable Color Business Centers to always stay one step ahead of its competitors.
- With a system now in place to log and track leads, **revenues have increased.**
- By making the company’s marketing more **targeted and effective**, Color Business Centers have a continual stream of fresh customers.
- Act! is also serving as a Human Resource Management hub that has really **simplified a whole range of internal processes**, such as agenda management, task lists and coordinating part-time staff.

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