



act!

# Act! Makes the Best Case

When a family-run firm with a **hundred year history** wanted to raise its customer service level to an **even higher standard**, it needed a solution that would allow it to maintain the **'personal touch'** that it was known for.

## M.C.J. Casings Ltd.

SAUSAGE CASINGS MANUFACTURERS  
& BUTCHERS SUNDRIES SUPPLIERS

MCJ Casings is one of the UK's few remaining independent processors of natural sausage skins, with a well-earned reputation for the quality of its products and standard of customer care.

So, when the company acquired a butchers' sundries firm, there was a real **determination to maintain and strengthen the connection with its customers**, ranging from supermarkets and wholesalers through to independent high street butchers.

"Our personal touch is what sets us apart from our competitors," says MCJ Casings' sales manager Angela Banks, "so we were very keen to make sure that we maintained strong relationships with our customers as we expanded."

With a move into new premises, it seemed the perfect time to reboot the company's account management systems.

"With Act! all members of our sales team can find out **everything they need to know** about a customer at the touch of a button, **so relationships flow much more smoothly.**"

### Angela Banks

Sales Manager at MCJ Casings

#### Customer information at your fingertips

"Up until then we'd been using a basic diary system to manage around 400 live accounts," says Angela. "But that was proving increasingly impractical as it didn't give us all the information we needed when a customer called. So it was becoming more and more obvious that we needed a better way of managing our accounts."

After trialling a few products, such as Microsoft Dynamics and Workbooks, the company settled on Act! as their new CRM software.

"As soon as I saw the online demo," says Angela "I knew that Act! would **help us improve our service levels** by giving the sales team all the account details they needed as soon as a customer called."

Act!'s diary system is also **proving a powerful tool** in helping the company plan ahead and avoid potential issues that might have been missed previously.

### Greater upselling opportunities

"Because our customer service is even better," says Angela, "we're retaining more customers than ever using Act!".

One area where Act! is proving particularly effective is in the ability it has given MCJ Casings to **upsell to existing customers**. By accessing the account history and contact notes, the sales team can now suggest additional products relevant to individual customers, such as ingredients, sausage mixes and even packaging types, that they have previously ordered or shown interest in.

### Faster account review

Before Act!, that would have meant reviewing a customer's previous orders, a time-consuming process for everyone involved.

"With Act! we're able to plan our sales calls much better and **schedule contact with customers at just the right moment**. We can anticipate from our records where they are in their buying cycle, so we're confident we're thinking along the same lines as they are," says Angela.

### More efficient call handling

With Act! Angela and her team have much better insight into each account history. They also have a much clearer picture of how efficiently they're working by comparing the number of calls they make with the level of sales they're achieving.

With the launch of a new company website, and increased use of social media, the next step will be to start using **the e-marketing opportunities Act! provides** to attract new customers, as well as help retain existing accounts.

So with Act! in place, a very traditional business is ensuring that the future will be just as successful as its history.



Since introducing Act! fully into their sales and customer management process, MCJ Casings has seen a **remarkable improvement in productivity** with the number of accounts that Angela and her team manage rising from **400 to 700**, and all without the need for any new members of staff.

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